



Strategic Plan

College of the Arts

Valdosta State University

Goal 1: Recruit, Retain, and Graduate a Quality, Diverse Student Population and Prepare Students for Roles as Leaders in a Global Society

- Objective 1.1 Support VSU's Complete College Georgia Plan (VSU Strategic Plan 1.1.2, 1.1.3)
- Objective 1.2 Engage students in Research and Creative Scholarship, including presentation of their work both on and off campus. (VSU Strategy 1.2.2, 1.2.4)
- Objective 1.3 Continue and Expand Accreditation and Certification for all degree programs in the College (VSU Strategic Plan 1.2)
- Objective 1.4 Expand Financial Support for recruiting new students (VSU Strategic Plan 2.1; Academic Affairs Strategic Plan 1.3)
- Objective 1.5 Consider new curriculum designs and multiple forms of content delivery and experiential learning within new and existing degree programs (VSU Strategic Plan 1.1.4, 1.2.3, 1.2.4; Academic Affairs Strategic Plan 3.3)
- Objective 1.6 Grow both undergraduate and graduate enrollment (VSU Strategy 1.4.2, 1.4.3; Academic Affairs Strategic Plan 1.2)

Action Steps to support objectives:

- Complete the Emerging Communication and Media on-line track in the BFA in Mass Media degree. (VSU Strategic Plan 1.1.2, 1.1.4)
- Complete MOU with Columbus State University to expand Master of Arts in Speech Communications Program (Academic Affairs Strategic Plan 4.2)
- Complete Articulation Agreements with 2 year programs to facilitate recruitment (VSU Strategic Plan 1.4.3)
- Offer a greater number of hybrid, online, and alternative delivery content to expand access and assist with degree completion (Academic Affairs Strategic Plan 4.2)
- Working with respective departments and areas, the college will develop a master-recruiting plan for all programs in cooperation with the admissions office. This will include travel projections, contact with alumni, and preparation of materials documenting the options for arts careers (VSU Strategic Plan 1.4.3)
- Review all degree programs for time-to-degree steps, including two-year course rotations, noting and addressing any artificial barriers. (VSU Strategic Plan 1.3.4)
- Collaborate with all College programs to review the college curricula and expand program content to embrace the global economy. (VSU Strategic Plan 1.1.4, 1.3.4)



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- Seek ways to expand student research, performance, and exhibition opportunities as part of the undergraduate experience. (VSU Strategic Plan 1.2.2,
- Develop better associations with P-12 schools to assist teacher preparation programs (VSU Strategic Plan 1.1.1)
- Work with Centralized Advising to assist first year students entering CoA degree programs. (VSU Strategic Plan 1.3, 1.3.1)
- Work to expand international learning experiences for students including study abroad, visiting professors, and student / faculty exchanges, and partnerships with other institutions. (VSU Strategic Plan 1.2.4)

Goal 2: Increase Financial Support for the College of the Arts Programs

- Objective 2.1 Be actively involved with the University Comprehensive Capital Campaign (VSU Strategic Plan 2.5.1)
- Objective 2.2 Work with all stakeholders on the University Branding Initiative (VSU Strategic Plan 1.4)
- Objective 2.3 Continue to develop Unit Outreach Programs (VSU Strategic Plan 3.1)
- Objective 2.4 Develop new targeted and sustainable partnerships and collaborations to the support base for the college (VSU Strategic Plan 2.5.2)
- Objective 2.5 Expand the number and increase the total amount of gifts raised for student scholarships (VSU Strategic Plan 2.1.2)

Action Steps to Support Objectives:

- Incorporate the new branding plans into all college and departmental materials. (VSU Strategic Plan 3.2.3)
- The college will evaluate fundraising events for effectiveness and community value. (VSU Strategic Plan 2.1.2)
- The Dean's office will expand communication with alumni, faculty, and students for fund raising (VSU Strategy 2.2.1, 2.2.3, 2.3.2, 2.4.2)
- Create alumni better and patron awareness of campus events, including faculty retirements, to improve giving rates. (VSU Strategic Plan 2.3.1)
- The college will seek ways to expand fundraising through social media (VSU Strategic Plan 2.2.2, 3.2.3)



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- Promote a culture of giving across all disciplines (VSU Strategic Plan 2.4.1,2.4.2)
- The college and departments will highlight our faculty and students in all available media (VSU Strategic Plan 3.2.2, 3.2.3)
- The college will build a stronger relationship and communications with university advancement (VSU Strategic Plan 2.1.2, 3.1.2)
- The college will seek ways to build better connections with donors and students (VSU Strategic Plan 2.2.2, 3.1.2)

Goal 3: Promote Student, Employee, Alumni, Retiree, and Community Engagement in our Mission

Objective 3.1 Continue and evaluate college performance activities for involvement of students, campus, and community members. This includes use of off-campus performances to reach audiences. (VSU Strategic Plan 3.1.2)

Objective 3.2 Report student and community attendance at COA performances and events. (VSU Strategic Plan 3.2.4)

Objective 3.3 Evaluate current partnerships with community groups, industries, USG institutions, and other agencies. Create or reaffirm partnerships as appropriate. (VSU Strategic Plan 3.3.2)

Objective 3.4 Work to facilitate Audience Accessibility through the University Access Office (VSU Strategic Plan 3.2.5)

Action Steps to Support Objectives:

- Seek ways to support communication links with retirees, alumni, and current students, faculty, and staff (VSU Strategic Plan 3.2.3, 4.1.2)
- Expand alumni and community communications through social media (VSU Strategic Plan 3.2.3)
- Develop CoA newsletter and communications; Expand these communications to patrons (VSU Strategic Plan 3.2.3)
- Ensure regular dialogue with Advisory Boards (VSU Strategic Plan 3.3.1)
- Expand or develop new Partnerships and Advisory Boards for programs (VSU Strategic Plan 3.3.2, 4.1.2)



