



# COLLEGE OF ARTS & SCIENCES

## Strategic Planning Newsletter: Spring 2019

Colleagues,

Since 2017, faculty and staff have worked across the College to develop shared understandings of our values and a Strategic Plan that recognizes and prepares us for the rapidly changing landscape of higher education. Our strategic priorities of Advising and Retention, Reforming General Education, Supporting Student Engagement, and Marketing and Communication will help us to stabilize and grow CAS enrollments, and provide unparalleled experiences and access for our students—ensuring they leave our halls prepared to make a positive impact, both locally and globally. This work ensures we will remain nothing less than the Leaders & Best—for our students, our scholarship, and one another.

The CAS Strategic Plan was approved in May 2018, and our 46 member-strong Implementation Committees were named in November 2018, representing almost every department in the College. A great deal of work has been done to begin our implementation processes and we want to report on progress made and to lay the groundwork for future plans over the upcoming year and beyond through this biennial newsletter. A brief summary of the committees' work is found below. Also available is a Gant Chart which allows you to visualize where goals have been accomplished and where work is being done. The chart and additional documents can be found at <https://www.umflint.edu/cas/cas-strategic-planning#tab-documents>.

To committee members past and present, thank you for devoting your time, expertise, and energy to this college-wide endeavor. To everyone in the College, no matter your level of past engagement with the Strategic Plan, I encourage to think about and consider how you might individually and collectively as programs or departments help to advance our shared goals. Please reach out to our committees and get involved. Your voice and talent will help ensure our vision is realized.

Sincerely,

A handwritten signature in black ink that reads "Susan Gano-Phillips".

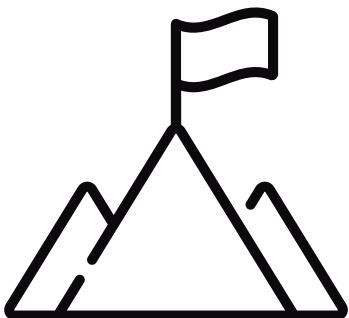
Susan Gano-Phillips  
Dean, College of Arts & Sciences

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## Implementation Committee Updates

*Co-chairs: Marcus Paroske (COM) & Rajib Ganguly (CSEP), Members: Shelby Newport (THE/DAN), James Schirmer (ENG), Dana Evans (CAS), Roy Barnes (CAS), Karen Bedell (PSY), Sarah Lippert (AAH), Matthew Spradling (CSEP).*

### Mission & Vision



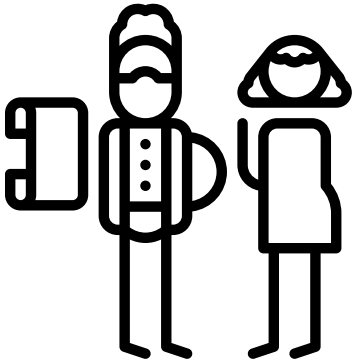
Throughout the Winter semester, the Mission & Vision Implementation Committee worked to create a draft of a new mission & vision statement for the College. The statement intends to focus on the transformative power of the arts & sciences, our local and global impacts, alignment to the University mission, and the collaborative nature of faculty, staff and students in achieving our goals. A first draft was circulated in March; feedback was incorporated and discussed during the April Governing Faculty meeting. The committee presented a final draft of the statement for formal review at the May Governing Faculty meeting. Electronic voting on this statement began on May 9 and will close on May 17. Governing Faculty can vote at [http://umflint.ut1.qualtrics.com/jfe/form/SV\\_3sfk90uHe3Ker1b](http://umflint.ut1.qualtrics.com/jfe/form/SV_3sfk90uHe3Ker1b). Should the proposed language be approved, the Mission & Vision Implementation Committee will dissolve, with committee members contributing to the implementation process on an ad-hoc basis.





