

2009-2010 TTU School of Art Strategic Plan

I.	Access and Diversity: Recruit, retain, and graduate a more academically prepared and diverse student body.
1.1	Recruit qualified and capable students with varied backgrounds who are motivated in seeking higher education in the visual arts.
1.1.1	<i>Faculty will help identify underrepresented group source areas (high schools, community colleges and universities) and implement recruitment plans to increase awareness of the educational opportunities in art at Texas Tech University.</i>
1.1.2	<i>Develop a recruitment plan with associated marketing materials that connects to multiple audiences in Texas and the region.</i>
1.1.3	<i>Work closely with 2 year programs to provide an effective matriculation of highly qualified transfer students to the School of Art.</i>
1.1.4	SOA will seek and hire a diverse faculty to assure a more academically prepared student body.
1.1.5	Seek to increase funding for talent-based and academic scholarships, graduate-level GA, TA and GPTI appointments, and for recruitment of qualified undergraduate and graduate students.
1.1.6	<i>Seek ways to engage art alumni in the recruitment of highly qualified undergraduate and graduate program candidates.</i>
1.1.7	<i>Maintain and improve School of Art website that communicates the School of Art's public image, programs, activities, and accomplishments.</i>
1.2	Retain and graduate qualified and capable students with varied backgrounds and interests in art.
1.2.1	<i>Implement ongoing Texas Tech University initiatives regarding program and course outcomes and assessments to enhance the quality of the artistic and academic experience.</i>
1.2.2	<i>Conduct student satisfaction surveys each year for 2nd and 4th year students in order to include student feedback and ideas in the refinement of the School of Art program.</i>
1.2.3	<i>Ensure that academic programs meet the "Graduate on Time" program.</i>
1.2.4	<i>Area Reps will ANNUALLY REVIEW policy for the usage of School of Art equipment and studios by students, faculty and staff.</i>
1.2.5	SOA Director will work with SOA Grant Writer, CVPA, Advancement Office, and Medici Circle to increase scholarship funding and fellowships for continuing students.
1.2.6	Ensure more faculty mentoring of students.
1.2.7	Give support to faculty and student organizations.
1.2.8	Seek ways to recognize and honor student achievements.
1.2.9	<i>Offer a B.A. degree in Studio Art in order to retain students seeking a broader degree than the BFA.</i>
1.2.10	<i>Standardize transfer credit by non-majors that study abroad.</i>
1.2.11	<i>Include students in School of Art Standing committees.</i>
1.3	Establish an enrollment management plan for the School of Art that is consistent with institutional strategy.
1.3.1	<i>The School of Art will meet the institutional enrollment target goal of 80% undergrad/ 20% grad.</i>
1.3.2	The School of Art will assure that studio enrollment goals are consistent with requirements and faculty resources to optimize the instructional effectiveness and the potential for reassignment for creative/scholarly activity by the faculty.

2009-2010 TTU School of Art Strategic Plan

1.4	<i>Offer programs, curricula and instructional methods that include elements of service-learning, academic citizenship, cultural diversity and that foster inclusive modes of creative inquiry.</i>
1.4.1	<i>The School of Art will Review all art curricula and identify courses that appropriately stress social and cultural diversity, and Create faculty development programs that assist faculty in developing course objectives that increase student awareness of the value of the social, cultural and intellectual diversity.</i>
1.4.2	<i>The School of Art will encourage diversity by scheduling exhibits and speaker programs of artists, scholars, critics and collectors whose work promotes cultural and ideological diversity.</i>
1.4.3	<i>The School of Art will seek to add courses that address cultural diversity.</i>
1.4.4	<i>The School of Art will identify Service-learning courses and seek approval for University "S" designation as well as maintain, identify and add courses as necessary.</i>
1.4.5	<i>Promote collaborative symposia and lectures, which are multidisciplinary or interdisciplinary in scope.</i>
II.	<i>Human Resources and Infrastructure : Increase and use resources in order to recruit and retain quality faculty and staff as well as to support an optimal work environment.</i>
2.1	<i>Recruit, hire, and retain excellent and diverse faculty, staff, and administrators.</i>
2.1.1	<i>Seek new faculty lines that will attract a diverse faculty, in areas of study identified by faculty and Director.</i>
2.1.2	<i>Provide professional development opportunities, for faculty, staff, and administrators, that support proposals that promote interaction between other schools of Art within the BIG XII as well as support of leave opportunities outside the university.</i>
2.1.3	<i>Seek to increase benefits in the areas of workload credit, equipment, resources, assistants, and travel funds for faculty, staff and administrators within the School of Art.</i>
2.1.4	<i>Develop a transparent process for workload, including criteria for reassigned time for research and service as well as service obligations for all faculty.</i>
2.1.5	<i>Examine and refine processes for faculty evaluation, including a comprehensive job description for faculty; flexible three-year research/ creative work plans for faculty that incorporate service and teaching; refining criteria for annual evaluations that support faculty development; the advancement of technology practices.</i>
2.1.6	<i>Improve the full-time to part-time ratio of faculty.</i>
2.2	<i>Review and refine short- and long-term development goals.</i>
2.2.1	<i>Develop an appropriate strategy for meeting short and long-term fundraising projects to accomplish the goals established in the Needs and Priorities list annually reviewed and revised by the Development Committee.</i>
2.2.2	<i>Support fundraising efforts of The Medici Circle - Supporters of the School of Art.</i>
2.2.3	<i>Establish new scholarship endowments in Art in alignment with the Development Needs & Priorities List.</i>
2.2.4	<i>Create and implement an annual Marketing plan for the School of Art.</i>
2.3	<i>Improve facilities and equipment.</i>
2.3.1	<i>Employ all required strategies to move the 3D Art Annex toward a timely and successful completion.</i>
2.3.3	<i>The School of Art will continue to make improvements to facilities for better space utilization and to come into compliance with health and safety standards for all areas.</i>
2.3.4	<i>The School of Art will move towards the attainment of a new facility to house all programs and activities, in order to meet our needs for the next 30 years (including faculty and student studios, research spaces, computer labs, galleries, a laboratory school, and space for new programs).</i>

