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

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

   Key Performance Indicators*:
   • Median salary levels for each rank including professor, associate professor, assistant professor, and lecturer

1.2 Increase number of full-time faculty as a percent of all faculty FTE.

   Key Performance Indicators*:
   • Number and percent of full-time faculty including tenured administrators

1.3 Provide merit increases and other recognitions based on performance in order to retain highly competent faculty.

   Key Performance Indicators*:
   • Merit increases awarded/not awarded
   • List of new recognitions received

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

   Key Performance Indicators*:
   • Number and dollar value of facility upgrades made this year
   • Major equipment purchases and acquisitions
   • Number of Library expansions
   • Number of Technology Resource developments

<table>
<thead>
<tr>
<th>Art and Design</th>
<th>$52,939.18</th>
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<tbody>
<tr>
<td>$22,012.02</td>
<td>Furniture/Equipment Capital</td>
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Technology Resource Developments:

Support teach through the ACC Grant Funding: 2015 Art Education studio and computer laboratory replacement of eighteen obsolete computer stations continued to meet student needs in technology driven classes preparing students for a future in the teaching field. ($23,652)
The School of Art and Design provided two additional computers with an extended warranty plan. ($2,628.00)
Project total: $26,280.00

Support Art Education teaching preparation for students utilizing curriculum driven mobile technologies now coming into use in public school classrooms. Due to the emerging technology, it is of importance to provide the kind of learning outcomes that will help our graduates prepare for their future challenges in the classroom.
The School of Art and Design 2015 mobile technology project equips Art Education students with 24 mini iPads and one USB sync and charge mobile cart. ($11,245.00)

Summation:
4-year External Grant Support: $102,397.00
4-year Internal School Support: $261,193.62
TOTAL 4-year Technology Resource Development: $363,590.62

Theatre:
Renovation of THEA 201: new projector and screen, 16 new tables and 33 new chairs, new lectern, chalkboard resurfaced to whiteboard, new carpet and paint

Changes to Mainstage in Theatre Center: purchase and installation of extension of stage to fill "pit" area, new Wenger risers, new chairs ($96,000)

Equipment of PERF 311: metal lockers ($960)

Equipment for Wardrobe Room: Steamer ($300)

MUSIC
Musical instrument purchases: $136,439

JMC
Old Main renovation - walls repaired & painted, new main office furniture and carpet, new furniture in student lounges 102 (student reading room), 2nd floor study area and 320.
COMM STUDIES
Renovations to Abernathy Conference Room (Centennial Hall 206) and Adjunct Faculty Office (Centennial Hall 300) at a combined cost of $7,736.83.

Forty-nine new computers purchased for the adjunct faculty office, teaching assistant offices and the communication lab at a cost of $51,092.85.

Carpet replaced in the Communication Lab and Abernathy Conference room at a cost of $5,291.82.

New furniture in the Abernathy Conference room at a cost of $10,826.80

Purchased BioPac Integrated System at a cost of $10,140.00

1.5 Offer academic programs that are nationally and internationally competitive.

Key Performance Indicators*:
- List of current national/international program recognitions
- List of current national/international student awards and recognitions
- Number of academic programs accredited or reaccredited

ComDes student Chelsea Ceaor was selected to participate in American Advertising Federation’s 2016 Most Promising Multicultural Students Program.

Former Art History students Josh Rios and Anthony Romero were recently featured in Glasstire: http://glasstire.com/.

Metals Student Amanda Bartlett was invited to exhibit her work in the upcoming show How Dare You? at the Carver Community Cultural Center Art Gallery in San Antonio, Texas.

The work of five Metals students will be featured at the Society of North American Goldsmiths (SNAG) conference in Boston: Alexander Kamelhair, McKinley Mizar, Malek Lazri, Patrizia Tescari and Lindsey Champlin.

Malek Lazri and Alexander Kamelhair had work accepted into Momentum, a national juried student competition to be exhibited at the SNAG conference in Boston.

Three Metals students, Patrizia Tescari, Lindsey Champlin and Alexander Kamelhair received Texas State University Rising S.T.A.R. Travel Grants to
attend the SNAG conference.

Malek Lazri has work featured in a three-person exhibition, Modes of Production at Bolm ATM Gallery (Big Medium), in Austin.

Malek's work is also included in Soft Tactics, a group exhibition of Texas State students and alumni at Cement Loop in Austin.

Art Education Spring 2012 graduate Mollie Ryan was named one of Navarro ISD’s four teachers of the year. She is an art teacher at Navarro Junior High.

Gloria Ayala (graduated Spring 13) was named “Teacher of Promise” at Blanton Elementary in AISD and will receive an award from the Superintendent in May.

Communication Design student Chelsea Ceasor made it into the Poster4Tomorrow catalogue and gallery show in Paris, for the Work Right campaign worked on in Bill Meek’s class last spring.

Texas State printmaking students are exhibiting work at Bone Black Studio. The show was curated by Jeff Dell & Brian Johnson from student prints created during the fall of 2014. The show opened last weekend along with six other PrintAustin exhibits in the Canopy arts complex, and had an extremely large crowd in attendance.

