UNIVERSITY OF SOUTH DAKOTA College of Fine Arts Strategic Plan 2013-2020

Mission Statement
The College of Fine Arts prepares students for life-long engagement with local and global communities through education in Art, Music, or Theatre. Our dedicated faculty inspire students by challenging them to strive for excellence in creative scholarship/research.

Goal 1: Graduate broadly informed students who are capable of complex reasoning, critical thinking, and effective self-expression in the fine arts.
Action Step 1: Encourage students to pursue mentored research and creative scholarship built upon classroom, studio, and production work.
Success Metrics:
1) Increase the number of Fine Arts presentations in IDEA Fest by two each year.
2) The Departments of Art, Theatre, and Music will each support at least one student applicant to the U. Discover program per year.
3) Increase the number of students participating in off-campus research events by five students over a five-year period.
4) Increase funding for research/creative scholarship to enrich academic experiences for undergraduate and graduate students in the College of Fine Arts.

Action Step 2: Expand engagement with professionals through hosting visiting artists and scholars and coordinating faculty led trips.
Success Metrics:
1) Increase the number of visiting artists and scholars to 80.
2) Increase student participation in visiting artist and scholar events by 10%.
3) Create at least three new faculty led trips.

Action Step 3: Continue to expand student participation in internship opportunities.
Success Metrics:
1) Increase the number of locations where students are placed in internships by 3 each year.
2) Create 3 more Fine Arts internship programs with external entities.

Action Step 4: Use a survey for Fine Arts alumni to solicit feedback about the perceived value of their fine arts education at University of South Dakota.
Success Metrics:
1) Write survey and utilize the survey by 2015.
2) Track survey completion seeking at least a 20% response rate.
Action Step 5: Continue to enhance critical components to a liberal arts education within and beyond the University through offering SGR and IGR fine arts courses.

Success Metrics:
1) Track the number of non-major students who take fine arts SGR and IGR classes for grade success and retention at USD.

Goal 2: Promote interdisciplinary creative scholarship/research.

Action Step 1: The College of Fine Arts will host an annual research forum to celebrate student creative activities and to promote collaboration and exchange of ideas.

Success Metrics:
1) The initial event will be implemented during the 2014-2015 academic year, and the number of attendees and participants will be documented.
2) Subsequent event(s) will showcase interdisciplinary creative scholarship.

Action Step 2: The College of Fine Arts will promote collaborative interdisciplinary teaching.

Success Metrics:
1) Initiate an interdisciplinary program to be implemented by Fall 2014 and document number of occurrences or activities.
2) Create at least one new collaborative interdisciplinary College of Fine Arts faculty led trip.

Action Step 3: Engage the University community in the creative scholarship exhibited by the University Art Galleries.

Success Metrics:
1) Hold five docent tours for classes outside of the College of Fine Arts per exhibition season.

Action Step 4: Internal and external interdisciplinary faculty collaborations will be incentivized; interdisciplinary work will be highlighted in the College of Fine Arts newsletter.

Success Metrics:
1) 20% of faculty and staff will be involved with interdisciplinary creative scholarship.
Goal 3: Increase College of Fine Arts enrollment, retention, and graduation rates to align with positive trends University wide.

Action Step 1: Increase and improve marketing of the College of Fine Arts to prospective students and audiences.

Success Metrics:
1) By Fall 2013 Departments will each propose improvements to existing marketing strategies.
2) College and Departmental administration will serve as a College-wide marketing committee to maximize the efficiency of implementing these strategies.

Action Step 2: Establish new recruitment strategies to attract undergraduate students to College of Fine Arts majors.

Success Metrics:
1) Increase undergraduate scholarship packages.
2) Increase undergraduate enrollment in the Departments of Art, Music, and Theatre annually by 10%.
3) Increase collaboration with the Admissions Office to promote recruitment of College of Fine Arts majors.

Action Step 3: Enhance current recruitment efforts in College of Fine Arts graduate programs to attract competitive graduate cohorts.

Success Metrics:
1) Maintain healthy graduate cohorts in each of the Departments through providing regionally competitive assistantship packages.

Action Step 4: Retain undergraduate students at a higher rate.

Success Metrics:
1) College of Fine Arts undergraduate retention rates will be consistently at or above 85%.
2) Departments will track and document reasons for student departure from College of Fine Arts majors.

Goal 4: The College of Fine Arts will commit to a systematic, intentional, comprehensive, and holistic approach to diversity and inclusive excellence in course content, programming, and community outreach.

Action Step 1: The College of Fine Arts will be a regional leader in programming that will integrate diversity and promote inclusive excellence.

Success Metrics:
1) Increase the diversity of guest artists by 20%.
2) Bolster educational outreach initiatives that target underserved populations and communicate the University of South Dakota’s liberal arts identity beyond the university.

Action Step 2: Faculty will enhance course content to include opportunities for discussion of diversity in the fine arts.

Success Metrics:
1) Each Department will offer an in-major course that meets the IGR globalization requirement.

Goal 5: Increase financial resources to support the College of Fine Arts faculty and student achievement of excellence in the areas of creative scholarship and research.

Action Step 1: Pursue the College Capital Campaign as part of the larger University Capital Campaign.

Success Metrics:
1) The College of Fine Arts Dean’s Office will cultivate donors and solicit funding to meet the needs of the Fine Arts portion of the campaign.
2) Five new donors will provide gifts to the College of Fine Arts each year.

Action Step 2: Continue to seek sources of internal funding.

Success Metrics:
1) The College of Fine Arts will submit internal funding requests and track their success or failure over the next five years.

N.B. 8/17/15 To follow the university strategic plan change of dates, the College of Fine Arts has changed its end date for this plan to now be 2020 (changed from 2018).