

School of Art Strategic Plan
Approved 12/09/2016

Priority 1: Increase Enrollment and Promote Student Success

- 1.1 ***Recruit qualified and capable students with varied backgrounds who are motivated in seeking higher education in the visual arts.***
- 1.1.1 The SoA will develop a recruitment plan; areas will create their own recruitment strategies to coordinate with the School's plan.
- 1.1.2 Identify underrepresented groups from high schools, community colleges and universities and implement the recruitment plan to provide an effective matriculation of highly-qualified students to the School of Art and to increase awareness of the educational opportunities in art at Texas Tech University.
- 1.1.3 Increase funding for talent-based and academic scholarships, graduate-level GA, TA and GPTI appointments, and for recruitment of qualified undergraduate and graduate students.
- 1.1.4 Engage art alumni in the recruitment of highly qualified undergraduate and graduate program candidates.
- 1.1.5 Maintain and improve School of Art website and the use of other electronic media to communicate the School of Art's public image, programs, activities, and accomplishments.
- 1.2 ***Retain and graduate qualified and capable students with varied backgrounds and interests in art.***
- 1.2.1 Implement ongoing Texas Tech University initiatives regarding program and course outcomes and assessments to enhance and improve the quality of the artistic and academic experience.
- 1.2.2 Conduct graduating senior exit interviews in capstone courses to include student feedback to be used as an assessment tool.
- 1.2.3 Ensure that academic programs adhere to the "Graduate on Time" program.
- 1.2.4 Increase scholarship funding and fellowships for continuing students and seek ways to recognize and honor student achievements through scholarships, awards, and publicity.
- 1.2.5 Develop an undergraduate mentoring program.
- 1.2.6 Encourage formation of, support for and interaction between student organizations through faculty advising and event publicity.

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- 1.2.7 Standardize the process to accomplish the transfer credit of non-majors who study abroad.
- 1.3 ***Establish an enrollment management plan for the School of Art that is consistent with institutional strategy.***
 - 1.3.1 The School of Art will meet the institutional enrollment target goal of 80% undergraduate/ 20% graduate student.
- 1.4 ***Offer programs, curricula and instructional methods that include elements of service-learning, academic citizenship, cultural diversity and that foster inclusive modes of creative inquiry.***
 - 1.4.1 The School of Art will review all art curricula and promote and facilitate courses that appropriately stress social and cultural diversity
 - 1.4.2 The School of Art will continue to encourage diversity by scheduling exhibits and speaker programs of artists, scholars, critics and collectors and promote collaborative symposia and lectures, which are multidisciplinary or interdisciplinary in scope.
 - 1.4.3 The School of Art will continue to add service-learning components to new or modified courses when appropriate.
- Priority 2: Strengthen Academic Quality and Reputation**
 - 2.1 ***Recruit, hire, and retain excellent and diverse faculty, staff, and administrators.***
 - 2.1.1 Provide professional development opportunities for faculty and staff that help SoA to adapt itself to a changing educational environment.
 - 2.1.2 Promote the consolidation of efforts by fostering interdisciplinary endeavors and by establishing annual themes as the fulcrum of the calendar of public activities and relevant aspects of teaching.
 - 2.1.3 Provide flexibility of faculty workload credit so that each individual is able to give his or her best effort to the school in service, teaching, and research according to the needs of the School.
 - 2.1.4 Maintain an optimal ratio of full-time to part-time faculty, and develop ethical standards for hiring and employing part-time and contingent faculty.
 - 2.2 ***Make the School of Art more competitive by attaining national standards in the use of technology.***

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- 2.2.1 Reassess the technology expectations and requirements within the school and find ways to incorporate them in areas not currently using them.
- 2.2.2 Support the Visual Resource Center's efforts to digitize and provide a content management system for the use of the School of Art's faculty and staff.
- 2.3 ***Strengthen undergraduate, graduate, and professional programs in the School of Art to bring regional, national, and international recognition to the School of Art.***
- 2.3.1 Enhance the quantity and scope of interdisciplinary work within the School of Art, creating a mechanism to support the forming of partnerships to enhance student education.
- 2.3.2 Examine the feasibility of new degree and certificate programs, especially those that establish the SoA and TTU as unique in comparison with peer institutions.
- 2.3.3 Develop plans, seek support for, and coordinate artist-in-residency programs of two---weeks to semester---long duration to enhance the academic program, including local opportunities.
- 2.3.4 Develop strategies, plans and additional initiatives to improve enhance School of Art programs in Fredericksburg.
- 2.3.5 Develop plans, seek support for, and coordinate artist-in-residency programs of two-week to semester-long duration to enhance the academic program.
- 2.3.6 Collaborate with the Charles Adams Studio Project to facilitate Artist-in-Residence Programs.
- 2.3.6 Identify support to bring in international artists, scholars, and educators (including those from sister schools in Seville, Spain, and Cholula, Mexico).
- 2.3.7 Increase the number and frequency of distance education courses to our student audiences, where appropriate and sustainable.
- 2.4 ***Publicize accomplishments of students and faculty.***
- 2.4.1 Generate reports on accomplishments by SOA faculty and students to distribute to the University and the broader public.
- 2.4.2 Take full advantage of social and new media for the dissemination of SoA's academic and public activities and to strengthen faculty's Academic reputation.