The following ComDes students had their work accepted into the HOW International Design Awards & Competition. This is a very competitive publication and there were only 10 student projects accepted into the Annual. We’re extremely proud that Texas State has two of them!!

TEXAS JUNKFEST INTEGRATED MEDIA CAMPAIGN
Students: Stevie Johnston, Raven Sanders, Justin Hernandez, Zoha Shafiq

BENTLEY BISCUITS & BONES LOGO
Student: Katrina Barber

MFA graduate students Patrick Gosnell and Cesar Rivera won a merit in the Graphis International Design Annual 2016 competition!!

13 Texas State student works from Texas State were accepted into the Graphis new Talent Annual 2015 representing the work of 22 students. This is a juried, international anthology on design. There will be a hardback book published featuring the accepted work and there is an online version.

Gold Advertising: Shelby Stockman, Corey Keller, Erin O'Quinn, Tara Voll
In addition to winning the "Best of Advertising Student" we also won "Best of Show Student" for the Texas Junkfest!

AUSTIN ADDYS
BEST OF ADVERTISING: Texas Junk Fest Campaign: Justin Hernandez, Stevie Johnston, Raven Sanders, Zoha Shafiq (Sterling)
GOLD CONSUMER/TRADE: Texas Junk Fest Campaign: Justin Hernandez, Stevie Johnston, Raven Sanders, Zoha Shafiq (Sterling)
GOLD CAMPAIGN: Texas Junk Fest Campaign: Justin Hernandez, Stevie Johnston, Raven Sanders, Zoha Shafiq (Sterling)
SILVER CONSUMER: Good Guide Campaign: Stevie Johnston, Raven Sanders, Zoha Shafiq (Sterling)
BRONZE LOGO: Rebecca Cierci: Cochon Burger Logo (Meek)
BRONZE CONSUMER: Johnathan Simmons Unlabeled Festival/Art Direction Copywriting (Beane)
BRONZE DIGITAL ADVERTISING: Bath Junkie Web: Erin O’Quinn (Fantauzza)
BRONZE POSTER CAMPAIGN: Bluebell, Collin Vaughn (Cleveland/Meek)
BRONZE PACKAGING: Bite Whiskey Balls, Emily Gore (Sterling)

SAN ANTONIO ADDYS
SPECIAL JUDGES AWARD: Resolve Monsters, Courtney Horrigan (Meek)
GOLD: Resolve Monsters, Courtney Horrigan (Meek)
SILVER: Label Me Beautiful, Magen Bork, Courtney Horrigan, Andrea Johnson (Meek)
BRONZE: Logo, Salina Hu (Meek)

Theatre:
Ranked #9 in the nation (out of 1,348 Performing Arts Programs) by Best-Art-Colleges.com.

Musical Theatre program ranked #7 in the country by College Magazine

Dance program ranked in the top 25 in the country by Dance Colleges.com
The theatre program had 4 students advance as Kennedy Center American College Theatre Festival National Finalist, and for the fourth year in a row a theatre playwriting student won the Ken Ludwig Award for Best Body of Work.

MUSIC
Jazz alumnus Kyle Johnson just won the 3rd trombone position with the United States Army Jazz Ambassadors, the premiere jazz ensemble of that service.
The Texas State University Trombone Choir recently performed at the American Trombone Workshop in Washington DC. The ensemble was one of 5 collegiate trombone choirs invited to perform at this year’s festival, hosted by the United States Army Band Pershing’s Own.
Texas State students Evan Fowler, Alex Szabo, Matt Valentine, Connor Towns, and Victor Figueroa were just informed that their quintet is one of the semifinalists in the prestigious National Trumpet Competition.
Mariachi Nueva Generacion won First Place at the 20th Annual Mariachi Vargas Extravaganza
Friday, November 21. This is their 7th first place victory in 9 years!
Texas State Opera Theatre students were selected to perform at highly selective and prestigious Summer Opera Internships this past summer.
Chosen from music schools and conservatories across the country and around the world, the following students excelled at Amalfi Music Festival in Italy, Opera of the Ozarks, Chicago Summer Opera, and the Castleton Festival, among others:
Andrea Hansen– Chicago Summer Opera and Spotlight on Opera
Jessica Blau– Castleton Festival
Spencer Reichman– Cincinnati Conservatory Summer Series and Opera on the Ozarks
Elizabeth DiFronzo– Miami Summer Music Festival
Johnathan Salinas– Amalfi Music Festival
Jenny Dryer– Russian Opera Workshop and Emerald City Opera
Albert Garcia– Spotlight on Opera
Lisa Decker– Miami Summer Music Festival
Brittany Michaelson– Spotlight on Opera
Poornima Ravi– Land of Enchantment Opera
Jasmine Hagaghan– Spotlight on Opera
Jordan Van De Vere– Amalfi Music Festival
Erin English– Land of Enchantment Opera
Madison Christ- Crittenden Opera Studio

JMC
The School of Journalism and Mass Communication was reaccredited in 2015 by the Accrediting Council for Education in Journalism and Mass Communication (compliance achieved in all 9 standards.)
A new undergraduate Digital Media Innovation undergraduate degree program was proposed in 2015, for fall 2016 implementation.