## Implementation Committee Updates (cont.)

**Advising & Retention** *Co-chairs: Justin Massing (CMB) & Megan Presland (CAS-Advising), Members: Nicole Altheide (CAS-Advising), Dauda Abubakar (AFS), Stephanie Roach, (ENG), Biplop Barman (CSEP), Kim Saks-McManaway (POL/PUB), Sarah Rosaen (COM), Katherine Eaton (CSEP) Jacob Blumner (ENG), Zahid Syed (CSEP).*



The Advising and Retention Implementation Committee met five times during the winter 2019 semester to discuss and address three of our five action items. (1) The subcommittee focused on increasing the role of CAS in advising undecided students learned that the vast majority of undecided students between 2008 and 2017 declared a major within CAS. This subcommittee is therefore compiling major declaration trends and developing a list of recommendations to help support departments in planning and promoting fall 2019 events targeted at recruiting undecided students earlier on in their academic career. (2) The subcommittee tasked with defining and implementing faculty recommendations for student services has outlined several actions to address their charge. These include, but are not limited to, developing a dedicated web page providing a comprehensive directory of student services and opportunities on campus and recommendations to improve collaboration and cross-promotion of activities between student life and CAS. (3) While the subcommittee concerned with setting college retention goals plans to do just that, they are also planning to better understand why students are leaving. During the committee's last meeting, there was strong agreement that one of the primary reasons students leave is financial. Interested faculty can examine the Advisor Toolkit at <https://www.umflint.edu/finaid/advisor-toolkit> for a variety of financial aid resources.

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**Reforming General Education** *Co-chairs: Guluma Gameda (AFS), Amanda Taylor (PSY), Members: Stevens Wandmacher (PHL), Michelle Silva (COM), David Duriancik (BIO), Matt Fhaner (CMB), Teresa Yoder-Nowak (BIO), Mehrdad Simkani (MTH)*



The committee for implementation of Reforming General Education is tasked to: (1) engage in a systematic review of the UM-Flint general education program from the CAS perspective; (2) define student preparation and life skills and then develop general education courses toward those skills; (3) require signature assignments in all CAS general education courses and the assembly of e-portfolios for students taking general education courses. To accomplish these tasks, the committee started its work in January 2019, and met six times during the winter semester to collect and review data related to the teaching of general education courses. The committee met with faculty, collected reports, and is currently analyzing the documents. In fall, it is planning to meet with departments and survey faculty to seek new ideas and learn their priorities on general education program. At the May Governing Faculty Meeting, a representative from the faculty working on Integrative Learning and Signature Assignments shared their work and our implementation committee looks forward to further collaboration with this group.

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## Implementation Committee Updates (cont.)

### Supporting Students

*Co-Chairs: Murali Mani (CSEP), DJ Trela (ENG), Members: Hillary Heinze (PSY), Daniel Hummel (POL/PUB), Fadi Mohsen (CSEP), Tayseer Wasif (CMB), Lanre Aluko (CSEP), Cam McLeman (MTH).*



The Student Support Implementation Committee has focused chiefly on creating a campaign for “minor gifts” to build an endowment supporting student research, travel and other high impact practices. For this, we are right now envisioning creating an endowed scholarship of \$100K over 5 years. This should give close to \$5000 for students every year. We are currently in the beginning/intermediate discussion phases for our three remaining goals: (2) Increasing CAS leadership by defining and implementing faculty recommendations for career services and internships for liberal arts majors, (3) Engaging in more student centered course scheduling, and (4) Creating a Student Advisory Committee comprised of students, faculty and staff to provide CAS greater access to student input and concerns.

### Marketing & Communication

*Co-Chairs: Nicole Broughton (THE/DAN), Logan McGrady CAS), Members: Amal Alhosban (CSEP), Jamile Lawand (FL), Dominika Lazarska (CAS), Terry Horgan (PSY), Carol Chaney (MUS), Mike Farmer (CSEP).*



The Marketing & Communication Implementation Committee began its work with a focus on two action items: tracking and increasing contacts with high school/prospective students and the creation of marketing & communication standing faculty committee. To achieve the former, an inventory was taken of existing, recurring activities departments conduct with prospective students, so as to create a baseline for improvement. PR administrative staff and department faculty were engaged with that process. The results are available at <https://www.umflint.edu/cas/cas-strategic-planning#tab-documents>. Exploration also started to understand existing tracking mechanisms (such as customer relationship management systems) on campus and how/if they can be utilized by CAS. For the committee’s second action item, an internal timeline of necessary steps was created in order to put the creation of a standing committee to a vote in the 19-20 academic year. The committee has created initial drafts of a charge, details of the desired membership across departments, and required changes to the faculty code.

## HELP WANTED

If you have been involved with Signature Assignments in the past, be sure to contribute your thoughts to Guluma Gemedo or Amanda Taylor.

Thoughts on engaging with potential students? Remembered existing activities your department conducts to recruit new CAS majors? Contact Logan.

Governing Faculty: Don't forget to vote on the proposed Mission & Vision online by May 17.