

**Texas State University**  
**2012-2017 University Goals and Initiatives**  
**College of Fine Arts and Communication 2012-2013 Plan Progress**

***Goal 1: Promote academic quality by building and supporting a distinguished faculty.***

- 1.1 Increase average full-time faculty salaries at all ranks.

- 1.2 Increase number of full-time faculty.

- 1.3 Attract and retain highly competent faculty by providing annual merit increases based on performance.

- 1.4 Provide a university infrastructure (including equipment and facilities) to support teaching, research, and scholarly and creative activity.

The Colorado Building was repurposed to the School of Music. After an extensive renovation, the building now includes 16 practice rooms, which begins to address a severe shortage of practice rooms for students.

A feasibility study was funded through Provost Office to determine how instructional capacity of Joanne C. Mitte building could be increased to accommodate growing programs in Art and Design.

The following equipment was purchased:

School of Journalism and Mass Communication: \$58,000.00 Camera Kits and Media Storage

School of Art and Design: \$50,000.00 Integrated Media Equipment Support including cameras, software, and computers.

School of Music: \$27,000 to fund purchase of pianos

Department of Theatre and Dance: \$30,000.00 in pianos, washing machines, 3D printers, dressing forms.

**1.5 Offer academic programs that are nationally and internationally competitive.**

**School of Art & Design**

**Graduates from the School of Art and Design are consistently placed in the country's top MFA graduate programs: Yale, Rhode Island School of Design (RISD), and The School for the Art Institute of Chicago.**

**With over 1200 majors, the School of Art and Design is one of the largest schools for the visual arts in the country.**

**Department of Communication Studies**

**The Department of Communication Studies MA degree program is consistently recognized as one of the top Communication Studies MA programs in the nation.**

**The Department of Communication Studies general education course (COMM 1310) was selected as the top general education communication course in the nation by the National Communication Association.**

**The speech and forensics team won the Overall Sweepstakes Award at the Texas Intercollegiate Forensics Association tournament for a record 12th consecutive time.**

**Texas State finished 10th in the nation at the National Forensic Associations national tournament.**

**School of Journalism and Mass Communication**

**The school is among the top 20 largest schools of mass communication in the nation.**

**School of Music**

**The 4th Annual International Piano Festival brought young developing pianists from across the U.S. and 10 other countries. This year the Festival concluded by hosting one of the most prestigious classical music shows in National Public Radio: From the Top. The recording made June 8 before a live audience will be broadcast in more than 250 stations across the nation in early September, featuring students from the Texas State International Piano Festival.**

**Department of Theatre and Dance**

Since 2001, through the Kennedy Center American College Theatre Festival, the department's theatre program has been recognized at the Kennedy Center with 2 Producer Awards, 2 Special National Selection Team Fellowships and 26 National Finalists, including 6 National Champions.

An August 2010 article in the New York Times cited Texas State as having one of the top undergraduate programs in musical theatre and acting. At a subsequent 2011 conference, author and college audition coach Mary Anna Dennard stated: "The hottest drama program in the country is at Texas State."

In FY 12, the dance division ranked 4th nationally in the number of undergraduate degrees awarded; the theatre program ranked 8th.

- 1.6 Strengthen research and scholarly/creative activity efforts through achieving increases in grant expenditures and increasing collaboration across disciplines.

The college facilitated 2 events to encourage cross collaborative research including a Communication Summit where 10 professionals interacted with 10 academics across three disciplines (Communication Studies, Journalism and Mass Communication, and Communication Design) for a day-long symposium at the Embassy Suites. The second event was a networking luncheon where Evy Gonzalez from Sponsored Programs presented information on program proposal development and possible funding sources. This luncheon was attended by 50 faculty members.

- 1.7 Provide reasonable start-up funds in order to attract and retain distinguished faculty and to provide the essential equipment to conduct research and attract external grants.

Two start-up packages for new faculty in School of Art and Design totaling \$32,000.00. These monies allowed us to attract top talent.

- 1.8 Support faculty efforts in international research.

I distributed a total of \$10,000.00 to 8 different faculty members to help fund their international travel to support research and creative activities.

- 1.9 Maintain Emerging Research University status and pursue the Texas Research Incentive Program (TRIP).

**Goal 2: Provide opportunities for a public university education and contribute to economic and cultural development.**

**2.1 Move forward on the *Closing the Gaps* goals of participation, success, excellence, and research.**

NA

**2.2 Continue engagement in the economic and cultural development of the region.**

**2.3 Increase student scholarships and graduate student financial support in an effort to improve recruitment and retention of high achieving students.**

**2.4 Internationalize the curriculum.**

23% of the faculty in the College of Fine Arts and Communication were engaged in some form of internationalization efforts.

**2.5 Support faculty and students in pursuing global academic experiences, e.g. study abroad, internships, field placement, research, service learning.**

Faculty and students in the College of Fine Arts and Communication participated in global academic experiences in England, Italy, Korea, France, and Chile.