In fall 2015, the School of Journalism and Mass Communication became the only public university in Texas to support and offer the Public Relations Society of America (PRSA) Certificate in the Principles of Public Relations. This new entry-level program awards a certificate to candidates who pass a professional, knowledge-based, qualifying exam.

**COMM STUDIES**
- The Texas State Forensics team won the state TIFA championship.
- The debate team competes in national and international (Oxford University) events.
- The Department of Communication Studies hosted the Oxford Debate team.

1.6 Strengthen research and scholarly/creative activity efforts through achieving increases in sponsored program expenditures including collaboration across disciplines.

**Key Performance Indicators***:
- Current sponsored program expenditure dollars
- List of new cross-discipline collaborative sponsored programs

**SJMC faculty participated in the first ever C3 Research Center Start Up Weekend.**

In 2015 SJMC mass comm week coordinated with the Common Experience events.

**COMM STUDIES**
- Dr. Villagran was awarded a new federal grant in the amount of $189,900.
- Dr. Mandziuk was awarded a REP grant in the amount of $8,000.
- Dr. Villagran was awarded an REP grant (Do You Know Your Status: Reducing Risk of HIV) in the amount of $5,000.

1.7 Provide start-up funds in order to attract and retain distinguished faculty to conduct research and attract external grants.

**Key Performance Indicators***:
- Academic start-up dollars awarded (division and college)
- Library start-up funds awarded

**Dr. Miriam Sobre-Denton was awarded start-up funds in the amount of $8,779 for an international communication research lab which includes:**
- $5,664 for iMac Computers for the Communication Lab
$3,115 for Dell Optiflex Computers for the Communication Lab

1.8 Support faculty efforts in international research.

Key Performance Indicators*:
- List of new international research efforts and scholarly/creative activities
- International travel funds provided (division and college)
- Number of Fulbright Research Scholars and other international fellowships
- Number of visiting scholars supported
- List of new technology support activities for international research

Art and Design

Joining museum professionals and scholars from 25 countries, Gina Tarver attended the Seventh International Conference on the Inclusive Museum in August at the Autry National Center of the American West in Los Angeles, where she presented "Liberating History: New Museography at the Casa Museo Quinta de Bolívar."

Currently, Gina Tarver is in Bogotá, Colombia, where she presented "ART-pia de Bernardo Salcedo: Flujo transcultural echo visible" as part of the symposium "Aquí, allá y en el media: Encuentros transnacionales en el arte latinoamericano" at the Universidad de los Andes. While in Bogotá, she has also been invited to interview artist Antonio Caro as a public event at the Galería Casas Riegner.

Maia Wright designed an interactive museum exhibit that is on display at the University of Montreal in their interdisciplinary art and science research center, Le Carrefour des arts et des sciences, September 4–November 14, 2014.

Teri Evans-Palmer will be presenting a paper, An Analysis of Behavioral Themes That Intersect Self-Efficacy and Humor to Enhance the Emotional Well Being of Teachers, at the 44th Annual Conference of the International Society for Exploring Teaching and Learning (ISETL), Denver, Colorado Oct. 16-20, 2014. Paper presentations are selected from a double-blind peer-review process, and conference proceedings will be published.

Jason Reed and Erina Duganne will open Northern Triangle, an exhibition exploring both U.S. intervention in Central America and larger issues of immigration history and policy, on December 4 and 5 at Blue Star in San Antonio. A gallery walkthrough will take place December 13, a film screening on January 8, and a panel talk moderated by Erina on January 22. The show runs through February 15.

One of Maia's book designs was selected for the juried 8th International

Gina Tarver's essay "Antonio Caro: The Power of Myopia," was published in December as the main essay in the monograph Antonio Caro: Símbolo Nacional. This monograph is part of a set of three from a series on contemporary Colombian artists. Colombian popular culture magazine Revista Arcadia recommended the set on their annual "Book of the Year" list, citing "the level of the texts" and the "international popularity of the authors."


Gina Tarver presented the paper "The National Museum of Colombia's Alternative Constructions of National Identity" as part of the panel "Dreams of Utopia: The Post-Colonial Art Institution" at the College Art Association Conference in New York on February 13.

Brian was among 28 national artists invited to participate in a theme-based print trade portfolio "Agritopia: Adventures in the Global Food Chain;" an exhibition of the portfolio opened at the SGC International Conference in Knoxville, TN. Copies of the portfolio will be added to two permanent collections, one for the SGCI Archives and a second for the Ewing Gallery of Art and Architecture at the University of Tennessee, Knoxville.

A collection of Nicole DesChamps-Benke’s new work will be exhibited in the up-coming group exhibition HIROKO SATO-PIJANOWSKI & Selected Scholars at the Gallery Okariya Ginza, Tokyo, Japan. While in Japan, Nicole will give a presentation highlighting her current research and work, Origins & Outcomes, at Tokyo National University of Fine Arts & Music and Shimin Sangyokaikan, Kawaguchi, Saitama Prefecture.

Nicole DesChamps-Benke designed and fabricated 3D-printed shields to house and protect an environmental sensor for field research in South America by Shawn F. McCracken, Research Assistant Professor, Texas State University, Department of Biology.

