Empowering Students to Pursue Their Dreams

College of Arts and Sciences Strategic Planning Document as of August, 2015

Mission Statement

The College of Arts and Sciences provides a solid foundation that is integral to the education of all Clayton State University students. Through our faculty and programs in the humanities, arts, sciences and social sciences, we encourage the quest for a deeper understanding of the human condition and we foster personal commitment to lifelong learning and responsible citizenship for the global community. We are dedicated to helping students develop the skills demanded in the modern workplace (e.g. effective communication skills and scientific and technological capabilities), while promoting intellectual curiosity, aesthetic values, digital literacy, and respect and appreciation for diversity and complexity. We strive to provide students with a rigorous grounding in their chosen fields, an acute awareness of the interconnectedness of disciplines, opportunities for service learning and engagement, and an exposure to the discovery of knowledge. We seek to create a robust and challenging intellectual environment that enhances individual growth, supports scholarly activities, enriches creative endeavors, and empowers students to pursue their academic, professional, and career dreams.

Vision

We envision a College of Arts and Sciences that: (1) fosters opportunities for collaboration and cooperation among diverse faculty and staff in pursuing creative teaching methods and scholarship; (2) while at the same time recognizes and celebrates our traditional areas of strengths; (3) provides students with innovative, high quality, and practical learning experiences which match their high level of aspirations; (4) encourages community outreach and service; and (5) recognizes that we have responsibility to those beyond our campus borders to disseminate knowledge, to provide valuable expertise, and to engage the public for the benefit of all.

Value Statement

The CAS values the importance of communication and information dissemination within the College, University, and community.

Goal Statement

The CAS will more effectively communicate the benefits of an Arts & Sciences education to the external community, to our students, to the other colleges, and within the College itself.

Strategies

- Develop a uniform and publicized process for communication between faculty, staff, and administration
  - Create a social media platform to improve and streamline communication within the College (*Yammer*; better use of faculty page in SWAN or A&S Website; D2L)
  - Make better use of existing publications (e.g. the English Department's annual newsletter called "The Vibrant Voice") to draw additional positive attention to CSU
  - Create a college magazine and/or newsletter to communicate within the college and with the alumni community (physical and/or electronic)
- Develop a uniform and publicized process for communication to the external community from the CAS
  - Create a social media platform to improve and streamline communication external to the College (Facebook; Twitter; D2L)
    - Make better use of existing publications (e.g. the English Department's annual newsletter called "The Vibrant Voice") to draw additional positive attention to CSU
    - Work more deliberately with schools in which we already have connections through student teacher placement, including those already aligned with (Teacher Education)
    - Appoint a College social media representative to serve on the University's Social Media Committee
    - Optimizing the website for *conversionality* (i.e. capturing prospective student inquiries)
  - Work with Career Services to better provide up-to-date information about the career benefits for those with Arts & Sciences degrees
  - Develop internal alumni database to better maintain communication with alumni
- Develop a uniform and publicized process for acquisition of resources essential to the College (e.g. library resources, software)

- o   Designate a liaison to interface with the library, CID, & HUB on behalf of the college
- Encourage departments to work with publishers to include information in textbooks on the importance of a particular field of study

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Objective 2 – Enrollment, Retention, & Graduation

Value Statement

The College of Arts and Sciences acknowledges the need for a diverse, vibrant, expanding, and successful student body.

Goal Statement

The CAS will maintain enrollment numbers that are consistent with peer institutions; improve retention rates by identifying addressing weak points; improve CAS graduation rates.

Strategies

- Manage our retention in CAS such that it is reaching the median retention and graduation rates as projected by the University or as compared to like institutions
    - o   Assess College specific retention and graduation rates, drop-off points, and student reasons for exiting CSU prior to graduation
    - o   Develop faculty mentors program
    - o   Assess support needs of our current student population
    - o   Create/highlight "programs of distinction" at both the undergraduate and graduate levels
    - o   Investigate the feasibility of a summer bridge program to better transition new students into the university
- Assure that our enrollment in CAS is reaching the median growth as projected by the University or as compared to like institutions or to Colleges at other institutions
- Utilize the external website/social media site (created in Objective I) to attract and retain students by promoting alumni success, programs of distinction, and departmental activities in the CAS
- Create stronger linkages with two-year and technical colleges
- Work with Institutional Research and Admissions to acquire county-level data on recruitment so that we can gauge our efforts and alter them as necessary
- Investigate an "adopt a school" program, identifying an underperforming school and a process for "turning it around." Use this experience to tie more students to Clayton State, create a pipeline, and serve the community
- Focus on increasing scholarships and grants available to support students

Objective 3 – Infrastructure

Value Statement

The CAS understands the importance of providing resources and infrastructure that support faculty, students, and staff to perform at their highest capacity.