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- Hold regular meetings with the University Access Office to ensure the CoA venues are supporting the needs of students, faculty, and community members (VSU Strategic Plan 3.2.5)

Goal 4: Foster an Environment of Excellence in Teaching, Creativity, and Scholarship

- Objective 4.1 Routinely review and update College Promotion and Tenure information to align with University and Board of Regent's Policies. (VSU Strategic Plan 4.1.3)
- Objective 4.2 Articulate clear teaching, research, and service expectations (Academic Affairs Strategic Plan 2.2)
- Objective 4.3 Collaborate with the Office of Sponsored Programs and Research Administration to Increase sponsored research and grants in number and size of awards (VSU Strategic Plan 4.2.1, 4.2.2)
- Objective 4.4 Develop strategies to prioritize research and creativity within the curriculum. This will include faculty and student research and may include outside partners such as area high schools. (Academic Affairs Strategic Plan 2.5)
- Objective 4.5 Develop a rewards system to recognize outstanding performance in creativity and scholarship (VSU Strategic Plan 4.2.2, Academic Affairs Strategic Plan 2.3)

Action Steps to Support Objectives:

- Develop expanded peer mentoring and evaluation instruments for Graduate Faculty (VSU Strategic Plan 1.2.3; Academic Affairs Strategic Plan 2.5)
- Work with Department Heads on writing effective evaluations (VSU Strategic Plan 5.1; Academic Affairs Strategic Plan 2.2)
- Expand peer review of teaching to include multiple assessments and reviews to support evidence of outstanding teaching (VSU Strategic Plan 1.2.3, 4.1.3, 5.1; Academic Affairs Strategic Plan 1.3)
- All first-year faculty members will receive a mentor at college level to assist with acclimation in teaching, research and service. (VSU Strategic Plan 4.1.1)
- Develop a comprehensive workload policy for the college. (VSU Strategic Plan 4.1.3, 5.1.3; Academic Affairs Strategic Plan 2.4.15)



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- Expand Guest / Visiting Artist programs for the College involving all departments and the community (VSU Strategic Plan 3.2.3)
- Encourage faculty to work with the IDEA Center (Academic Affairs Strategic Plan 2.5.4)
- Continue to encourage new faculty research grants and faculty seed grants for research (Academic Affairs Strategic Plan 2.5.8, 2.5.9)
- Expand Training Opportunities for faculty and staff on campus and through professional organizations (Academic Affairs Strategic Plan 2.4.6, 2.4.17)

Goal 5: Promote a Culture of Excellence through Faculty and Staff development

Objective 5.1 CoA faculty and staff will serve as leaders in teaching, research, and service (VSU Strategic Plan 4.1.1)

Objective 5.2 Consider faculty loads, preparation for new courses, and alternative content delivery as part of faculty workload and compensation. (Academic Affairs Strategic Plan 2.3)

Objective 5.3 Expand Research by pursuing Grant Writing and Grant Administration support. (VSU Strategic Plan 4.2.1, 4.2.2; Academic Affairs Strategic Plan 2.3.7)

Objective 5.4 Emphasize Service Excellence across all College Units (VSU Strategic Plan 5.2.1)

Action Steps to Support Objectives:

- Attract and retain talented employees from diverse backgrounds with a high potential for success. (VSU Strategic Plan 5.1.1; Academic Affairs Strategic Plan 2.1.1)
- Recognize outstanding performance of faculty and staff through the university Excellence Awards process, and University system awards and recognitions. (VSU Strategic Plan 3.2.2)
- Expand development opportunities for CoA faculty and Staff (VSU Strategic Plan 5.1.3; Academic Affairs Strategic Plan 2.4.6)
- Promote strong communication and collaboration throughout the college. (VSU Strategic Plan 1.2.3; Academic Affairs Strategic Plan 2.4)
- Improve service performance within office and departmental operations (VSU Strategic Plan 5.2.1, 5.2.2)



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Goal 6: Develop and Enhance The VSU College of the Arts Physical Resources

- Objective 6.1 Participate fully in the University Master Planning process. (VSU Strategic Plan 5.3.3, 5.3.5)
- Objective 6.2 Make immediate improvements to existing facilities to improve the condition and appearance of these facilities and to better serve students, faculty and staff, and the public (VSU Strategic Plan 5.3.4)
- Objective 6.3 Develop comprehensive facility plans addressing size and scope, health and safety, teaching and research, technology, offices, student engagement, and outreach activities and audiences. (VSU Strategic Plan 5.3.3, 5.3.4)
- Objective 6.4 Become a model for the university, university system, and accreditation bodies addressing health and safety for facilities and wellness for faculty and students. (VSU Strategic Plan 1.2.4)

Action Steps to Support Objectives:

- The College will continue to be actively engaged in the University funding requests and resource allocation process (VSU Strategic Plan 5.3.3, 5.3.4)
- Develop and present prioritized facility needs for departments through strategic departmental plans and regular reviews of equipment and facility improvement requests (VSU Strategic Plan 5.3.4)
- Emphasize the College of the Arts facilities as a centerpiece of the Comprehensive Capital Campaign (VSU Strategic Plan 2.5.2, Academic Affairs Strategic Plan 2.5.10)
- Seek opportunities for named buildings and spaces within the CoA. (VSU Strategic Plan 3.2.3)
- Involve students in the maintenance and care of CoA facilities and equipment (encourage stewardship) (VSU Strategic Plan 1.4.2)