

**Western Carolina University
College of Arts and Sciences
Strategic Plan
18 December 2013**

Mission

The College of Arts and Sciences provides students with a liberal arts foundation where they are taught to think critically, grow academically, and communicate effectively. We prepare our students to be intellectually, socially, culturally, and professionally engaged citizens and leaders who contribute to and promote the sustainability of local and global communities.

Vision

The College of Arts and Sciences will be a national model among colleges of arts and sciences for student-centered teaching and learning, engagement, and collaboration.

Core Values

The faculty, staff, and administration of the College of Arts and Sciences value:

An intellectually stimulating environment

for exploration into new courses, programs, and degree offerings that are consistent with the needs of our state and region.

Initiative 1.1.1 Seek outside funding opportunities for educational and research programs that support students, collaborative ventures between students and faculty, and

Goal 1.3 Ensure that each WCU student receives a strong foundation in liberal studies by maintaining a strong general education program.

Initiative 1.3.1 The College will advocate for a liberal arts foundation for all WCU students and will remain at the core of the general education program.

Initiative 1.3.2 Encourage departments to regularly review general education course offerings and ensure that they are meeting the current needs of students in state, regional, and global communities.

Strategic Direction #2: Enrich the Total Student Experience

WCU is committed to working toward the best interests of all students by deliberately and consciously considering what it means to educate citizens, a pursuit that encompasses both curricular and co-curricular elements that serve to prepare students to participate in and help create a vibrant, intellectually, culturally, and economically thriving region, state, nation, and world.

Goal 2.3 Foster active citizenship among students in the College of Arts and Sciences.

Initiative 2.3.1 By 2020, each department in the College will have an active, locally engaged student organization.

Initiative 2.3.2 In order to promote diversity and global citizenship, the College of Arts and Sciences will increase opportunities for study abroad and exchange programs.

Initiative 2.3.3 Increase opportunities to engage in meaningful service learning that extends beyond community service, is clearly connected to respective curricula, and assessed for its academic value.

Goal 2.4 Encourage the development of College and departmental identities and traditions.

Initiative 2.4.1 Review and expand avenues for recognition of academic achievement of A&S students

Initiative 2.4.2 Enhance and reinforce the intellectual climate for A&S students, faculty, and staff, as well as other members of the university and the local community, through lectures, symposia, and other academic programming.

Strategic Direction #3: Enhance Our External Partnerships

Strategic Direction #4: Invest in Our People

Excellent faculty and staff are prerequisites for the fulfillment of Western Carolina University's mission. Western Carolina University must therefore advocate for competitive compensation for its employees and facilitate professional development; leadership development, succession, and stability; and, as appropriate, support for issues related to quality of life, all of which will enhance the recruitment, development, and retention of qualified and satisfied faculty and staff.

The College of Arts and Sciences will support Strategic Direction #4 of the 2020 Vision through the following goals and initiatives:

Goal 4.1. The College of Arts and Sciences will value and reward those professors who are highly committed, and effective, in enhancing student success.

Initiative 4.1.1 Provide resources to professors to attend professional development opportunities aimed at enhancing effective teaching and learning opportunities.

Initiative 4.1.2 Identify new ways to recognize, reward, and encourage innovative and highly successful teaching.

Initiative 4.1.3 By the 2014-2015 academic year, develop and implement a grants program to support faculty research.

Initiative 4.1.4 Organize formal venues for teachers and scholars to discuss their best practices.

Goal 4.2 Recruit, retain, and develop outstanding faculty and staff who are committed to our mission.

Initiative 4.2.1

Strategic Direction #5: Invest in Our Core Resources

Western Carolina University will ensure a consistently updated infrastructure in support of its mission and vision. Infrastructure is interpreted broadly to include facilities, technology, fiscal practices, and business processes and procedures.

The College of Arts and Sciences will support Strategic Direction #5 of the 2020 Vision through the following goals and initiatives:

Goal 5.1 Sustain and increase instruction and research technology capabilities and capacity required to meet the goals of the College of Arts and Sciences.

Initiative 5.1.1 Develop plans to invest in instrumentation, updating older existing equipment and acquiring new capabilities in order to meet the advancing technological and scientific demands of the 21st century.

Initiative 5.1.2 Continue to invest in outdoor labs and classrooms in order to take advantage of our unique geographic setting and provide engagement opportunities for students.

Initiative 5.1.3 Review service contract expenditures and develop a plan for cyclical replacement of some equipment where economically feasible, and reinvest the savings in equipment purchases, replacement, and sustainment.

Goal 5.2 Develop a comprehensive College of Arts and Sciences master plan.

Initiative 5.2.1 Coordinate all science departments in the design of the new science building.

Initiative 5.2.2 Develop an interim plan to maximize effective space utilization for classrooms, labs, and offices in order to

Strategic Direction # 6: Garner Support for the Vision

WCU's continued emergence as an ambitious institution of higher education dedicated to the economic and community development of Western North Carolina depends on the development and cultivation of consistent and robust funding sources and an ongoing communications strategy designed to ensure that internal and external stakeholders are consistently informed about the University and its progress in achieving strategic goals.

The College of Arts and Sciences will support Strategic Direction #6 of the 2020 Vision through the following goals and initiatives:

Goal 6.1 Promote and celebrate the accomplishments of its students, faculty, and staff.

Initiative 6.1.1 During the 2014-15 academic year, the College will develop and implement an effective communications strategy that will include traditional media and social media.

Initiative 6.1.2 The College will develop and publish a semi-annual media package to highlight the achievements of our students, faculty, and staff.

Goal 6.2 Strengthen and expand connections with College alumni, friends, and community partners.

Initiative 6.2.1 Foster relationships with A&S alumni and encourage their continued involvement in the College through strategic communications that highlight each of the College's departments and their accomplishments with students

Initiative 6.2.2 By 2020, increase alumni annual donation rates by 25% from current 2013 levels.

Goal 6.3 Strengthen and expand development initiatives within the College.

Initiative 6.3.1 By 2020, establish at least one endowed scholarship in all departments and programs.

Initiative 6.3.2 By 2020, increase the amount of departmental scholarship donations by 20% annually over 2013 levels.

Initiative 6.3.3 Establish an endowed fund to support student engagement activities.

Initiative 6.3.4 Establish an endowed scholarship to support student international experiences.

Initiative 6.3.5 Establish an endowed fund to support faculty scholarship.