Dance:

Kaysie Seitz Brown and Michelle Nance presented “Integrating the Performing Arts into the Public School System” at the Athens Institute for Education and Research in Greece.

Ana Baer presented video work at the Sans Souci Festival of Dance in the UK. She also presented papers in Costa Rica and the University of
Edinburgh.

MUSIC
School of Music funded travel reimbursements for 28 international trips by music faculty for professional activities, totalling a research investment of $26,900.
School of Music hosted 17 guest artists or scholars, providing $32,100 in fees or honoraria.

JMC
Two faculty members and a student in the School of Journalism and Mass Communication served on a panel at the Design on E-Learning conference in London.

SJMC faculty and students participated in the 2015 Global News Relay with 10 other universities across the world. The 12-hour live news operation was hosted by The University of Salford, England.

COMM STUDIES
Communication Studies Faculty were funded for international travel in the amount of $10,048.16 to present research at the International Communication Association conference in Puerto Rico and at the Academy of Management Conference in Vancouver, Canada.

1.9 Pursue National Research University Fund (NRUF) eligibility.

Key Performance Indicators*:
- NRUF Eligibility
  - Total restricted research expenditures
  - Total endowment funds
  - Number of doctor of philosophy (PhD) degrees awarded
  - Percentage of first-time entering freshmen in the top 25% of their high school class
  - Average SAT and ACT scores of first-time entering freshmen
  - Status as a member of the Association of Research Libraries, having a Phi Beta Kappa chapter, and Phi Kappa Phi chapter
  - Number of tenured/tenure-track faculty who have achieved national or international distinction through recognition as a member of one of the national academies, are Nobel Prize recipients, and have received other faculty awards as designated in the NRUF eligibility criteria.
  - Number of graduate level programs and graduation rates for master's and doctoral programs
1.10 Increase Texas Research Incentive Program (TRIP) awards.

Key Performance Indicators*:
- Number and total dollar amounts of TRIP-eligible submissions/awards
- Total dollar amount of matching funds received from TRIP for the year

SJMC was awarded a $448,000 contract from the Texas Department of Aging and Disability Services in July 2015. Project was completed under budget.

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

2.1 Move forward on the goals of participation, success, and excellence.

Key Performance Indicators*:
- Freshman class size compared to prior year and percent change
- Overall enrollment compared to prior year and percent change
- Overall African American and Hispanic enrollments compared to enrollments of previous year
- Rate of participation (applications for admission) and success (freshman to sophomore retention rate and graduation rates)

2.2 Continue engagement in the economic development of the region.

Key Performance Indicators*:
- List of current economic collaborations with external constituents
- Number of clients in STAR Park
- Number of clients, job creation and retention, business starts and expansions, and cultural infusion in Small Business and Development Center (SBDC)
- Number of clients in the Office of Commercialization and Industry Relations (OCIR)

SJMC advertising faculty and students collaborated with HP and Wells Fargo on marketing projects.

2.3 Continue engagement in the cultural development of the region.

Key Performance Indicators*:
- List of current cultural collaborations with external constituents (e.g., Wittliff program development, lecture series, performance and creative arts events)
School of Art and Design

The School will hold 12-16 exhibitions including curated shows, juried group shows, invited artists solo or group shows, selections from the permanent collection, and seven BFA Thesis exhibitions. Each exhibition includes an opening reception.

8 concerts in the galleries with the Texas Mysterium for New Music Ensemble from Music Department, directed by Richard Hall

12-15 public lectures through the Art & Design Lecture Series
Invited speakers include visiting artists, art historians, critics, collectors, and designers

6-10 presentations of videos and experimental films through the LUMA video series selected by Art & Design faculty and students.

Theatre:
Participation in the Austin Frontera Fest.

MUSIC
Music presented 6 public concerts in the inaugural International Concert Series, 11 other faculty or guest artist performances, 7 opera performances, and 48 student ensemble concerts.

JMC
Our signature SJMC event, Mass Communication Week, features more than 25 events with 50-plus speakers representing the fields of journalism, advertising, public relations, digital media and more. Students attend and cover events, create media content, network for jobs and internships and interact with alumni and advisory council members.

KTSW -FM radio provides cultural, news and sports information to the San Marcos community.

2.4 Increase undergraduate student scholarships and graduate student financial support in an effort to improve recruitment and retention of students.

Key Performance Indicators*:
- Number of new scholarships awarded
- Number of new merit scholarships awarded
- Total dollar amounts of new scholarships and average award amounts
- Other dollars contributed toward undergraduate and graduate student financial support (division and college)
Percentage increase in salary levels for graduate assistants

Theatre:
For the second year, the theatre program received a $25,000 grant from the Stillwater Foundation for scholarships for Musical Theatre students.

The Theatre program spent $20,000 to assist 41 students in traveling to the regional level of the Kennedy Center American College Theatre Festival.

The Theatre program spent $20,000 to assist 30 graduating students in attending the New York Showcase for agents and casting directors.

MUSIC
Music had resources to offer 72 merit scholarships to recruit new, incoming students for the 2014-15 academic year. Those offers totaled $120,000, representing a $22,000 increase (22%) compared to the previous year. The total of all 86 scholarships (newly awarded or renewed) cost a total of $111,430.