Priority 3: Expand and Enhance Research and Creative Scholarship

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- 3.1** ***Ensure that 40% of faculty time is spent on research, in true accordance with 40/40/20 percent distribution.***
- 3.1.1 Support and maintain a policy for equitable distribution of teaching and service loads.
- 3.1.2 Continue to seek grants to support research and creative activity.
- 3.1.3 Document level of research self---funding accomplished by the faculty. This is not clear to me.
- 3.2** ***Increase opportunities for School of Art students, faculty, and staff to present their scholarly and creative research at in regional, national, and international venues.***
- 3.2.1 Seek internal and external grants that will provide additional sources of funding to support students, faculty, and staff to attend regional, national, and international conferences to present their creative and scholarly research.
- 3.2.2 Seek and establish endowments to provide long-term support for faculty and staff involvement with national professional organizations and to support educational and training opportunities (travel).
- 3.2.3 Encourage faculty to write/co-write grants and apply for development leaves in a coordinated manner to maximize effective teaching and research.
- 3.2.4 Encourage graduate students to seek external creative and scholarly opportunities.
- 3.2.5 Seek the establishment of an exhibition/research facility in a major metropolitan center within the state.
- 3.2.6 Establish a process and plan faculty exchanges with peer institutions.
- 3.2.7 Develop key partnerships with national and international schools, and promote and increase participation in study abroad programs.
- 3.3** ***Increasing multi--- and interdisciplinary research opportunities for School of Art Students and faculty.***
- 3.3.1 Encourage faculty to incorporate and pursue interdisciplinary research

Priority 4: Further Outreach and Engagement

We will expand our community outreach, promote higher education and continue to engage in partnerships in order to improve our communities and enrich their quality of life.

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- 4.1** ***Establish and promote additional service-learning courses.***
- 4.1.1 Develop service-learning components to new or modified courses where appropriate.
- 4.2** **Develop School of Art outreach opportunities.**
- 4.2.1 Develop graduate certificate programs that enhance professional development.
- 4.2.2 Train students as docents for MoTTU and UPAC, tours given during RRO and First Fridays
- 4.2.3 Promote School of Art events via TechAnnounce, social media blasts, Lubbock AJ, posters/flyers distributed at TTU satellite galleries during First Fridays
- 4.2.4 Establish an Education Curator to coordinate field-based activities in area schools.
- 4.2.5 Continue teacher workshops and outreach.
- 4.2.6 Determine the viability of additional online course offerings
- 4.3** ***Increase collaboration between the School of Art and EC-12 art education and community colleges.***
- 4.3.1 Work with regional school district Arts Coordinators in teaching and workshop opportunities
- 4.3.2 Identify potential partnerships with area and regional community colleges
- 4.3.3 Maintain Saturday Morning Art Project, Summer Discovery Program, and open houses.
- 4.4** ***Develop partnerships between the School of Art and regional, national, and international entities.***
- 4.4.1 Promote exchange exhibitions
- 4.4.2 Seek partnerships with MoTTU to facilitate regular faculty and student exhibitions, curatorial and education opportunities for art students.
- 4.4.3 Continue to maintain the quality of School of Art and Landmark Arts sponsored events.

Priority 5: Increase and Maximize Resources

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We will increase funding for scholarships, professorships, and world-class facilities, and maximize those investments through more efficient operations in order to ensure affordability for students and accountability to the State of Texas.

5.1 *Develop and annually review a long-term Development Plan.*

- 5.1.1 Develop short-term and long-term fundraising objectives to meet the goals of the Development Plan.
- 5.1.2 Develop an appropriate strategy for meeting short and long-term fundraising projects to be annually reviewed and revised.
- 5.1.3 Continue to support fundraising efforts of The Medici Circle - Supporters of the School of Art.
- 5.1.4 Establish new scholarship endowments in the School of Art.
- 5.1.5 Establish an Endowed Chair/Professor position in the School of Art.
- 5.1.6 Create and implement an annual Marketing Plan for the School of Art.
- 5.1.7 Seek additional grant opportunities from local, regional and national arts agencies and foundations.

5.2 *Develop contacts, partnerships, and working relationships of support with friends of the School of Art located across the state, nation, and around the world.*

- 5.1.1 Maintain an accurate mailing list of all SOA alumni, donors, contributors and friends of the School of Art.
- 5.1.2 Increase alumni contact, develop projects of support, initiate other activities that engage alumni with SOA.
- 5.1.3 Continue to support and strengthen the work and mission of the Medici Circle - Supporters of the School of Art.
- 5.1.4 Establish new scholarship endowments in the School of Art.
- 5.1.5 Establish an Endowed Chair/Professor position in the School of Art.
- 5.1.6 Create and implement and annual Marketing Plan for the School of Art.
- 5.1.7 Seek additional grant opportunities from local, regional, and national art agencies and foundations.

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5.2 ***Develop contacts, partnerships, and working relationships of support with friends of the School of Art located across the state, nation, and around the world.***

5.2.1 Increase alumni contact, develop projects of support, initiate other activities that engage alumni with SOA.

5.2.2 Establish friends of the School of Art support groups throughout Texas, to organize local support for SOA.

5.3 ***Acquire/develop facilities and equipment necessary to achieve the mission of the School of Art.***

5.3.1 Prioritize and comply with health and safety standards by continuing to make essential improvements to facilities for all areas.

5.3.2 Attain a new facility or a major remodel and expansion of current facilities, including research spaces for students and faculty, computer labs, galleries, and space for new programs.

5.3.3 Develop a comprehensive plan for expanding and acquiring state-of-the art equipment and facilities, and provide appropriate tech support and training.