Goal Statement

The CAS will ensure that our infrastructure in the College is conducive to teaching, learning, and productivity.

Strategies

- Analyze needs and develop and implement a plan to provide the necessary facilities to support each program of study.
  - Engage in short term and long range planning to budget for these needs.
- Ensure that funding for infrastructure is commensurate with the relative size and breadth of the College.
- Develop physical spaces conducive to success in the Arts & Sciences building:
  - Renovation of Arts & Sciences Theater
  - Identification of suitable space and equipment for a dance studio
  - Devote a faculty/staff lounge in the Arts & Sciences building
  - Reassess learning space design and functionality in Arts & Sciences classrooms
- Improve technological infrastructure
  - Work with IT to create more robust and secure Wi-Fi
  - Ensure that all Arts & Sciences buildings are equipped with student SmartPrint stations
  - Create a computer workroom/laboratory to support graduate student research and for student use

Value Statement

The CAS values active connections and partnerships within the Southern Crescent and surrounding communities.

Goal Statement

The CAS intends to further establish itself as an integral and essential asset within the Southern Crescent and surrounding communities.

Strategies

Off Campus Community Relations

- Enhance our visibility within the community through concerted and well-communicated efforts
  - Enhance image/brand/marketing
  - Small business outreach – provide College promotional materials to local business and welcome centers that benefit from the presence of Clayton State
  - Network with Clayton County and other local communities through the SACS PACE initiative
  - Provide Clayton State materials to local area "welcome centers"
  - Encourage community outreach and service by faculty, staff, and students
  - Increase experiential learning opportunities through internships with the local and surrounding communities
  - Encourage greater inclusion in the community through our fields of study
  - Develop more partnerships with local schools

On-Campus Community Relations

- Use community-focused events to draw interest to physical beauty of campus
  - Family Day
  - Clayton State Day
  - Welcoming professional organizations to campus
- Work more directly with Marketing to highlight and direct Arts and Sciences involvement in the community
- Host and facilitate artistic, cultural, and academic experiences on campus that would appeal to the broader community
- Create and implement "Arts & Sciences Day" to bring high school students to campus for an event showcasing Arts & Sciences majors and student achievements

Other Community Relations Strategies

- Reconsider the weighting of College promotion and tenure criteria to encourage and recognize faculty involvement with the community
- Develop promotional materials specific to Arts & Sciences

Objective 5 – Curriculum

Value Statement

The CAS values multiple ways of knowing and encourages our students to pursue a holistic educational experience to create more productive, engaged, and successful members of society.

Goal Statement

The CAS will enhance our current programs, explore pathways to expand offerings, and increase curricular flexibility.

Strategies

- Create, support, and promote "centers of excellence"
- Transform the College's Department of Teacher Education to a School of Teacher Education
- Promote cross-curricular communication, curricula, and team-taught classes
- Focus on maintaining the quality of undergraduate programs while better supporting existing graduate programs and building new undergraduate and graduate programs
  - Birth-Kindergarten Education
  - Early Childhood Education
  - Early Childhood
  - Pre-Law minor
  - Minor in Social Work
  - Training Academy for Law Enforcement
  - Create an Applied Health Concentration in BAS
  - Create a Concentration of African American Studies in the MALS program
  - Digital Rhetoric and Professional Writing (graduate degree)
  - M.Ed in Curriculum and Instruction
  - MS in Applied Biology (Environmental emphasis and Biomedical emphasis)
  - MPA program
  - Develop 4+1 graduate programs to facilitate faster completion
- Create clusters/badges in existing majors
  - Science writing

- Laboratory Technician Skills
- Creative Writing
- Online Writing/Literature
- Focus on developing pre-professional programs
- Make majors more flexible and inclusive (to permit double majors)
- Include academic advisors in department-level curriculum meetings

Objective 6 – Success

Value Statement

The CAS values a success-oriented environment for teaching, learning, working, and social interaction within which faculty, students, and staff can realize their full potential.

Goal Statement

The CAS will enhance the holistic well-being of its faculty, students, and staff.

Strategies

- Establish a task force to make recommendations to the Dean of the College regarding faculty workload distribution options (teaching, scholarship, and service) – including CASE – while considering resource availability and university needs
- Increase opportunities for students to work more closely with faculty
    - Provide workload credit for faculty supervision of undergraduate student research and experiential learning
- Create awards for staff and students who actively participate in community engagement
- Build professional development opportunities for staff during work hours
- Create and strengthen formal mentoring programs within the CAS
    - Create pipelines for the advancement of faculty and staff
- Foster community-building opportunities within the CAS
- Encourage faculty involvement in student activities
- Create greater College (and university) emphasis on physical well-being of faculty and staff