STRATEGIC PLAN 2024-2025 SNAPSHOT VERSION

TCVPA STRATEGIC PLANNING- PLAN DEVELOPMENT WORKSHEET

PLANNING PILLAR:	**INNOVATION**
PRIORITY:	Address contemporary issues and guide the future through integration of new technologies and interdisciplinary approaches, informed by rich tradition.
FOCAL VALUES:	Curiosity, Creativity, Principled Conduct
KEY THEMES:	Interdisciplinary Work/ Collaboration, Role of Technology/ AI, Intersection of Arts and Humanities Scholarship, Research/Creative Activity Support and Development, Faculty and Staff Mentorship, Awards and Recognition

GOAL #	GOAL DESCRIPTION	INIT #:	INITIATIVE DESCRIPTION:	ACTION #	CROSS LISTED	FULL DESCRIPTION	TCVPA ASSIGNMENT:
Goal 1	**Elevate a culture that supports innovation and tradition**						
		I.1.A	Encourage initiatives that articulate innovations or traditions within a dynamic arts-based context.				
				I.1.A.1	I.1.A.1, OE.1.B.1, OE.1.C.1, OE.2.B	Development of institutional definitions and actions initiated at the Provost level, ensuring that there is an art-based presence within the annual insititutional review process.	Associate Dean for Faculty, Research, Creativity & Outreach
				I.1.A.2	I.1.A.2, I.1.B.2, I.2.A.1, OE.1.A.5, OE.3.A.5	RCAA Taskforce annual review of RCAA criterion and application process.	Associate Dean for Faculty, Research, Creativity & Outreach
				I.1.A.3		Continue the tradition of the fall and spring graduation receptions.	Student Success
				I.1.A.4	I.1.A.4, I.3.B.2, EE.3.A.4	Expand Shop Window to improve recruitment monitoring.	Marketing & Communications Student Success
				I.1.A.5		Increase brand awareness in print materials. Can for internal (faculty/staff/students) or external purposes (prospective students/teachers/community).	Marketing and Communications
				I.1.A.6	I.1.A.6, I.3.A.5, EE.2.B.6, EE.2.C.5	Promote and grow the newly established Digital Narrative Arts (DNA) program, which consolidates Photography and Transmedia.	School of Art
				I.1.A.7	I.1.A.7, EE.1.C.7	Hiring of a Performance Arts Education Specialist (T/TT Associate Professor)	School of Theatre & Dance
				I.1.A.8	I.1.A.8 , OE.3.B.4	Highlight and evaluate signature experiences, expressing their importance within curriculum and attracting funding sources.	School of Theatre & Dance
				I.1.A.9		Match funding requests and support toward innovation. Have all strategic plan goals and pillars stated when support is requested.	School of Music
				I.1.A.10	I.1.A.10, EE.1.A.5	Revision and examination of all housed degree tracks, including the FADP, minors and certificates.	Department of Interdisciplinary Arts and Studies
		I.1.B	Promote diverse internal examples of innovative practice across all activities of the college.				
				I.1.B.1	I.1.A.1, OE.1.B.1, OE.1.C.1, OE.2.B	Development of institutional definitions and actions initiated at the Provost level, ensuring that there is an art-based presence within the annual insititutional review process.	Associate Dean for Faculty, Research, Creativity & Outreach
				I.1.B.2	I.1.A.2, I.1.B.2, I.2.A.1, OE.1.A.4, OE.3.A.5	RCAA Taskforce annual review of RCAA criterion and application process.	Associate Dean for Faculty, Research, Creativity & Outreach
				I.1.B.3	I.1.B.3, I.1.C.2, I.2.C.5	Celebrate and amplify the faculty awarding process through publication of stories on digital platforms.	Academic Outreach and Awards
				I.1.B.4	I.1.B.4, I.3.A.5, I.3.C.3, EE.2.B.5, EE.2.C.4	Produce programming (exhibitions, performances, speaker series) on AI-based arts practices, relevant to all TCVPA artistic disciplines.	School of Art
				I.1.B.5	I.1.B.5, I.3.C.6, EE.2.A.3, EE.2.B.8	Use the theme "Classics Reinvented" to plan the season and pay greater attention to assessing its relationship to production work, curriculum advances, and alignment with School mission.	School of Theatre & Dance
				I.1.B.6		Promote examples of innovation via weekly emails internally, and work with School and College marketing staff to promote externally.	School of Music
				I.1.B.7		Improve self-promotion across all marketing platforms, including improvement of coordination with TCVPA.	Department of Interdisciplinary Studies and Arts
		I.1.C	Explore best practices related to arts-based innovation and technological advancement.				