2009-2010 TTU School of Art Strategic Plan

2.4	Increase the use of technology in the School of Art.
2.4.1	Utilize appropriate funds and resources to support current trends in art technology, including the deployment of the School of Art Laptop Initiative for students as well as a plan for the timely replacement of required technology resources for faculty and staff
2.4.2	Seek ways to make Visual Resources Center's digital image collection - more directly accessible to faculty and students
2.4.3	Seek funding to garner additional equipment, including a 3D CAD rapid prototyping facility and digital scanners and printers.
2.4.4	Develop a School of Art Technology Plan for Faculty and Staff, including technology training.
III.	Undergraduate and Graduate Teaching, Learning, and Professional Education: Enhance our national recognition as an exemplary School of Art.
3.1	Strengthen undergraduate, graduate, and professional programs in the School of Art.
3.1.1	Participate in an internal and external assessment of degree programs (NASAD, Graduate Program Review).
3.1.2	Develop and implement a plan to enhance School of Art programs based on the results of assessments of programs and student learning, including regular curriculum reviews and the establishment of institutional benchmarks for the school.
3.1.3	Maintain and improve interactions with Honors College.
3.1.4	ENROLLMENT MANAGEMENT COMMITTEE WILL CONTINUE to establish regular patterns of course offerings for all degree plans, by cohort.
3.1.5	Enhance the quantity and scope of interdisciplinary work within the School of Art, including increased involvement with all academic programs and centers at the university and identifying the mechanisms needed to effectively bridge disciplines and majors.
3.2	Expand opportunities through national/international initiatives, external centers, and institutes in art.
3.2.1	Encourage faculty and students to participate in international collaborative programs (TTU-Seville, TTU-Cholula, SACI, etc.) and enhance institutional affiliations in order to facilitate education, teaching, and research abroad.
3.2.2	Encourage faculty and student participation in program offerings in the off campus centers.
3.2.3	Establish and promote interdisciplinary centers in the School of Art (tentative titles): The Center for Creativity and The Center for Place.
3.3	Develop artistic and educational programs that bring regional, national, and international prestige to the School of Art.
3.3.1	Continue to develop unique certificate programs that will distinguish the School of Art from peer institutions.
3.3.2	Continue to increase local, regional and national participation and support for School of Art sponsored art conferences, symposia, exhibitions, and gallery programs.
3.3.3	Maintain our program of exhibitions, lectures and workshops that enrich and challenge the intellectual community.
3.3.4	Examine the feasibility of new degree and certificate programs, especially those that establish TTU as unique in comparison with peer institutions.; MFA in Design; Glass, Animation, Film and Video; an interdisciplinary Creativity and Innovation minor and/or masters, as well as other interdisciplinary ventures.
IV.	Engagement: Provide scholarly outreach opportunities that contribute to students' learning and that benefit our communities, the state, and nation.
4.1	Establish and promote additional service-learning opportunities.
4.1.1	Continue to add service-learning components to new or modified courses.
4.1.2	Encourage service-learning components to academic coursework, especially as it contributes to goals of excellence and diversity.