JMC
Seventy percent of faculty and staff in the School of Journalism and Mass Communication participated in the 2015 Pride in Action campaign by contributing funds to support Texas State University.

In December 2015, SJMC received a $1,000,000 donation to establish an endowed undergraduate scholarship in honor of Mary Rose Brown.

Five Additional graduate student assistants were funded with electronic course fee revenue to assist with hybrid course management.

COMM STUDIES
The Department of Communication Studies provided $8514 toward student travel for students presenting at and attending national and regional conferences.

2.5 Internationalize the curriculum.

Key Performance Indicators*:
- Number and list of new/revised courses and programs with international content
- Number of faculty participants in globalization workshops

MUSIC
One faculty in globalization workshop

COMM STUDIES
2.6 Encourage faculty and students in pursuing global academic experiences.

Key Performance Indicators*:
- Number of faculty-led study abroad programs
- Number of students studying abroad
- Number of Fulbright Teaching Scholars
- Number and list of student international research efforts and scholarly/creative activities (presentations, papers, etc.)
- Number and list of student international teaching activities
- Number and list of student international service activities
- Dollars contributed toward study abroad scholarships
- Number of institutionally-recognized international exchange programs
- Number and list of countries impacted
- Number and list of staff-led international experiences

Art and Design

Florence Program
Mexico City program to begin in the summer of 2016
MFA summer field trip to Amsterdam and Germany

Theatre:
One faculty-led Study Abroad program in England.

One graduate student presentation at the British Shakespeare Association Conference in England.

JMC
The School of Journalism and Mass Communication sponsored study abroad programs in London/Paris and Barcelona/Madrid in 2015.

2.7 Maintain a vigorous, targeted recruitment and marketing campaign.

Key Performance Indicators*:
- List of new or major modifications to undergraduate and graduate recruitment initiatives
- List of new or major modifications to marketing efforts implemented

Theatre:
Participation in Bobcat Days.

Recruitment for graduate and undergraduate students at USITT and SETC.

Recruitment for undergraduate students at TETA.
2.8 Recognize the role of Athletics in developing the image of the university and enhancing economic and cultural development.

Key Performance Indicators*:
- Number and list of new Texas State athletic advertisements placed
- List of all athletic events on local or national television
- Average number of athletic events each year, home and away
- Total economic impact from athletic events on local community
- Product licensing income for the year and new licenses added around the State of Texas
- Increase in membership for Bobcat Club for the year

2.9 Expand delivery of distance learning.

Key Performance Indicators*:
- Number of new online and hybrid SCH as a percent of overall offered

MU 5350 (5% of all music graduate organized lecture course SCHs)

SJMC offered 79 sections of online and hybrid courses in 2015.

COMM 4390 Internship, COMM 2330 Small Group Communication, COMM 3301 Empirical Research Methods and COMM 4326 Family Communication were added as online courses.

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

3.1 Increase student retention and graduation rates.

Key Performance Indicators*:
- Student retention rates compared to prior year (college and institutional)
- Student graduation rates compared to prior year

3.2 Create and deliver co-curricular experiences to promote student success.

Key Performance Indicators*:
- Number and list of new co-curricular activities provided
• Number of attendees at each co-curricular event

3.3 Enhance quality and consistency of academic advising services.

Key Performance Indicators*:
• Number of students served (i.e., walk-in, email, phone, appointment, social media)
• List of professional development opportunities provided to academic advisors for consistent messaging
• Number of external professional development opportunities attended by how many advisors
• Number and list of current internal and external awards and recognitions received by advisors
• Advisor/student ratios compared to prior year

Texas State University’s student-run public relations firm, Bobcat Promotions, completed its inaugural professional development tour to New York City in January 2015. Students networked with alumni and visited various PR firms, the United Nations and the 9/11 Museum.

3.4 Enhance the Honors College to better attract and engage high achieving students.

Key Performance Indicators*:
• Number and percent of students enrolled in Honors College compared to prior year
• Number of Honors sections offered
• Number of Honors College graduates compared to prior year

SJMC teaches an honors class in media law each year.

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

Key Performance Indicators*:
• Number and list of events (athletic and artistic) provided for the year
• Average number of students that attend sporting events
• List of promotions and collaborations with student groups to engage them in athletics
• Number and list of new academic support initiatives provided to student athletes

Theatre:
Theatre had 9 Harrison and Mainstage productions (53 performances) with a total attendance of over 12,000 people.

Dance had 5 concerts, with a total attendance of over 2600 people.

JMC
In 2015 SJMC advertising faculty and students created a marketing campaign project for Texas State athletics.

3.6 Assess outcomes (student learning, administrative support, academic and student support, research, community/public service, and general education) to ensure continuous improvement and student success.

Key Performance Indicators*:
- Examples of new selected improvement efforts implemented as a result of assessment findings
- Number and percent of programs completing outcomes assessment
- Number and percent of completed audits

3.7 Utilize program review and accreditation processes to improve academic, administrative, and student support programs to foster student success.