				I.1.C.1	I.1.C.1, EE 2.B.1	Improvement of process for scholarship thank you letters, communicating with all units on best practices for using current Dynamic Forms system and resources to guide editing.	Academic Outreach & Awards
				I.1.C.2	I.1.B.3, I.1.C.2, I.2.C.5	Celebrate and amplify the faculty awarding process through publication of stories on digital platforms.	Academic Outreach and Awards
				I.1.C.3		Improve website UI/UX for both internal and external users so that the experience may be both aesthetic and effective.	Marketing and Communications
				I.1.C .4		Incorporate AI-based tools and problems into learning.	School of Art
				I.1.C.5	I.1.C.5, 1.2.B.9, I.3.B.6	Formulating a strategic Technology Improvement Plan	School of Theatre & Dance
				I.1.C.6		Continue best practices in safety, as demonstrated through our being awarded the Presidential Safety Award	School of Theatre & Dance
				I.1.C.7		Support travel and research toward conferences related to the innovation and advancement of specific disciplines. Support guest artists and speakers on the cutting edge of advancement and innovation.	School of Music
				I.1.C.8		Improve cross-communication of developments and offerings of DIAS across TCVPA.	Department of Interdisciplinary Studies and Arts
Goal 2	**Strengthen access to innovation**						
		I.2.A	Gather information and provide resources to eliminate barriers to access.				
				I.2.A.1	I.1.A.2, I.1.B.2, I.2.A.1, OE.1.A.5, OE.3.A.5	RCAA Taskforce annual review of RCAA criterion and application process.	Associate Dean for Faculty, Research, Creativity & Outreach
				I.2.A.2		Ensure faculty have access to granting support, tools, and templates to limit application barriers.	Innovation and Grants
				I.2.A.3		Continue building photo library for easy access to those that need them, addressing access gaps and developing new content in under-developed areas.	Marketing and Communcations for college/schools/departments
				I.2.A.4		Promote opportunities for Texas Tech Faculty Awards to increase participation and visibility, communicating via newsletters and guiding through sharing of examples.	Academic Outreach and Awards
				I.2.A.5		Develop a comprehensive marketing plan to advertise the RCAA Colloquim and Faculty Grant Workshops.	Academic Outreach and Awards
				I.2.A.6	I.2.A.6, I.2.B.6, I.3.A.1	Improve operations of Faculty Awarding Process, building a user-friendly nomination process.	Academic Outreach and Awards
				I.2.A.7	I.2.A.7, I.2.B.3, I.3.B.3	Forward improvements in scholarship awarding, budgeting, and tracking through development of a centralized database.	Academic Outreach and Awards
				1.2.A.8	1.2.A.8, EE.2.A.2, EE.2.B.4	Augment online course offerings and consider alternate course structures to make our programs accessible to working and non-traditional students.	School of Art
				1.2.A.9		Forging better communication pathways between School Box Offices in coordinating ticketing efforts	School of Theatre & Dance
				1.2.A.10		Review faculty annual reports for reports on barriers.	School of Music
		I.2.B	Amplify mechanisms to eliminate redundancies and maximize human and financial resources.				
				I.2.B.1		Move to centralize updates of the website from within the college, expanding access to Schools and Departments and creation of a more effective workflow.	Marketing and Communcations
				I.2.B.2	I.2.B.2, EE.2.C.1	Align research with college and university goals in development of TUF Grant proposals developed at the college and unit levels.	Grants and Innovation
				I.2.B.3	I.2.A.7, I.2.B.3, I.3.B.3	Forward improvements in scholarship awarding, budgeting, and tracking through development of a centralized database.	Academic Outreach and Awards
				I.2.B.4		Improve operations of dossier submission, addressing formatting and guidelines.	Academic Outreach and Awards
				I.2.B.5	I.2.B.5, EE 2.B.2	Assess investment in CRM systems to more effectively track alumni activity.	Academic Outreach and Awards
				I.2.B.6	I.2.A.6, I.2.B.6, I.3.A.1	Improve operations of Faculty Awarding Process, building a user-friendly nomination process.	Academic Outreach and Awards
				I.2.B.7	I.2.B.7, EE 2.B.3	Maintain accurate and up-to-date records of VPA Scholarship awards.	Academic Outreach and Awards