2009-2010 TTU School of Art Strategic Plan

4.2	Develop additional School of Art outreach opportunities.
4.2.1	<i>Examine feasibility of adding graduate certificate programs that enhance professional development.</i>
4.2.2	<i>Continue to seek greater collaboration with other galleries and museums.</i>
4.2.3	<i>Continue to seek increased attendance at School of Art gallery openings and other special events.</i>
4.2.4	<i>Continue to develop strategies, plans, and additional initiatives to improve the quality of School of Art gallery-</i>
4.2.5	<i>Seek to establish an Education Curator who will coordinate field-based activities in area schools.</i>
4.2.6	<i>Increase outreach to public schools by inviting them to participate in university events such as University Day and School of Art based workshops.</i>
4.2.7	<i>Continue to offer teacher workshops and outreach through programs offered by Visual Studies, at the TTU Center at Junction, etc.</i>
4.2.8	<i>Promote better engagement with off-campus audiences.</i>
4.2.9	<i>Create an Advisory Board for the School of Art.</i>
4.2.10	<i>Identify and obtain a space in downtown Lubbock for School of Art activities by all areas (potential exists for use by other programs).</i>
4.2.11	<i>Perform a feasibility study to determine the viability of course offerings and other activities by the School of Art in urban settings such as Houston or Dallas/Forth Worth (or other locations).</i>
V.	Scholarly and Creative Productivity: Increase scholarly and creative productivity and funding for all areas of inquiry within the School of Art.
5.1	Develop scholarly and creative programs that bring regional, national, and international prestige to the School of Art.
5.1.1	<i>Seek increased internal and external funding to be earmarked for student and faculty professional development and international travel.</i>
5.1.2	<i>Develop plans for, seek support for, and coordinate Artist-in-Residency programs of two-week to semester-long duration to enhance the academic program.</i>
5.1.3	<i>Landmark Arts will collaborate with the academic program to identify support to bring in international artists, scholars, and educators from sister schools (Sevilla, Spain & Cholula, Mexico as two examples).</i>
5.1.4	<i>Increase the number and frequency of distance education courses to our student audiences, where appropriate and sustainable.</i>
5.2	Increase opportunities for School of Art students, faculty, and staff to participate in regional, national, and international venues.
5.2.1	<i>Seek internal and external grants that will provide additional sources of funding to support students, faculty, and staff to participate in regional, national, and international venues.</i>
5.2.2	<i>Seek to improve support for faculty and staff involvement with national professional organizations and educational and training opportunities.</i>
5.2.3	<i>Encourage faculty to apply and write grants for development leaves.</i>
5.2.4	<i>Seek increased funds from internal and external sources for faculty travel/research.</i>
5.2.5	<i>Seek the establishment of an exhibition/research facility or liaison in an urban or other site within the state.</i>
5.2.6	<i>Establish a process and plan for informal faculty exchanges with other pre-eminent institutions.</i>
5.2.7	<i>Develop key partnerships with national and international schools, and promote and increase participation in study abroad programs (Seville and others).</i>

2009-2010 TTU School of Art Strategic Plan

VI.	<i>Partnerships : Build strategic partnerships and alliances with the School of Art.</i>
6.1	<i>Maintain and develop collaboration between the School of Art and EC-12 art education and community colleges.</i>
6.1.1	<i>Work with LISD and other regional Fine Arts Coordinators to engage faculty and students in teaching and workshop opportunities.</i>
6.1.2	<i>Identify potential partnerships with area and regional community colleges.</i>
6.1.3	<i>Maintain the Saturday Morning Art Project and programs that connect the School of Art with various art constituencies in the community.</i>
6.1.4	<i>Offer credit and non-credit courses and outreach programs at alternative sites, as determined by feasibility and support: Dallas, Houston, El Paso, the Valley (Edinburgh and McAllen), Taos, Truth or Consequences, and other locations.</i>
6.2	<i>Develop partnerships between the School of Art and local, university, state and federal entities.</i>
6.2.1	<i>Promote exchange exhibitions with other studio programs.</i>
6.2.2	<i>Identify opportunities for interaction with the Museum of Texas Tech University.</i>
6.2.3	<i>Become involved statewide with arts centers and museums - for example the Museum of Fine Arts in San Angelo and the Museum in Midland and Odessa.</i>
6.2.4	<i>Seek out grant opportunities from arts agencies such as Lubbock Arts Alliance, Texas Commission on the Arts, National Endowment for the Arts, the department of Education, CH Foundation, and the Helen Jones Foundation and other private funding sources.</i>
6.2.5	<i>Promote partnerships with local, regional, and national technology vendors for educational support for the program.</i>
6.3	<i>Develop contacts, partnerships, and working relationships of support with friends of the School of Art located across the state, nation and around the world.</i>
6.3.1	<i>Maintain an accurate mailing list of all SOA alumni, donors, contributors and friends of the School of Art.</i>
6.3.2	<i>Continue to facilitate annual meetings of the Ad-Hoc Alumni Committee to increase alumni contact, develop projects of support, and engage in other activities that engage alumni with SOA.</i>
6.3.3	<i>Continue to support and strengthen the work and mission of the Medici Circle - Supporters of the School of Art.</i>
6.3.4	<i>Seek to establish friends of the School of Art support groups in major urban centers of Texas, including San Antonio, Dallas, Houston, Austin, El Paso, to organize local support for SOA.</i>