College of Fine Arts & Communication
Top Five Goals 2009-2012

1. Implement New Programs and Extend Existing Programs to Effect an Increase Graduate Enrollment by 50%

STRATEGIES:
* Expand percentage of Communication Design M.F.A. approved for internet delivery
* Offer an M.A. in Art Education
* Expand MM in Latino Ensembles
* Offer an MFA in Directing
* Begin offering graduate Mass Communication courses in Round Rock

2. Achieve Financial Stability for Centers & Playwright’s Workshop

STRATEGIES:
* Submit grant proposals for support of Political Communication Center, Center for Community Arts, Center for the Study of Latino Media and Markets, and the Black and Hispanic Playwright’s Workshop.
* Seek corporate sponsorship for activities
* Seek endowment support for the Centers and the Workshop

3. Obtain HEAF Allocations to Support Critical Capital Needs

STRATEGIES:
* Seek funding for KTSW tower -300-400K
* Seek funding for an additional 21 station computer lab for MC – 95K
* Seek funding for Music instruments (includes $600K for music education instruments and two concert grand pianos - $800k
* Sound and lighting for Evans Auditorium - $450k
* Renovate Pecos Hall for Art research space - $150k
4. Increase Annual Scholarship Awards by $200,000

STRATEGIES:
* Implement “Adopt a Star” scholarship support program in Theatre/Dance
* Seek corporate or foundation support for major music ensembles
* Expand on the success of the first scholarship art auction held in February of 2009
* Seek annual scholarship awards from media outlets, PR firms, and Advertising firms

5. Complete Programming for Mass Communication Building

STRATEGIES:
* By the end of the 2011-2012 academic year complete detailed programming that will specify costs of future space (new or renovation of current Music Building or Health Professions Building) for the third largest academic program in the university – The School of Journalism and Mass Communication