				Action #	Cross-Listed	Description	TCVPA Assignment
				1.2.B.8		Improve continuity, efficiency, and knowledge-sharing through the production of workflows and centralized repositories for information and forms.	School of Art
				1.2.B.9	I.1.C.5, 1.2.B.9, I.3.B.6	Formulating a strategic Technology Improvement Plan	School of Theatre & Dance
				1.2.B.10	1.2.B.10, I.3.B, EE.1.A.3	Evaluation of TA/RA/GPTI distribution to maximize use	School of Theatre & Dance
				1.2.B.11		Improve and enhance communication with School of Music Staff by holding bi-weekly meetings to maximize budgetary distribution and spending, as well as analyze redundancies.	School of Music
		I.2.C	Enhance publicity to share innovative practice, resources, and information.				
				I.2.C.1	I.2.C.1, EE.3.A.5, OE. 1,A,1, OE.4.3	Create regular and consistent posts that are engaging to audiences to raise brand awareness and spread important information on Social Media platforms.	Marketing and Communcations
				I.2.C.2	I.2.C.2, OE.1.A.2	Curate, catalog , and forward existing web stories that broadcast TCVPA excellence.	Marketing and Communcations
				I.2.C.3	1.2.C.3, OE.1.A,3	Forward content improvement on website and social media platrforms, ensuring consistent presence of all unitsand through spotlighting faculty.	Marketing and Communcations
				I.2.C.4	I.2.C.4, OE.3.B.2, OE.4.A.3	Elevate visibility and media presence of creative approaches, innovation, outreach, and engaged projects.	Academic Outreach and Awards
				I.2.C.5	I.1.B.3, I.1.C.2, I.2.C.5	Celebrate and amplify the faculty awarding process through publication of stories on digital platforms.	Academic Outreach and Awards
				I.2.C.6	I.2.C.6, EE.2.C.3, OE.4.A.6	Increase visibility of faculty and student research online.	School of Art
				I.2.C.7	I.2.C.7, EE.2.C.3, OE.2.A.3	Make the SoA/TCVPA a gathering place for faculty from throughout campus, a venue for the exchange of ideas, and a site at which new research partnerships are founded.	School of Art
				I.2.C.8	I.2.C.8, I.3.C.5, EE.2.C.7, OE.1.A.8, OE.4.A.7	Improve marketing strategy to create more awareness of production season and offerings connected to student learning experiences	School of Theatre & Dance
Goal 3	**Encourage and sustain infrastructure that supports and incentivizes high-yield innovation**						
		I.3.A	Incentivize innovation through funding, infrastructure, and reward teaching, research, and staff efforts.				
				I.3.A.1	I.2.A.6, I.2.B.6, I.3.A.1	Improve operations of Faculty Awarding Process, building a user-friendly nomination process.	Academic Outreach and Awards
				I.3.A.2		Support faculty career research and securing of grants through offering workshops, training sessions, and improved tracking.	Grants and Innovation
				I.3.A.3		Collaborate and coordinate with TTU Office of Advancement Team and TTUS Institutional Advancement, strengthening relationships and collaboration.	Grants and Innovation
				I.3.A.4		Increase applications for RCAA Red & Black Awards, aligning with 2025 internal grant targets.	Grants and Innovation
				I.3.A.5	I.1.A.6, I.3.A.5, EE.2.B.6, EE.2.C.5	Promote and grow the newly established Digital Narrative Arts (DNA) program, which consolidates Photography and Transmedia.	School of Art
				I.3.A.6	I.3.A.6, OE.2.C.5	Focus on application for recognition of awards to promote innovative works, research, and creative activity.	School of Theatre & Dance
				I.3.A.7		Continue to work with operations for needed facility upgrades. Match funding requests and support toward innovation.	School of Music
		I.3.B	Expand projects that promote sustainability, external funding, and growth.				
				I.3.B.1		Increase faculty research granting at all levels of awarding and lifecycle.	Grants and Innovation
				I.3.B.2	I.1.A.4, I.3.B.2, EE.3.A.4	Expand Shop Window to improve recruitment monitoring.	Marketing & Communications Student Success
				I.3.B.3	I.2.A.7, I.2.B.3, I.3.B.3	Forward improvements in scholarship awarding, budgeting, and tracking through development of a centralized database.	Academic Outreach and Awards
				I.3.B.4	I.3.B.4 , OE.2.C.4	Establish a TCVPA interfaculty mentorship program to guide and support faculty in seeking external grant support.	School of Art
				1.3.B.5	1.2.B.10, I.3.B.5, EE.1.A.3	Evaluation of TA/RA/GPTI distribution to maximize use	School of Theatre & Dance
				I.3.B.6	I.1.C.5, 1.2.B.9, I.3.B.6	Formulating a strategic Technology Improvement Plan	School of Theatre & Dance
				I.3.B.7		Forward and emphasize faculty applictaion for internal and external awarding, improving aawreness of TCVPA and internal support systems to amplify existing and new creative activity/research.	School of Music
		I.3.C	Promote collaboration and interdisciplinary efforts.				
				I.3.C.1		Continue the tradition of student-centered events, including the TCVPA Welcome Bash.	Student Success
				I.3.C.2	I.3.C.1, EE.3.B.1	Reach out to student success-centered organizations and resources across campus to collaborate and cross-promote.	Student Success
				I.3.C.3	I.1.B.4, I.3.A.5, I.3.C.3, EE.2.B.5, EE.2.C.4	Produce programming (exhibitions, performances, speaker series) on AI-based arts practices, relevant to all TCVPA artistic disciplines.	School of Art
				I.3.C.4	I.3.C.4, EE.1.C.5, EE.2.A.1, OE.1.A.6, OE.3.A.6	Develop more internship- or residency-based learning opportunities for students in conjunction with regional external partners.	School of Art
				I.3.C.5	I.2.C.8, I.3.C.5, EE.2.C.7, OE.1.A.8, OE.4.A.7	Improve marketing strategy to create more awareness of production season and offerings connected to student learning experiences	School of Theatre & Dance
				I.3.C.6	I.1.B.5, I.3.C.6, EE.2.A.3, EE.2.B.8	Use the theme "Classics Reinvented" to plan the season and pay greater attention to assessing its relationship to production work, curriculum advances, and alignment with School mission.	School of Theatre & Dance
				I.3.C.7	I.3.C.7, EE.3.A.8	Encourage faculty mentors to apply for increased doctoral fellowships and increase enrollment in Grad/UG in Design/technology area.	School of Theatre & Dance