**2.6 Maintain a vigorous, targeted recruitment and marketing campaign.**

**2.7 Recognize the role of moving to the FBS in developing the image of the university and enhancing economic and cultural development.**

**2.8 Enhance and support distance learning and Friday/Saturday course delivery.**

The College offers 71 different courses on Friday/Saturday

**Goal 3: Provide a premier student-centered, educational experience that fosters retention and success.**

- 3.1 Increase student retention through collaborative programs across the university.**

- 3.2 Enhance quality and consistency of academic advising services.**

**Information monitor placed in advising center to display just in time information to students.**

**Email reminders to targeted pre-majors to seek advising**

**Hold placed on targeted pre-majors who are in jeopardy of lack of degree progress. This is a different tact then we have do in the pass. We narrowed our focus of who we placed holds on. We believe this allowed us to better track and contact this group.**

**Developed a questionnaire that probation students are required to complete. We modified this form to meet a standard set up questions developed by the Advising Assessment Team.**

**Creation of social media sites on multiple platforms ( Facebook, Tumbler, Google+, and Twitter ) to keep students informed of needed information.**

**Walk-in advising days during peak times to answer just in time questions.**

**Submitted a facilities request for renovation of the advising center. This should be complete in Spring 2014. The relocated and renovation of the center will allow for a central location for the main advising center in the college.**

- 3.3 Develop an Honors College to better attract and engage high achieving students.**

**Honors Courses taught from the College of Fine Arts and Communication = 8**

- 3.4 Recognize and support intercollegiate athletics and the arts as vehicles to promote a well-rounded collegiate experience for all students.**

**Close to 1,500 students attended the University Arts/ENCORE programming for 2012-2013. In addition to the ENCORE University Arts series, 18,000 student tickets were sold to School of Music and Department of Theatre and Dance events scheduled throughout the academic term. At a minimum, 1,500 students performed in a musical or a theatre/dance event. In terms of the visual arts, the University Galleries had 13,500 student visitors with a minimum of 1,000 exhibiting or engaging in the visual arts.**

- 3.5 Refine student learning outcomes and appropriate assessment measures within each academic program and general education curriculum to ensure program improvement and provide evidence of student success.**

- 3.6 Refine administrative and educational support, research, and public service outcomes and appropriate assessment measures within identified departments to ensure improvement and provide evidence of success.**

- 3.7 Recognize the importance of academic and administrative program review processes to facilitate program improvement in support of the University mission.**

- 3.8 Foster an environment that cultivates students to become successful, engaged alumni.**

**As Dean, I engaged a group of alums in New York during the Spring 2013 semester.**

- 3.9 Broaden efforts to facilitate successful transition of students to the workplace and graduate/professional education.**

**A number of initiatives were implemented this year. To increase graduate enrollment, all units identified outstanding seniors and invited them to apply to graduate school at Texas State. To transition students to the workplace, all units facilitated programming to ease the transition. For example, Communication Studies and Mass Communication both host a week-long program devoted to engaging alums and networking seniors with working professionals. In Theatre and Dance, faculty escort students to New York and help them audition for professional work. This program is titled New York Showcase and is a part of their curriculum.**

- 3.10 Continue faculty and student information literacy initiatives that support achievement of student learning outcomes.

- 3.11 Implement Personalized Academic and Career Exploration (PACE) to foster retention and success.

***Goal 4: Enrich our learning and working environment by attracting and supporting a more diverse faculty, staff, and student body.***

- 4.1 Attract and retain a diverse faculty and staff.

- 4.2 Remain a Hispanic Serving Institution that emphasizes retention and graduation.

From a curricular perspective, we are expanding our Latino programming including Latino Media, Latin Music Studies, Latin Theatre, etc.

- 4.3 Enhance recruitment, retention, and support programs for all racial, ethnic, and international groups.

Communication Studies hosted a "Come to Grad School" program that was supported through an external grant. This program targeted college seniors from colleges and universities on the border including UT-Brownsville, UTPA, and Texas A & M-International

- 4.4 Expand efforts to promote diversity and inclusion among all faculty, staff, and students.

The college partners with Student Affairs and specifically the Office of Diversity and Inclusion on a number of different projects through presentations, financial support for their programming, as as student sponsors for their organizations. Numerous faculty within the college are members of Allies.

- 4.5 Seek historically underutilized business suppliers.

***Goal 5: Develop and manage human, financial, physical, and technological resources effectively, efficiently, and ethically to support the university's mission.***

**5.1 Increase average full-time staff salaries at all ranks.**

**5.2 Increase number of full time staff.**

**5.3 Attract and retain highly competent staff by providing annual merit increases based on performance.**

**5.4 Maintain a physical setting that presents Texas State as a premier institution.**

**5.5 Implement the Campus Master Plan update for 2012-2017 to ensure it meets the needs of the University.**

**5.6 Expand and support professional development opportunities for faculty and staff.**

**The Dean of the College of Fine Arts and Communication and the Provost supported funding Dr. Mary Ellen Cavitt who attended Harvard University's Management Development Program. These two offices also supported funding 5 area leaders from the School of Art and Design to attend a professional development opportunity at Virginia Commonwealth University. In total, 30 faculty have participated in faculty development seminars throughout the year.**

**5.7 Continue support for structured, standards-driven web course development and programs that enable faculty to appropriately integrate technology into the teaching-learning process.**

Currently, we offer 51 on-line or hybrid courses

**5.8 Reduce deferred maintenance in existing facilities.**

**5.9 Improve processes outlined in SACS *Principles of Accreditation* to ensure ongoing compliance with standards, while continuously improving overall educational quality.**

**5.10 Maintain coordinated assessment processes that assist university stakeholders in multiple assessment activities, including strategic planning, student learning and success, and program excellence.**

**5.11 Effectively utilize alumni and external constituents to influence and generate human and financial capital opportunities.**

**5.12 Assess the needs and opportunities to refine Alkek Library utilization to improve support for the achievement of faculty and student instructional and research outcomes.**

**5.13 Ensure regulatory compliance, environmentally responsible practices and the efficient use of energy and water resources.**

**5.14 Leverage Enterprise Resource Planning (ERP) and other technology investments to continually improve campus business and instructional support activities.**

**5.15 Complete the Pride and Action campaign plan to achieve the goal.**

**5.16 Promote a safe and secure environment.**