Key Performance Indicators*:
- Number of program reviews completed and number submitted to THECB
- Examples of selected program improvements made based on program review/accreditation findings
- Percent of academic program reviews with all items scored “acceptable” or higher

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

Key Performance Indicators*:
- Number and list of career support programs provided
- Number and list of academic outreach and recruitment efforts
- Number and list of new companies recruiting at Texas State
- Number and list of employers conducting on-campus interviews
- Number and list of career fairs, including number of employers attending fairs
- Number of internships completed by students
• Number and list of programs and events to prepare students for graduate/professional education
• Number and list of alumni-supported career events and initiatives to support student networking and career success
• Number and list of on-campus student employment career preparation programs and initiatives
• Number of face-to-face career counseling appointments
• Number of PACE career counseling sessions

Art and Design

1. Internship courses in Art History, Communication Design and Studio Art

2. Yearly Workshop on finding internships in Art history and Communication Design

3. Yearly Workshop on applying to graduate school for Art History

4. Professional practice components integrated within Thesis II (includes session with Career Services on what to do with an art history degree)

6. Professional practice components integrated with New course: Art Criticism and Writing (includes visits/tours to local art institutions)

7. Professional Practices course in Studio Art is now a required course.

8. Exit Review and Senior Portfolio classes in Communication Design are now both required and have been expanded to better prepare students for design careers.

9. Exit review final portfolio presentation was held at one of the larger design/advertising agencies in Austin in the fall of 2015 and will be at another agency in Austin in the Spring. Approximately 10 professionals from Austin attended and viewed the graduating student portfolios.

2015 ComDes Undergraduate Internships

Total Number: 55

Spring for credit: 6
Spring not for credit: 3

Summer I&II for credit: 10
Summer not for credit: 17
Fall for credit: 12
Fall not for credit: 7

New companies recruiting/hiring our grads
I don't have all of this information, wish I did. Here are some add to your list:

Argo
IBM
RG/A
Chaotic Moon
General Motors
One Technologies
MicroVentures
SXSW
Design for Use
T3
Whole Foods
HEB
Razorfish
Giles Parscale
Springbox
Red Hat
HCB Healthcare
Crush Advertising
TKO
Envision
Volusion
XOXCO
HomeAway
C3Presents
Spiceworks
Unique Influence
Drumroll
VOX Global
Fosforus
Localeurs
Ousset

Five Photography internships

Seven Art History Internships

Theatre:
2 graduate student internships with professional theatre companies.
Theatre program conducts a New York Showcase for its undergraduate Musical Theatre and Acting students. These programs are supported by a series of "Business of the Business" seminars as part of their BFA program.

The theatre program receives applications from over 30 states with a major recruiting event being the Chicago Unified auditions.

JMC
SJMC and the Career Center hosts a career fair event every long semester. In fall 2015 more than 45 exhibitors participated. In spring 2015 more than 35 businesses attended.

COMM STUDIES
Sponsored a Homecoming Tailgate for all majors and alumni. Sponsored a welcome event for MA alums

3.9 Continue faculty and student information literacy initiatives that support student learning.

Key Performance Indicators*:
- Number of literacy sessions provided
- Number of faculty and students served

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

Key Performance Indicators*:
- Number of freshman students served
- Number and list of support programs provided
- QEP successes based on outcomes achievement and continuous improvement

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.

Key Performance Indicators*:
- Number and percent of female full-time faculty and staff compared to prior year
• Number and percent of African American, Hispanic, and other minority faculty and staff compared to prior year

4.2 Remain a Hispanic Serving Institution.

Key Performance Indicators*:
• Number and percent of Hispanic student enrollment compared to prior year
• Number and percent of Hispanic student graduates compared to prior year
• Number and percent of Hispanic students retained compared to prior year

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

Key Performance Indicators*:
• Examples of new academic, student support, and administrative programs provided
• Number of students served with support activities
• Number and list of new recruitment activities
• Number and list of new academic, student support, and administrative retention activities

School of Art and Design retention efforts

The School will hold 12-16 exhibitions including curated shows, juried group shows, invited artists solo or group shows, selections from the permanent collection, and seven BFA Thesis exhibitions. Each exhibition includes an opening reception.

8 concerts in the galleries with the Texas Mysterium for New Music Ensemble from Music Department, directed by Richard Hall

12-15 public lectures through the Art & Design Lecture Series
Invited speakers include visiting artists, art historians, critics, collectors, and designers

6-10 presentations of videos and experimental films through the LUMA video series selected by Art & Design faculty and students.

All events celebrate the visual arts, and are free and open to the public.