PLANNING PILLAR:	**EDUCATIONAL EXCELLENCE**
PRIORITY:	Advance, support, and sustain a dynamic learning environment that connects degree programs to a network of outreach, engagement, and innovation opportunities.
FOCAL VALUES:	*All Shared Core Values*
KEY THEMES:	Enrollment, Retention/Graduation, Improvement of Teaching, Accreditation, Curriculum, Wellness Initiatives/ Campus Climate, Career Placement, Interdisciplinary Programs/Training

GOAL #	GOAL DESCRIPTION	INIT #:	INITIATIVE DESCRIPTION:	ACTION #	CROSS-LISTED		TCVPA ASSIGNMENT:
Goal 1	**Enhance Arts-Based Teaching, Learning, and Student Success**						
		EE.1.A	Support teaching across all schools, considering the diverse range of class sizes, experiences and programs.				
				EE.1.A.1		Sustain the arts on campus through development efforts to augment resources related to teaching and learning experiences.	Development
				EE.1.A.2	EE.1.A.2, EE.1.C.6	Support faculty in planning and leading field trips that serve students' professional growth and offer hands-on learning experiences.	School of Art
				EE.1.A.33	1.2.B.10, I.3.B.5, EE.1.A.3	Evaluation of TA/RA/GPTI distribution to maximize use	School of Theatre & Dance
				EE.1.A.4		Continue our current practice of developing and teaching a variety of core-fulfilling IVPA courses, but improve "advertising" of these courses to all TCVPA undergraduate majors.	Department of Interdisciplinary Arts and Studies
				EE.1.A.5	I.1.A.10, EE.1.A.5	The DIA is activity developing, proposing, and implementing new, and revisions to existing, FADP Tracks and concentrations, BA-AMT non-TCVPA minors, and certificates at both the graduate and undergraduate levels.	Department of Interdisciplinary Studies and Arts
		EE.1.B	Improve feedback mechanisms, assessment, and research.				
				EE.1.B.1		Add additional information about student success to student success (SS) website on TCVPA website.	Student Success
				EE.1.B.2		Develop better responses connected to student scholarship awarding process.	Academic Outreach and Awards
				EE.1.B.3		Maximize impact of AIS, VIP, and other student visits to campus.	Enrollment Management and Recruitment
				EE.1.B.4		Make better use of graduate students' exit interview feedback.	School of Art
		EE.1.C	Strengthen engaged teaching partnerships, service-learning, teacher training, and pre-college preparation.				
				EE.1.C.1	EE.1.C.1, OE.2.C.1, OE.3.C.1	Focus development efforts on supporting scholarships that support diverse student populations.	Development
				EE.1.C.2	EE.1.C.2, OE.3.C.3	Augment interventional strategies through improvement in communication to recruits in under-enrolled programs, as a measure to ensure capture and successful first year integration.	Student Success
				EE.1.C.3	EE.1.C.3, EE.1.D.4, EE.3.C.5	Continue the development of a comprehensive post-acceptance outreach campaign, encouraging them to register for Red Raider Orientation.	Enrollment Management and Recruitment
				EE.1.C.4	EE 1.C.4, OE.3.C.2	Continue development of outreach/stewardship plan for committed students in collaboration with schools	Enrollment Management and Recruitment
				EE.1.C.5	I.3.C.4, EE.1.C.5, EE.2.A.1, OE.1.A.6, OE.3.A.6	Develop more internship- or residency-based learning opportunities for students in conjunction with regional external partners.	School of Art

		Code	Refs	Description	Unit
		EE.1.C.6	EE.1.A.2, EE.1.C.6	Support faculty in planning and leading field trips that serve students' professional growth and offer hands-on learning experiences.	School of Art
		EE.1.C.7	I.1.A.7, EE.1.C.7	Hiring of a Performance Arts Education Specialist (T/TT Associate Professor)	School of Theatre & Dance
	EE.1.D	**Strengthen student-advisor interaction and guided pathways to graduation.**			
		EE.1.D.1		Continue and create new advising-related events across college for both the fall and spring terms	Student Success
		EE.1.D.2		Add engagement and learning opportunities to monthly advisor meetings	Student Success
		EE.1.D.3		Coordinate with advisors on graduation requirements for students	Student Success
		EE.1.D.4	EE.1.C.3, EE.1.D.4, EE.3.C.5	Continue the development of a comprehensive post-acceptance outreach campaign, encouraging them to register for Red Raider Orientation.	Enrollment Management and Recruitment
		EE.1.D.5		First strengthen communication between faculty and advisors.	School of Art

Goal 2 — Embrace Interdisciplinarity, Innovation, and Outreach and Engagement in Curriculum

