College of the Arts
Roadmap Synthesis
(Approved by Leadership Team 11/12/19)

Transformational student engagement through professional practices in the Arts.

1. **Strategic recruitment initiatives to increase enrollment and attract exemplary students**
   - a. Revise portfolio review and audition processes
   - b. Develop recruitment events, festivals, conferences, competitions, and P-12 teacher programming
   - c. Implement targeted recruitment plans with measurable goals for each unit

2. **Effective advising strategies to improve student retention, progression and graduation rates**
   - a. Establish and assess professional advising and career services
   - b. Strategic curricular revisions to ensure student success
   - c. Expand summer curricular programming

3. **Increase student participation in undergraduate scholarship, creative activity and applied learning experiences**
   - a. Increase student participation in honors courses
   - b. Grow undergraduate research within coursework
   - c. Increase support for student scholarship and creative activity at external venues
   - d. Expand internship and service-learning opportunities

4. **Establish two graduate degree programs**
   - a. MA in Art & Design
   - b. TBD

5. **Increase capacity for faculty scholarship and creative activity (SCA)**
   - a. Establish COTA Research Advisory Committee
   - b. Develop annual arts research events
   - c. Increase funding for faculty SCA
   - d. Develop residency and faculty exchanges

6. **Increase external peer-reviewed SCA products and funding**
   - a. Establish a system to record and acknowledge peer-reviewed SCA
   - b. Establish grant writing resources and incentivize successful grant activity
   - c. Support interdisciplinary scholarship and creative activity
7. **Nurture a culture of diversity, equity and inclusion (DEI)**
   a. Effectively engage student, faculty and staff in DEI dialogue
   b. Develop DEI programming for students, faculty and staff

8. **Expand community engagement activities and develop strategic industry partnerships**
   a. Establish strategic partnerships with MOUs in all units
   b. Expand community engagement initiatives

9. **Develop effective fundraising strategies**
   a. Establish fundraising boards
   b. Develop an annual COTA Gala
   c. Increase student scholarships across COTA

10. **Enhance the COTA presenting season**
    a. Establish a permanent budget for presenting season
    b. Expand branding and marketing initiatives
    c. Increase attendance and capacity at all ArtsKSU events