

COLLEGE OF **VISUAL** & **PERFORMING ARTS**

STRATEGIC PLAN 2025-2030



TCVPA INNOVATION PILLAR

Focal Values: *Curiosity, Creativity, Principled Conduct*

Key Priority:¹ *Address contemporary issues and guide the future through integration of new technologies and interdisciplinary approaches, informed by rich tradition.*

- **Innovation Goal 1 (I.1):** *Elevate a culture that supports innovation and tradition*
 - **Innovation Initiative 1.A (I.1.A):** Encourage initiatives that articulate innovations or traditions within a dynamic arts-based context.
 - **Innovation Initiative 1.B (I.1.B):** Promote internal examples of innovative practice across all activities of the college.
 - **Innovation Initiative 1.C (I.1.C):** Explore best practices related to arts-based innovation and technological advancement.
- **Innovation Goal 2 (I.2):** *Strengthen access to innovation*
 - **Innovation Initiative 2.A (I.2.A):** Gather information and provide resources to eliminate barriers.
 - **Innovation Initiative 2.B (I.2.B):** Reduce redundancies; maximize resources and infrastructure.
 - **Innovation Initiative 2.C (I.2.C):** Share innovative practice, resources, and information.
- **Innovation Goal 3 (I.3):** *Sustain infrastructure that supports high-yield innovation*
 - **Innovation Initiative 3.A (I.3.A):** Incentivize innovation through funding, rewarding staff efforts, teaching and research.
 - **Innovation Initiative 1.A (I.3.B):** Expand projects that promote sustainability, external funding, and growth.
 - **Innovation Initiative 1.A (I.3.C):** Promote collaboration and interdisciplinarity.

¹**Primary TTU Strategic Priority Alignment:** *TTU Strategic Priority 2 — “Develop, Catalyze and Promote Innovative Research & Creative Activities.”* The TCVPA Innovation Planning Pillar guides strategic investment in research, creative activity, technological advancement, and interdisciplinary collaboration within the arts. This pillar supports planning processes that elevate both experimental and tradition-informed practices, positioning the College as a generator of new knowledge, methods, and creative forms. Planning within this pillar focuses on fostering interdisciplinary and cross-sector collaboration, integrating emerging technologies and methodologies, supporting faculty, staff, and student creative research, and amplifying the visibility, impact, and sustainability of arts-based innovation. Through this pillar, TCVPA aligns with Texas Tech University’s goal to develop, catalyze, and promote innovative research and creative activities, recognizing the arts as essential drivers of innovation, discovery, and cultural leadership.



COLLEGE OF **VISUAL & PERFORMING ARTS**

TCVPA EDUCATIONAL EXCELLENCE PILLAR

Focal Values: *All shared core values*

Key Priority:² *Advance, support, and sustain a dynamic learning environment that connects degree programs to a network of outreach, engagement, and innovation opportunities.*

- **Educational Excellence Goal 1 (EE.1):** *Enhance arts-based teaching, learning, and student success*
 - **Educational Excellence Initiative 1.A (EE.1.A):** Support teaching across all schools, considering the dynamic range of class sizes, experiences, and programs.
 - **Educational Excellence Initiative 1.B (EE.1.B):** Improve feedback, assessment, and research.
 - **Educational Excellence Initiative 1.C (EE.1.C):** Strengthen engaged teaching partnerships, community engaged learning, teacher training, and pre-college preparation.
 - **Educational Excellence Initiative 1.D (EE.1.D):** Strengthen advising and guided pathways to graduation.
- **Educational Excellence Goal 2 (EE.2):** *Embrace interdisciplinarity, innovation, and outreach and engagement in curriculum*
 - **Educational Excellence Initiative 2.A (EE.2.A):** Enable flexible and culturally responsive curricular design and planning.
 - **Educational Excellence Initiative 2.B (EE.2.B):** Adapt to the changing academic and professional landscapes by supporting curricular development and interdisciplinary offerings.
 - **Educational Excellence Initiative 2.C (EE.2.C):** Define and amplify the value of the arts within the STEAM environment and interdisciplinary collaborations.
- **Educational Excellence Goal 3 (EE.3):** *Enhance recruitment, talent assessment, and predictors for success*
 - **Educational Excellence Initiative 3.A (EE.3.A):** Strategize recruitment initiatives that advance excellence and growth.
 - **Educational Excellence Initiative 3.B (EE.3.B):** Establish, increase, and strengthen curricular exchange and articulation agreements.
 - **Educational Excellence Initiative 3.C (EE.3.C):** Align success indicators with dynamic student backgrounds, career paths, and training.
 - **Educational Excellence Initiative 3.D (EE.3.D):** Track alumni paths to promote success and opportunities afforded by arts-based studies.