		Code	Refs	Description	Unit
	EE.2.A	**Enable flexible and culturally responsive curricular design and planning.**			
		EE.2.A .1	I.3.C.4, EE.1.C.5, EE.2.A.1, OE.1.A,6, OE.3.A.6	Develop more internship- or residency-based learning opportunities for students in conjunction with regional external partners.	School of Art
		EE.2.A .2	1.2.A,8, EE.2.A.2, EE.2.B.4	Augment online course offerings and consider alternate course structures (e.g., eight-week duration) to make our programs accessible to working and non-traditional students.	School of Art
		EE.2.A.3	I.1.B.5, I.3.C.6, EE.2.A.3, EE.2.B.8	Use the theme "Classics Reinvented" to plan the season and pay greater attention to assessing its relationship to production work, curriculum advances, and alignment with School mission.	School of Theatre & Dance
		EE.2.A.4	EE.2.A.4. EE.2.B.7	Continue to adapt curriculum, based on advising from NAST and NASD, evaluating maximization of instruction and SCH, as well as seeking to build innovative offering and update to reflect industry trends	School of Theatre & Dance
		EE.2.A.5		Keep support structures in place that allow program leaders and individual FADP and AMT instructors to continuously revisit course readings, units, and assessments that keep up with current notions of cultural responsivity.	Department of Interdisciplinary Arts and Studies
	EE.2.B	**Adapt to the changing academic and professional landscapes by supporting curricular development and interdisciplinary offerings.**			
		EE.2.B.1	I.1.C.1, EE 2.B.1	Improvement of process for scholarship thank you letters, communicating with all units on best practices for using current Dynamic Forms system and resources	Academic Outreach & Awards
		EE.2.B.2	I.2.B.5, EE 2.B.2	Assess investment in CRM systems to more effectively track alumni activity.	Academic Outreach and Awards
		EE.2.B.3	I.2.B.7, EE 2.B.3	Maintain accurate and up-to-date records of VPA Scholarship awards.	Academic Outreach and Awards
		EE.2.B.4	1.2.A,8, EE.2.A.2, EE.2.B.4	Augment online course offerings and consider alternate course structures (e.g., eight-week duration) to make our programs accessible to working and non-traditional students.	School of Art
		EE.2.B.5	I.1.B.4, I.3.A.5, I.3.C.3, EE.2.B.5, EE.2.C.4	Produce programming (exhibitions, performances, speaker series) on AI-based arts practices, relevant to all TCVPA artistic disciplines.	School of Art
		EE.2.B .6	I.1.A.6, I.3.A.5, EE.2.B.6, EE.2.C.5	Promote and grow the newly established Digital Narrative Arts (DNA) program, which consolidates Photography and Transmedia.	School of Art
		EE.2.B.7	EE.2.A. EE.2.B.7	Continue to adapt curriculum, based on advising from NAST and NASD, evaluating maximization of instruction and SCH, as well as seeking to build innovative offering and update to reflect industry trends	School of Theatre & Dance
		EE.2.B.8	I.1.B.5, I.3.C.6, EE.2.A.3, EE.2.B.8	Use the theme "Classics Reinvented" to plan the season and pay greater attention to assessing its relationship to production work, curriculum advances, and alignment with School mission.	School of Theatre & Dance
	EE.2.C	**Define and amplify the value of the arts within the STEAM environment and interdisciplinary collaborations.**			
		EE.2.C.1	I.2.B.2, EE.2.C.1	Align research with college and university goals in development of TUF Grant proposals developed at the college and unit levels.	Grants and Innovation
		EE.2.C.2	I.2.C.7, EE.2.C.3, OE.2.A.3	Make the SoA/TCVPA a gathering place for faculty from throughout campus, a venue for the exchange of ideas, and a site at which new research partnerships	School of Art
		EE.2.C.3	I.2.C.6, EE.2.C.3, OE.4.A.6	Increase visibility of faculty and student research online.	School of Art
		EE.2.C.4	I.1.B.4, I.3.A.5, I.3.C.3, EE.2.B.5, EE.2.C.4	Produce programming (exhibitions, performances, speaker series) on AI-based arts practices, relevant to all TCVPA artistic disciplines.	School of Art
		EE.2.C.5	I.1.A.6, I.3.A.5, EE.2.B.6, EE.2.C.5	Promote and grow the newly established Digital Narrative Arts (DNA) program, which consolidates Photography and Transmedia.	School of Art
		EE.2.C.6		Develop/reprise new topics-based, team-taught courses with faculty both within and outside unit.	School of Art
		EE.2.C.7	I.2.C.8, I.3.C.5, EE.2.C.7, OE.1.A,8, OE.4.A.7	Improve marketing strategy to create more awareness of production season and offerings connected to student learning experiences	School of Theatre & Dance
		EE.2.C.8		Continue to develop partnerships (research for faculty and grad students, curricular for grad undergrad students) with STEM departments.	School of Theatre & Dance

Goal 3 — Enhance recruitment, talent assessment, and predictors for success

		Code	Refs	Description	Unit
	EE.3.A	**Strategize recruitment initiatives that advance excellence and growth.**			
		EE.1.A.1	EE.3.A.1, EE.3.C.3	Focus development efforts on supporting scholarships that support diverse student populations.	Development
		EE.3.A.2		Increase new first time and transfer student acceptance of offers to enroll and scholarship.	Enrollment Management and Recruitment
		EE.3.A.3		Create and distribute printed materials, social media videos and infographics for student success staff and events.	Student Success
		EE.3.A.4	I.1.A.4, I.3.B.2, EE.3.A.4	Expand Shop Window to improve recruitment monitoring.	Marketing & Communications Student Success
		EE.3.A.5	I.2.C.1, EE.3.A.5, OE. 1,A,1, OE.4.3	Create regular and consistent posts that are engaging to audiences to raise brand awareness and spread important information on Social Media platforms.	Marketing and Communications
		EE.3.A.6		Improve programmatic awareness through increased advertising and expansion of reach.	Marketing and Communcations
		EE.3.A.7		Fortify relationships with junior colleges (for undergraduate recruitment) and institutions that offer only undergraduate degrees (for graduate recruitment) throughout Texas, New Mexico, and Oklahoma.	School of Art
		EE.3.A.8	I.3.C.7, EE.3.A.8	Encourage faculty mentors to apply for increased doctoral fellowships and increase enrollment in Grad/ UG in Design/technology area.	School of Theatre & Dance
		EE.3.A.9		Develop recruitment stratgies for programs in need of additional enrollment.	Department of Interdisciplinary Arts and Studies
	EE.3.B	**Establish, increase and strengthen curricular exchange and articulation agreements.**			
		EE.3.B.1	I.3.C.1, EE.3.B.1	Reach out to student success-centered organizations and resources across campus to collaborate and cross-promote.	Student Success
		EE.3.B.2	EE.3.B.2, OE.2.B.2	Develop partnerships and alliances through networking to benefit and expand the community network to deepen outreach and engagment efforts.	Grants and Innovation
		EE.3.B.3		Visit at least 80 local and regional TACRAO College Fairs during the Fall 2024 semester, paying special attention to under-enrolled programs.	Enrollment Management and Recruitment
		EE.3.B.4		Update/solidify articulation agreement with South Plains College, we have dtermined 30 credit will transfer	School of Art
		EE.3.B.5		Attract students to programs based on both student need, partnerships, and post-graduation career paths.	Department of Interdisciplinary Arts and Studies
	EE.3.C	**Align success indicators with diverse student backgrounds and training.**			
		EE.3.C.1		Provide a workshop for new students to discuss ways to be successful during their TCVPA student experiences.	Student Success
		EE.3.C.2		Decrease academic warning, probation, and other non-good standing populations, assist stop-out population, and improve at-risk student outreach.	Academic Outreach and Award
		EE.1.C.3	EE.3.A.1, EE.3.C.3	Focus development efforts on supporting scholarships that support diverse student populations.	Development
		EE.3.C.4		Continue to establish clear criteria and guidelines for VPA scholarship eligibility and selection of students to units (Art, Music, Theatre/Dance).	Academic Outreach and Award
		EE.3.C.5	EE.1.C.3, EE.1.D.4, EE.3.C.5	Continue the development of a comprehensive post-acceptance outreach campaign, encouraging them to register for Red Raider Orientation.	Enrollment Management and Recruitment
		EE.3.C.6		Augment interventional strategies through improvement in communication to recruits in under-enrolled programs, as a measure to ensure capture and successful first year integration.	Dean