Retention efforts in art history include:
1. Internship course
2. Yearly Workshop on finding internships
3. Yearly Workshop on applying to graduate school
4. Professional practice components integrated within Thesis II (includes session with Career Services on what to do with an art history degree)
5. Art History Association activities (student organization)
6. Professional practice components integrated with New course: Art Criticism and Writing (includes visits/tours to local art institutions)

Retention efforts in art education include:
1. Art Education Student organization [National Art Education Association] Organization meets twice a month for discussions and other activities.
2. Facebook Pages [2] Program uses these to stay in touch with students and provide help/input as needed
3. Conference Meetings Faculty meet with our majors and graduates during annual conferences
4. Faculty provides workshops in addition to the classroom activities.
5. Program brings in professional educators to enrich the program and better prepare our majors
6. ArtSpace, Program provides instructional opportunities/experiences in the community through ArtSpace

PROOF, the Printmaking organization, has organized the following events in the last year:
1. November 2015, Framing Demonstration for works on paper
2. November 2015, Installation Demonstration for exhibitions
3. March 2015, T-shirt printing fund raiser and event. This raises awareness as much as it raises funds, and the students love it doing it.
4. February 2015, PROOF held an exhibition in the Flex Space (Gallery 3)

Retention efforts in Photography include:

1. Graduate School Advice sessions with alumni (once yearly in the fall)
2. Field Trips (usually one per class, per semester) places include: Art Pace, The Contemporary Austin, The Witliff, The Harry Ransom Center at UT Austin, Lora Reynolds Gallery, Artist Studios, CoLab Projects, East Side Studio Tours
3. FotoFest International Portfolio Review Shadowing. Select seniors travel to Houston once every two years when the FotoFest Biennial occurs
4. Internships (available) as upper division elective credit (ongoing)
5. Borderland Collective (student volunteers help organizing materials and exhibitions)
6. Lake Were Rivers (A photography collective whose members include four photography faculty members, select students assist on the production of artworks) This is new and has only happened once over last summer
7. Middle Gray Photography Association (offered to all students with an interest supervised by photo faculty) Year round, field trips, Photography meet ups, juried exhibitions organized, publications
8. Visiting Lectures, 3-4 per semester
10. Lab Monitor Positions. Offered as volunteer and paid opportunities to gain experience running a chemical and digital lab environment on going primarily available to sophomore photography majors.

Study Abroad

Retention efforts in ceramics include:

1. Visiting artists' workshops
2. Ceramics students volunteer as artists' assistants at the annual fall Texas Clay Festival in Gruene. The Clay Fest is now also hosted by one of our alums, Kyle White at the Barn Pottery. It is a two day public event held the third weekend in October each year at which over 50 Texas artists show, sell and demonstrate their work. More information is available at www.texasclayfestival.com.
3. The Ceramic Arts Student Association's conducts periodic ceramic sales and they use this money to travel to the annual National Council on Education for the Ceramic Arts conference. It is held in a different host city each spring. Information on the conference is available at
4. Our Florence program, plus the new Mexico City program

Retention efforts in expanded media include:
1. Visiting artists, critics, and historians: lectures & studio visits with students

2. LUMA Project Space shows videos by national and international artists as well as work by students

3. Students have participated in an exchange video art screening with Ball State University

4. Students were guided through jurying an international video art screening

5. End of semester public video screenings

6. Next semester select student works will be featured in a public video screening as a part of the Experimental Response Cinema programming in Austin

Retention efforts in Communication

Kinetic Typography
Graduate Workshop with Czech Designer Jan Tomas
September 5

Movies in the park(ing lot)
Movie: Exit Through the Gift Shop
September 17 @ sunset

BrandNew Conference WebCast
September 24 + 25, 2016

The Carve (resurrected from the dead)
Event: Pumpkin carving contest
October 28th

How to apply for a job?
Panel Discussion with Design recruiters from Austin (Frog Design etc) for Graduating Seniors
Friday, November 6th, 10am to 1 pm

AIGA TXST: The Critique (portfolio review with alumni, seniors)
November 11 | 5:00 – 7:00 PM
Computer Science + ComDes Hackathon
November 14th + 15th all day long

Exit Review at T3 Design Studio Austin
December 10th, 6 to 9 pm

Hearing Sentinel Entrepreneurial Workshop
to develop hearing sentinel + identity design in conjunction with MSEC department
December 12th, 10 am

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

Key Performance Indicators*:
- Examples of new/modified academic programs that added multicultural or multi-perspective content
- Number of new/revised courses with multicultural or multi-perspective content
- Examples of new academic, student support, and administrative programs/activities provided (e.g., activities related to Common Experience)
- Number of individuals served in academic, student support, and administrative programs/activities

4.5 Seek historically underutilized business suppliers.

Key Performance Indicators*:
- Number of active HUB vendors compared to previous year
- Percentage of construction value issued to HUB vendors
- Number of active mentor/protégé partnerships compared to previous year
- Percent of total university procurement with HUB vendors compared to previous year

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 in all categories.
Key Performance Indicators*:
- Percent increase in average salary levels for all categories

5.2 Increase number of full-time staff as a percent of all staff FTE.

Key Performance Indicators*:
- Number and percent increase in full-time staff compared to prior year
- Number and list of newly-created positions

5.3 Provide merit increases and other recognitions based on performance in order to retain highly competent staff.

Key Performance Indicators*:
- Merit increases awarded/not awarded
- List of recognitions received

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

Key Performance Indicators*:
- Number and list of new repair and renovation projects completed
- Number and list of new campus enhancement projects completed
- Number and list of new ADA modification projects completed

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

Key Performance Indicators*:
- Number and list of capital projects completed
- Total cost of capital projects completed
- Number and list of property acquisitions
- Number and list of new “gray to green” projects completed per the Campus Master Plan
5.6 Maintain compliance with Coordinating Board classroom and class lab space usage efficiency standards.