² **Primary TTU Strategic Priority Alignment:** *TTU Strategic Priority 1 — “Educate and Empower a Dynamic Student Body.”* The TCVPA Educational Excellence Planning Pillar advances intentional, student-centered planning that strengthens teaching, learning, advising, assessment, and degree pathways across the College. This pillar ensures that curricula, pedagogical practices, and learning environments are responsive to evolving disciplinary standards, diverse student backgrounds, and professional trajectories in the arts and creative industries. Planning within this pillar emphasizes: continuous improvement of instructional quality, evidence-based assessment of student learning outcomes, culturally responsive curricular design, recruitment, retention, and completion strategies aligned with student success. Through this pillar, TCVPA contributes directly to Texas Tech University’s commitment to educating and empowering a dynamic student body by preparing graduates who are adaptable, reflective, and equipped for leadership, creative practice, and lifelong learning.



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TCVPA OUTREACH AND ENGAGEMENT PILLAR

Focal Values: *Principled Conduct, Sense of Community, Care*

Key Priority:³ *Commit to a process that defines, promotes, supports, and motivates outreach and engagement activities.*

- **Outreach and Engagement Goal 1 (OE.1):** *Implement an arts-based framework for outreach and engagement*
 - **Outreach and Engagement Initiative 1.A (OE.1.A):** Use documented examples of outreach and engagement to articulate value and demonstrate impact.
 - **Outreach and Engagement Initiative 1.B (OE.1.B):** Provide mechanisms to recognize outreach and engagement activities in performance evaluations.
 - **Outreach and Engagement Initiative 1.C (OE.1.C):** Develop community partnerships grounded in reciprocity and cultural responsiveness, articulated through shared standards of excellence.
- **Outreach and Engagement Goal 2 (OE.2):** *Advance arts-centered education and community-engaged learning across curricula, professional development, and research*
 - **Outreach and Engagement Initiative 2.A (OE.2.A):** Improve knowledge sharing and integrated scholarship.
 - **Outreach and Engagement Initiative 2.B (OE.2.B):** Broaden network of collaborations and partnerships.
 - **Outreach and Engagement Initiative 2.C (OE.2.C):** Advance opportunities and incentives that integrate outreach.
- **Outreach and Engagement Goal 3 (OE.3):** *Strengthen mutually beneficial relationships with stakeholders*
 - **Outreach and Engagement Initiative 3.A (OE.3.A):** Empower students, faculty, staff, and community members to actively participate in outreach initiatives.
 - **Outreach and Engagement Initiative 3.B (OE.3.B):** Expand international reach, support, and partnerships.
 - **Outreach and Engagement Initiative 3.C (OE.3.C):** Steward relationships that thrive on culturally responsive practice, meeting communities where they are.
- **Outreach and Engagement Goal 4 (OE.4):** *Support a portfolio of arts-based outreach and engagement scholarship*
 - **Outreach and Engagement Initiative 4.A (OE.4.A):** Augment digital resources.
 - **Outreach and Engagement Initiative 4.B (OE.4.B):** Define exemplars and communicate the value of arts-based outreach.
 - **Outreach and Engagement Initiative 4.C (OE.4.C):** Map efforts to define and quantify impact.

³ **Primary TTU Strategic Priority Alignment:** *TTU Strategic Priority 3 — “Transform Lives & Communities through Outreach & Engaged Scholarship.”* The TCVPA Outreach & Engagement Planning Pillar structures intentional, reciprocal relationships between the College and its local, regional, national, and global communities. This pillar ensures that outreach, engagement, and community-based activities are strategically planned, documented, assessed, and valued as core expressions of the College’s mission. Planning within this pillar emphasizes: community partnerships grounded in reciprocity and cultural responsiveness, integration of outreach into teaching, research, and creative activity, recognition of engaged scholarship in evaluation and advancement processes, and documentation/assessment of social, cultural, and educational impact. Through this pillar, TCVPA advances Texas Tech University’s commitment to transforming lives and communities through engaged scholarship, positioning the arts as a powerful catalyst for civic impact, access, and cultural vitality.