GOAL #	GOAL DESCRIPTION	INIT #	INITIATIVE DESCRIPTION	ACTION #	CROSS-LISTED		TCVPA ASSIGNMENT:
				EE.3.C.7	EE.3.C.7, EE.3.D.6	Share alumni stories with current student body.	School of Art
				EE.3.C.8	EE.3.C.8, EE.3.D.7	Build a centralized alumni database, with regular updates for alums from all four major areas of study (Art Ed, Art History, Studio, Graphic Design).	School of Art
		EE.3.D	Track alumni paths to promote success and opportunities afforded by arts-based studies.				
				EE.3.D.1		Increase efficiency of awareness and inquiry activities as compared to previous year, resulting in a 15% increase in applications for new first time and transfer	Enrollment Management and Recruitment
				EE.3.D.2		Build Identity to connect alumni experiences through development of a structured alumni recognition program.	Academic Outreach and Award
				EE.3.D.3		Develop a comprehensive marketing plan to connect to alumni, using a multi-channel approach.	Academic Outreach and Award
				EE.3.D.4		Increase presence at professional young alumni events through virtual interaction.	Academic Outreach and Award
				EE.3.D.5		Connect Administrator of Outreach and Academic Awards with graduating students each term.	Student Success
				EE.3.D.6	EE.3.C.7, EE.3.D.6	Share alumni stories with current student body.	School of Art
				EE.3.D.7	EE.3.C.8, EE.3.D.7	Build a centralized alumni database, with regular updates for alums from all four major areas of study (Art Ed, Art History, Studio, Graphic Design).	School of Art
				EE.3.D.8		Continue foundational work done in 22-23 on FADP alumni list, and prepare and send out mass email communication as an initial point of contact, leading to	Department of Interdisciplinary Arts and Studies

PLANNING PILLAR: OUTREACH AND ENGAGEMENT

PRIORITY: Commit to a process that defines, promotes, supports, and motivates Outreach and Engagement activities.

FOCAL VALUES: *Sense of Community, Principled Conduct, Care*

KEY THEMES: Applied Arts and Social Practice or Scholarship Embedded in Community, Maximizing Community Resources, National/Global Presence/Relationships, Meaningful Interaction in Communities, Amplifying Voices and Perspectives