**Key Performance Indicators***:
- Total hours of classroom type activity taught anywhere on campus divided by total number of classrooms must equal or exceed 45 hours per week
- Total hours of classroom lab type activity taught anywhere on campus divided by total number of class labs must equal or exceed 35 hours per week
- Total number of weekly minutes taught in classrooms divided by 50 minutes and divided by total number of classrooms must equal or exceed 38 hours per week
- Total number of weekly minutes taught in class labs divided by 50 minutes and divided by total number of class labs must equal or exceed 25 hours per week
- Student station occupancy in classrooms is 65% or above for classrooms
- Student station occupancy in class labs is 75% or above for class labs

5.7 Expand and support professional development opportunities for faculty and staff.

**Key Performance Indicators***:
- Examples of major new internal professional development workshops offered at main campus and Round Rock campus
- Examples of major new internal faculty development sessions offered
- Total number of faculty served through internal faculty development sessions
- Total number of staff served through internal professional development sessions
- Examples of external faculty development opportunities attended by faculty
- Examples of external professional development opportunities attended by staff
- Number of faculty developmental and supplemental leaves awarded

**Theatre**: LeAnne Smith on developmental leave.

5.8 Support structured, standards-driven web course development and programs that enable faculty to appropriately integrate technology into the teaching-learning process.

**Key Performance Indicators***:
- Examples of new web-based courses offered compared to prior year
• Number of faculty completing distance education training
• List and dollar amount of new resources provided to support distance learning
• List and dollar amount of new resources provided to support technology in the teaching and learning process
• Number and list of current excellence in online teaching awards

**Theatre: Sandra Mayo completed distance education training**

All SJMC faculty teaching hybrid and online courses are appropriately trained by ITS, Online Learning Consortium or other organizations. Weill, Oskam, Martinez, Bowers and Peirce-Burleson earned the national online teaching certificate from the Online Learning Consortium.

Two SJMC faculty have been recognized for their online course development.

5.9 Reduce deferred maintenance in existing facilities.

**Key Performance Indicators***:
• List and total cost of deferred maintenance projects completed

5.10 Ensure compliance with SACSCOC standards to continuously improve overall institutional effectiveness.

**Key Performance Indicators***:
• Number and list of major process improvements made to address specific SACSCOC standards
• Number of IE Council meetings held and level of participation
• Number of disseminations of SACSCOC-related information

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

**Key Performance Indicators***:
• Number and list of alumni and new external constituent (parents, families, businesses) outreach activities
• Total annual value of alumni and external constituent contributions
• Number and percent of alumni donating to Texas State
• Number and percentage of alumni who have graduated in the last five years that donate to Texas State
- Number of alumni volunteering their time on behalf of Texas State (e.g., board participation, Chapter leadership, guest speakers, faculty, advisory boards, judges, research)
- List of new student and alumni collaboration efforts (e.g., conferences, mentoring)
- Number and list of recognized alumni achievements
- Number of events and total participation at Alumni Association sponsored and co-sponsored events
- Number of recognized alumni chapters, number of alumni chapter hosted events, and annual participation at these events

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<tr>
<th>Annual Alumni Exhibition in galleries</th>
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<td>Exit review in ComDes</td>
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**Theatre**
Alum Roberta Colindrez in Tony-winning musical Fun Home
Alum Bobby Moreno in new David Bowie musical Lazarus.
Both Bobby and Roberta were Drama Desk nominees in 2014.

**JMC**
The SJMC Advisory Council meets annually at Texas State to collaborate with faculty, students and administrators.

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

**Key Performance Indicators*:**
- Number and list of library assessment activities
- Number and list of library improvements made

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

**Key Performance Indicators*:**
- Percent of campus electric usage per square foot increase/decrease compared to prior year
- Percent of campus natural gas consumption per square foot increase/decrease compared to prior year
- Number and list of awards/recognition for environmentally responsible practices
- Number and list of new environmentally responsible activities implemented
- Number of new activities implemented as a result of external audit findings
5.14 Leverage Enterprise Resource Planning (ERP) and other technology investments to continually improve campus business and instructional support activities.

Key Performance Indicators*:
- Narrative list of campus business improvements enabled or enhanced by technology
- Number and list of new and enhanced instructional support activities provided

5.15 Implement fundraising initiatives to help achieve strategic plan goals.

Key Performance Indicators*:
- Total dollar amount raised for the year
- Total dollars raised per strategic fundraising priority area

5.16 Promote a safe and secure environment.

Key Performance Indicators*:
- Number and list of new safety/security support activities introduced
- Increase/decrease in crime statistics
- Number of new educational activities related to applicable laws and regulations (e.g., Title IX, Campus Save Act, Violence Against Women Act)
- Percent of required policy and procedure statements updated for the year as a result of applicable laws and regulations (e.g., Title IX, Campus Save Act, Violence Against Women Act)
- Number and percent of faculty, staff, and students that have received training related to applicable laws and regulations (e.g., Title IX, Campus Save Act, Violence Against Women Act)