

UNIVERSITY
VISION

COLLEGE
MISSION

OUR
MISSION

OUR
VALUES

OUR
PRIORITIES

OUR
INITIATIVES

OUR
METRICS



School of Art & Design PLAN-ON-A-PAGE

**“TO INSPIRE LEARNING AND CREATIVITY THAT IGNITES THE MIND,
NURTURES THE SPIRIT, AND FULFILLS THE PROMISE OF A BETTER FUTURE”**

“TO ADVANCE EXCELLENCE, CREATIVITY, AND INTEGRITY THROUGH ARTS AND MEDIA”

***“To empower students to become dynamic, civic-minded artists, designers,
filmmakers, scholars, and educators who innovate in their fields.”***

**ACADEMIC
& CREATIVE
EXCELLENCE**

**WIDE-RANGING
PERSPECTIVES**

**COLLABORATION
& DIALOGUE**

**COMMUNITY
ENGAGEMENT &
ENRICHMENT**

**SUSTAINABILITY
& INNOVATION**

STUDENTS

*Offer relevant experiential
and innovative curricula that
prepares students to be successful
in the creative economy*

TEAM

*Support faculty and staff
development in scholarly/
creative endeavors*

COMMUNITY OUTREACH

*Foster community partnerships
and provide impactful
programming for the university,
region, state, and beyond*

**GROWTH &
DEVELOPMENT**

*Maintain a College of Excellence
through strategic growth in
enrollment and funding*

**STUDENT
SUCCESS**

- Facilitate the development of students' autonomy, confidence, and synthesis of knowledge
- Foster our students' sense of community and belonging
- Increase retention and graduation rates while maintaining academic rigor
- Support student success through quality advising
- Connect academic programs to extra-curricular offerings interdisciplinary collaborations, and internships
- Increase student opportunities to exhibit, sell, market, and promote their work

**STRATEGIC
GROWTH**

- Increase student enrollment while maintaining academic and artistic rigor
- Increase the number of recruiting contacts and opportunities
- Increase funding for our targeted recruitment plan
- Strengthen programs that train students to be dynamic creatives prepared for employment

**EXEMPLARY
FACULTY & STAFF**

- Retain and recruit exemplary faculty and staff to support increased enrollment
- Promote teamwork and interdisciplinary collegiality
- Provide opportunities for participation in professional development activities for faculty and staff
- Provide financial support for travel, dissemination of research, and creative activities
- Increase public awareness of faculty and staff achievements

**PUBLIC
OUTREACH**

- Amplify public awareness of the variety, frequency, and quality of SOAD programs
- Build public awareness of student and alumni achievements
- Strengthen existing public school and community outreach efforts
- Implement micro-credentials and certificate programs
- Expand opportunities for public access to arts programming

**FINANCIAL
GROWTH**

- Grow private donations to support scholarships, travel, equipment, and faculty and staff research/creative activities
- Increase student funding for study abroad, artist residencies, and creative projects
- Identify resources for infrastructure growth and improvement
- Develop a maintenance, repair, and replacement plan for equipment and facilities
- Innovate revenue generation through art leasing and sales, facility rental, and other initiatives