GOAL #	GOAL DESCRIPTION	INIT #:	INITIATIVE DESCRIPTION:	ACTION #	CROSS-LISTED		TCVPA ASSIGNMENT:
Goal 1	**Implement an Arts-Based Framework for Outreach and Engagement**						
		OE.1.A	Use documented examples of outreach and engagement to articulate value and demonstrate impact.				
				OE.1.A.1	I.2.C.1, EE.3.A.5, OE. 1,A,1, OE.4.3	Create regular and consistent posts that are engaging to audiences to raise brand awareness and spread important information on Social Media platforms.	Marketing and Communications
				OE.1.A.2	I.2.C.2, OE.1.A.2	Curate, catalog , and forward existing web stories that broadcast TCVPA excellence.	Marketing and Communications
				OE.1.A.3	I.2.C.3, OE.1.A.3	Forward content improvement on website and social media platrforms, ensuring consistent presence of all unitsand through spotlighting faculty.	Marketing and Communications
				OE.1.A.4		Outreach and Engagement Colloquim- School pilot: Improve understanding of arts-based Outreach and Engagement and create guideline materials to assist with integration aided by Schools.	Associate Dean for Faculty, Research, Creativity & Outreach
				OE.1.A.5	I.1.A.2, I.1.B.2, I.2.A.1, OE.1.A.5, OE.3.A.5	RCAA Taskforce annual review of RCAA criterion and application process.	Associate Dean for Faculty, Research, Creativity & Outreach
				OE.1.A.6	I.3.C.4, EE.1.C.5, EE.2.A.1, OE.1.A.6, OE.3.A.6	Develop more internship- or residency-based learning opportunities for students in conjunction with regional external partners.	School of Art
				OE.1.A.7	OE.1.A.7, OE.1.B.2	Curate a portfolio of past SoA O&E activities, vetted by the TCVPA, available to all faculty and staff.	School of Art
				OE.1.A.8	I.2.C.8, I.3.C.5, EE.2.C.7, OE.1.A.8, OE.4.A.7	Improve marketing strategy to create more awareness of production season and offerings connected to student learning experiences	School of Theatre & Dance
				OE.1.A.9		Document examples of outreach and engagement that articulate value and demonstrate impact. Create web resources that display outreach and engagement efforts.	School of Music
		OE.1.B	Provide mechanisms to incorporate recognition of outreach and engagement activities in performance evaluations.				
				OE.1.B.1	I.1.A.1, OE.1.B.1, OE.1.C.1, OE.2.B	Development of institutional definitions and actions initiated at the Provost level, ensuring that there is an art-based presence within the annual insititutional review process.	Associate Dean for Faculty, Research, Creativity & Outreach
				OE.1.B.2	OE.1.A.7, OE.1.B.2	Curate a portfolio of past SoA O&E activities, vetted by the TCVPA, available to all faculty and staff.	School of Art
				OE.1.B.3	OE.1.B.3 , OE.1.C	Develop new assessment rubric, centering on O&E, for Director's use in evaluating AFRs.	School of Art
		OE.1.C	Create and maintain standards and culturally responsive approaches aligned with R-1 classification and HSI status.				
				OE.1.C.1	I.1.A.1, OE.1.B.1, OE.1.C.1, OE.2.B	Development of institutional definitions and actions initiated at the Provost level, ensuring that there is an art-based presence within the annual insititutional	Associate Dean for Faculty, Research, Creativity & Outreach
				OE.1.C.2		Study peer institution standards and improve data collection connected to Engaged College efforts.	Associate Dean for Faculty, Research, Creativity & Outreach
				OE.1.C.3	OE.1.B.3 , OE.1.C.3	Develop new assessment rubric, centering on O&E, for Director's use in evaluating AFRs.	School of Art
				OE.1.C.4	OE.1.C.4, OE.3.A.5	Continue to devise O&E projects and produce programming (exhibitions, visiting artists and scholars) that are for, with, and/or about Hispanic/LatinX	School of Art
				OE.1.C.5		Create additional standards of community engagement to ensure productive relationship building in the Theatre & Dance in the Community course	School of Theatre & Dance
				OE.1.C.6		Review and define the R-1 standards related to outreach and engagement.	School of Music
Goal 2	**Focus on Arts-Centered Educational Outreach**						
		OE.2.A	Broaden our network of collaborations and partnerships.				
				OE.2.A.1	OE.2.A.1, OE.3.A.2	Increase outreach events and facilitation with alumni and professional organizations.	Academic Outreach and Awards
				OE.2.A.2	OE.2.A.2, OE.2.B.3	Improve and strengthen external partnerships within the institution and in communities.	Academic Outreach and Awards
				OE.2.A.3	I.2.C.7, EE.2.C.3, OE.2.A.3	Make the SoA/TCVPA a gathering place for faculty from throughout campus, a venue for the exchange of ideas, and a site at which new research partnerships are founded.	School of Art
				OE.2.A.4	OE.2.A.4, OE.2.B.5	Enter into next phase of Rural Arts Connection and our partnership with 29 Pieces.	School of Art
		OE.2.B	Broaden our network of collaborations and partnerships.				
				OE.2.B.1		Continue to develop and maintain a network of individuals in key positions willing to support TCVPA recruiting efforts.	Enrollment Management and Recruitment
				OE.2.B.2	EE.3.B.2, OE.2.B.2	Develop partnerships and alliances through networking to benefit and expand the community network to deepen outreach and engagment efforts.	Grants and Innovation
				OE.2.B.3	OE.2.A.2, OE.2.B.3	Improve and strengthen external partnerships within the institution and in communities.	Academic Outreach and Awards
				OE.2.B.4	I.1.A.1, OE.1.B.1, OE.1.C.1, OE.2.B.4	Development of institutional definitions and actions initiated at the Provost level, ensuring that there is an art-based presence within the annual insititutional review process.	Associate Dean for Faculty, Research, Creativity & Outreach
				OE.2.B.5	OE.2.A.4, OE.2.B.5	Enter into next phase of Rural Arts Connection and our partnership with 29 Pieces.	School of Art
				OE.2.B.6		Continue developing curricular and program partnerships with other departments/colleges at TTU.	Department of Interdisciplinary Arts and Studies
		OE.2.C	Advance opportunities and incentives for integration of outreach.				
				OE.2.C.1	EE.1.C.1, OE.2.C.1, OE.3.C.1	Sustain community partnerships through increased fundraising efforts.	Development
				OE.2.C.2		Connect Administrator of Outreach and Academic Awards with graduating students each term.	Academic Outreach and Awards
				OE.2.C.3		Better support RCAA Events and offer to help incrase pragmmatic awareness	Academic Outreach and Awards
				OE.2.C.4	I.3.B.6 , OE.2.C.4	Establish a TCVPA interfaculty mentorship program to guide and support faculty in seeking external grant support.	Academic Outreach and Awards
				OE.2.C.5	I.3.A.6, OE.2.C.5	Focus on application for recognition of awards to promote innovative works, research, and creative activity.	School of Theatre & Dance
Goal 3	**Deepen relationships with all stakeholders**						
		OE.3.A	Empower students, faculty, staff, and community members to actively participate in outreach initiatives.				
				OE.3.A.1		Augment alumni relationships and community connections to forward engagament and career prospects for graduating students, leaning on the student ambassador program.	Academic Outreach and Awards
				OE.3.A.2	OE.2.A.1, OE.3.A.2	Development of an outreach events and facilitation strategy.	Academic Outreach and Awards

