

OUTLINE:

STRATEGIC PLAN FOR THE COLLEGE OF LIBERAL ARTS TEXAS A&M UNIVERSITY 2015 - 2020

“Knowledge for Life”

Preamble:

The motto for the College of Liberal Arts, “Knowledge for Life,” captures our goals to: (1) create knowledge through distinguished research, scholarship, or creative work in a wide variety of academic fields of study; (2) employ exciting pedagogies to provide undergraduate and graduate students with the knowledge and skills that will prepare them for a lifetime of learning and productive personal, professional, and civic lives; (3) equip people with the awareness and practices that kindle welcoming and inclusive environments; and (4) share the knowledge that fosters thought-provoking engagement within our institution and our communities.

Mission:

Educate students for a rapidly changing world and instill in them a desire for lifelong learning through our faculty’s influential research, distinguished scholarship and creative work, inspirational teaching, and dedicated service—all in the context of the arts, humanities, and social and behavioral sciences.

Overarching Goals:

Marshal resources through strategic budget planning, effective communication, enterprising philanthropic development, enhanced facilities, and technological innovations in order to:

- *Create knowledge through influential research and communicate it in prestigious venues*
- *Excel in undergraduate and graduate education*
- *Foster inclusive and welcoming workplaces and learning environments*
- *Enrich the intellectual life of our university and the broader community*

In all practices, align the goals above with everyday practices such that the question, “Does this decision further our collective goals?” guides decision-making.

Strategies:

In order to *create knowledge through influential research and communicate it in prestigious venues*:

- *Publish the results of our work in distinguished outlets in order to communicate our research impact*

- *Secure major grants, fellowships, awards, and honors in order to increase scholarly productivity and impact*
- *Present the results of our research and creative work at high-profile national and international venues, especially in invited keynote or plenary addresses*
- *Effectively communicate the impact of faculty research and creative work to both specialist and lay audiences*
- *Collaborate with TAMU partners, especially those from traditionally underrepresented groups and areas, in the university's strategic research initiatives*

In order to *excel in undergraduate and graduate education*:

- *Graduate students on time*
- *Treat core curriculum responsibilities as an opportunity rather than a burden*
- *Foster student learning by increasing funding support*
- *Design and measure the effectiveness of high-impact educational experiences, including co-curricular programs, for all students*
- *Revise curricula contemporaneity and pedagogical interest*
- *Emphasize deep critical thinking, truly effective communication, and meaningful civic engagement*
- *Recruit, educate, and place exceptional graduate students who represent a diverse population*
- *Participate actively in the university's QEP and other student-directed initiatives (e.g., "Aggies Commit to Learning for a Lifetime")*

In order to *foster inclusive and welcoming workplaces and learning environments*:

- *Develop and execute effective mentoring programs for faculty and staff*
- *Recruit and retain students, faculty, and staff who represent a diverse set of experiences and perspectives*
- *Choose speakers and other visitors who contribute to many kinds of diversity*
- *Continuously evaluate the effectiveness of initiatives to improve climate and respond to concerns by updating departmental and college diversity plans and initiatives*

In order to *enrich the intellectual life of our university and community*:

- *Host distinguished scholars and researchers on campus*
- *Organize programs that also reach the broader community*
- *Capitalize on centers and institutes, as well as departments and programs, for outreach*
- *Sponsor thought-provoking scholarly and popular events, including performances, exhibits, lectures, panels, workshops, symposia, and others*

Alignment with Texas A&M University Strategic Plan:

The strategic plan for the College of Liberal Arts (2015-2020) aligns with that for the University. As a land-grant public institution that is an elected member of the prestigious Association of American Universities (AAU), Texas A&M University's strategic goals place a high priority on the following aspects of university life:

- Total research expenditures
- Federal research expenditures
- Number of members in National Academies (NAS, NAE, IOM) and/or faculty with highly prestigious awards (see AAU)
- Faculty citations and other appropriate indicators of impact
- First-year retention (FTFT)
- Undergraduate 4- and 5-year graduation
- Percentage of Pell Grant students
- Percentage of students who are URM

Supplemented and informed by such assessments as:

- Student performance while enrolled
- Student placement or other indicators of success at and beyond graduation
- Timely graduation appropriate for all degree levels
- Composition of student body at graduation
- Student satisfaction with the value of their educational experience
- Faculty scholarly work highly valued
- Faculty and students valued as national leaders