

2009-2020 Strategic Plan Priorities – School of Art

Priority # 1- Increase Enrollment and Promote Student Success

- *We will grow and diversify our student population in order to improve higher education participation and supply a well-equipped, educated workforce for the state of Texas.*

Goal	2009	2010	Change 2009 to 2010	2010 Target	2011 Target	2015 Target	2020 Target
Fall enrollment	490	508	+1.03%	508	515	520	525
Graduate student enrollment as a % of total enrollment	14.29%	15.35%	+1.06%	15.35%	16.50%	18.0%	19.5%
1 - year retention rate	70.18%	86.67%	+16.49%	86.67%	86%	87%	88%
2 - Year Retention Rate	62.07%	61.40%	-.67%	61.40%	65.0%	70.0%	75.0%
4 – Year graduation rate*	N/A	41.86%	N/A	N/A	N/A	N/A	N/A
6 - year graduation rate	58.88%	61.76%	+2.88%	61.76%	63.0%	64.0%	65.0%
Total degrees awarded (annual)	106	83	-23	80	95	100	115
Freshman in Top 25% of High School Class	KPI not available	39.58%	_____	40	45	50	55
Freshman Class in 75 th Percentile – SAT (NRUF)**	KPI not available	5	_____	5	6	9	15
Freshman Class in 75 th Percentile- ACT (NRUF) **	KPI not available	5	_____	5	6	9	15

*Undergraduate programs reduced SCH requirements effective incoming freshman class, fall 2008; 2012 first reporting.

**The SOA seeks first and foremost, artistically talented students while strongly weighing academic factors.

Key Strategies

SoA:

- 1.1 Recruit qualified and capable students with varied backgrounds who are motivated in seeking higher education in the visual arts.
- 1.2 Retain and graduate qualified and capable students with varied backgrounds and interests in art.
- 1.3 Establish an enrollment management plan for the School of Art that is consistent with institutional strategy.
- 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.

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Priority # 2- Strengthen Academic Quality and Reputation

- *We will attract and retain the best faculty in the country in order to enhance our teaching excellence and grow our number of nationally recognized programs.*

Goal	2009	2010	Change 2009 to 2010	2010 Target	2011 Target	2015 Target	2020 Target
Total doctorates awarded	1	3	+2	2	3	3	4
Total Ph.D.s awarded (NRUF)	1	3	+2	2	3	3	4
Master's Graduation Rate – Must be ≥ 56% (NRUF)	KPI not available	68.75%	-----	75%	75%	75%	75%
Doctoral Graduation Rate – Must be ≥58% (NRUF)	KPI not available	KPI not available	-----	-----	-----	-----	-----
Doctoral Time to Degree – Must be ≤8.0 Years (NRUF)	KPI not available	4.45	-----	8.00	8.00	8.00	8.00
% of Full-Time Equivalent Teaching Faculty who are Tenured or Tenure-Track (THECB)	93%	94%	-1%	93%	94%	98%	100%
Faculty receiving nationally recognized awards - – determined by best practices nationally	15	19	+4	15	20	25	30
Tenure or Tenure-Track Faculty Teaching Lower Division Student Credit Hours (THECB)	KPI not yet available	18%	-----	20%	23%	25%	30%
Student to Faculty Ratio (THECB Accountability System)	17:1	17:1	00:0	17:1	17:1	17:1	17:1

Key Strategies

SoA:

- 2.1 Recruit, hire, and retain excellent and diverse faculty, staff, and administrators.
- 2.2 Make the School of Art more competitive by attaining national standards in the use of technology.
- 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.
- 2.4 Publicize accomplishments of students and faculty.

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Priority # 3- Expand and Enhance Research and Creative Scholarship

- *We will increase scholarly and creative productivity and funding for all areas of inquiry within the college in order to advance knowledge and improve the quality of life in our state and nation.*

Goal	2009	2010	Change 2009 to 2010	2010 Target	2011 Target	2015 Target	2020 Target
Academic Production – publications and professional presentations	182	83	-99	90	100	110	120
Creative/Research Production – exhibitions, performances, client-based projects	192	196	+4	200	210	215	220
Expenditures for professional development of faculty, students, and staff	\$5,410	\$15,570	+\$10,160	\$15,000	\$20,000	\$35,000	\$40,000
Enhanced facilities - new, renovated, or upgraded (including health & safety)	\$0	\$3,800,000	+\$3,800,000	\$3,800,000	\$10,000,000	\$25,000,000	\$25,000,000
Number of collaborative creative, academic, and research partnerships	7	6	-1	6	7	8	10

Key Strategies

SoA:

3.1 Ensure that 40% of faculty time is spent on research, in true accordance with 40/40/20 percent distribution.

3.2 Increase opportunities for School of Art students, faculty, and staff to present their scholarly and creative research at regional, national, and international venues.

3.3 Increasing multi- and interdisciplinary research opportunities for School of Art students and faculty utilizing, when appropriate, the University's eight (8) research themes.

- (1) Sustainable Society and Economy-Energy, Water, Agriculture and the Built Environment
- (2) Computational and Theoretical Sciences and Visualization
- (3) Innovative Education and Assessment
- (4) Advanced Electronics and Materials
- (5) Integrative Bioscience

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(6) Community Health and Wellness

(7) Culture, Communication, Entrepreneurship, and Leadership

(8) Creative Capital-Arts and Design Technologies

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Priority # 4- Further Outreach and Engagement

- *We will expand our community outreach and promote higher education in order to improve our communities and enrich their quality of life by building strategic partnerships and alliances that disseminate knowledge in the arts.*

Goal	2009	2010	Change 2009 to 2010	2010 Target	2011 Target	2015 Target	2020 Target
Number of performances, exhibitions, scholarly, and educational outreach opportunities	62	56	-6	60	65	70	80
Number of distance and off-campus credit and non-credit instructional offerings	12	17	+5	18	20	25	30
Number of service-learning courses	2	2	0	3	3	4	4
Enrollment in SL courses	35	35	0	35	40	50	60
Number of students participating in Study Abroad programs	13	10	-3	13	15	20	25

Key Strategies

SoA:

- 4.1 Establish and promote additional service-learning courses.**
- 4.2 Develop additional School of Art outreach opportunities.**
- 4.3 Maintain and develop collaboration between the School of Art and EC-12 art education and community colleges.**
- 4.4 Develop partnerships between the School of Art and local, university, state and federal entities.**

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Priority # 5- Increase and Maximize Resources

- *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.*

Goal	2009	2010	Amount Change 2009 to 2010	2010 Target	2011 Target	2015 Target	2020 Target
Total weighted student credit hours	37,941.35	35,659.03	-2,382.32	35,000	37,000	39,000	41,000
Scholarship endowments	\$464,051	\$407,400	-\$56,651	\$500,000	\$530,000	\$550,000	\$600,000
Fundraising	\$23,730	\$37,600	+\$13,870	\$35,000	\$50,000	\$60,000	\$100,000
New facilities	\$0	\$3,804,227	+\$3,804,277	\$3,800,000	\$25,000,000	\$25,000,000	\$25,000,000
Renovated facilities	\$0	0	0	\$0	\$2,000,000	\$3,000,000	\$4,000,000
Upgraded equipment	\$59,392	\$94,094	+\$34,702	\$75,000	\$110,000	\$150,000	\$200,000

Key Strategies

SoA:

5.1 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 Review and refine short- and long-term development goals.

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