	OE.3.A.3		Host signing events for incoming TCVPA Students as an extension of college outreach/recruitment efforts.	Enrollment Management and Recruitment
	OE.3.A.4	I.1.A.2, I.1.B.2, I.2.A.1, OE.1.A.4, OE.3.A.4	RCAA Taskforce annual review of RCAA criterion and application process.	Associate Dean for Faculty, Research, Creativity & Outreach
	OE.3.A .5	OE.1.C.4, OE.3.A.5	Continue to devise O&E projects and produce programming (exhibitions, visiting artists and scholars) that are for, with, and/or about Hispanic/LatinX communities, histories, and cultures.	School of Art
	OE.3.A.6	I.3.C.4, EE.1.C.5, EE.2.A.1, OE.1.A.6, OE.3.A.6	Develop more internship- or residency-based learning opportunities for students in conjunction with regional external partners.	School of Art
	OE.3.A.7		Studio D exhibition proposals that incorporate outreach activity may be given special consideration, and/or Studio D exhibition proposals may require an	School of Art
OE.3.B	**Expand international reach and support.**			
	OE.3.B.1		Expand Grant Opportunities with the International Affairs Team	Innovation and Grants
	OE.3.B.2	I.2.C.4, OE.3.B.2, OE.4.A.3	Elevate visibility and media presence of creative approaches, innovation, outreach, and engaged projects.	
	OE.3.B.3	OE.3.B.3, OE.3.C.4	Develop/reprise a study abroad program. Review previous Italy summer program team-taught by Art History and Studio and consider ways to reformulate/relocate/optimize this program.	School of Art
	OE.3.B.4	I.1.A.8 , OE.3.B.4	Highlight and evaluate signature experiences, expressing their importance within curriculum and attracting funding sources.	School of Theatre & Dance
OE.3.C	**Build service-focused relationships that meet communities where they are.**			
	OE.3.C.1	EE.1.C.1, OE.2.C.1, OE.3.C.1	Focus fundraising on partnerships that support communities and partnerships, specifically those connected to special populations.	Development
	OE.3.C.2	EE 1.C.4, OE.3.C.2	Continue development of outreach/stewardship plan for committed students in collaboration with schools and units.	Enrollment Management and Recruitment
	OE.3.C.3	EE.1.C.2, OE.3.C.3	Augment interventional strategies through improvement in communication to recruits in under-enrolled programs, as a measure to ensure capture and successful first year integration.	Enrollment Management and Recruitment
	OE.3.C.4	OE.3.B.3, OE.3.C.4	Develop/reprise a study abroad program. Review previous Italy summer program team-taught by Art History and Studio and consider ways to reformulate/relocate/optimize this program.	School of Art
	OE.3.C.5		Lend support of the unit to assist in ensuring the contuation of Disaster Day.	Department of Interdisciplinary Arts and Studies

Goal 4   *Develop mechanisms for supporting an Outreach and Engagement research portfolio*

OE.4.A	**Augment digital resources.**			
	OE.4.A.1	OE,4.A.1, OE. 4.B	Building a Digital Portfolio to express TCVPA Outreach and Enagament, alongside development of data management solutions.	Academic Outreach and Awards
	OE.4.A.2		Make public student commitments to TCVPA programs in the recruitment process.	Enrollment Management and Recruitment
	OE.4.A.3	I.2.C.1, EE.3.A.5, OE. 1,A,1, OE.4.3	Create regular and consistent posts that are engaging to audiences to raise brand awareness and spread important information on Social Media platforms.	Marketing and Communications
	OE.4.A.4	I.2.C.4, OE.3.B.2, OE.4.A.3	Elevate visibility and media presence of creative approaches, innovation, outreach, and engaged projects.	Marketing and Communications
	OE.4.A.5	OE.4.A.5, OE.4.B.2, OE.4.C.3	Improve documentation practices for O&E activities.	School of Art
	OE.4.A.6	I.2.C.6, EE.2.C.3, OE.4.A.6	Increase visibility of faculty and student research online.	School of Art
	OE.4.A.7	I.2.C.8, I.3.C.5, EE.2.C.7, OE.1.A.8, OE.4.A.7	Improve marketing strategy to create more awareness of production season and offerings connected to student learning experiences	School of Theatre & Dance
OE.4.B	**Define exemplars and communicate the value of arts-based outreach.**			
	OE.4.B.1	OE,4.A.1, OE. 4.B.1	Building a Digital Portfolio to express TCVPA Outreach and Enagament, alongside development of data management solutions.	Academic Outreach and Awards
	OE.4.B.2	OE.4.A.5, OE.4.B.2, OE.4.C.3	Improve documentation practices for O&E activities.	School of Art
OE.4.C	**Map efforts to define and quantify impact.**			
	OE.4.C.1		Map Recruitmnt Efforts.	School of Arts
	OE.4.C.2		Attend all regional and on-campus recruiting events organized by TTU Admissions (Scholars Receptions, Red Raider Roadshows, Transfer Fairs, Select Tech, Connect Tech, Visit Days).	Enrollment Management and Recruitment
	OE.4.C.3	OE.4.A.5, OE.4.B.2, OE.4.C.3	Improve documentation practices for O&E activities.	School of Art

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