



COLLEGE OF ARTS & SCIENCES

Strategic Planning Newsletter: Spring 2020

Colleagues,

Since its conception in 2017, the College of Arts & Sciences Strategic Plan has challenged us to put our shared values into action, continuously elevating the work of the College for all of our stakeholders: students, alumni, the community, and each other. This plan was a proactive response to the many challenges we encounter in the rapidly changing landscape of higher education, built to unite us around a clear path toward reaching our College-wide goals.

Even though we expected a changing environment during the strategic planning process, none of us could have foreseen how COVID-19 would impact the world. When the transition to remote teaching and work was made in March, most of us were left wondering how to accomplish our day-to-day work, never mind the innovative goals that our plan set forth. But as CAS so often does, we rose to the challenge.

Our strategic plan committee members achieved several of their goals, made significant progress toward others, and even created new goals that address our current circumstances. It is crucial that we view the CAS Strategic Plan as a living document, one that can (and should) be modified to address the changing reality in which we find ourselves. The committee members focused on Advising & Retention, General Education, Marketing & Communication, and Student Support have shown incredible flexibility in advancing this central work of CAS during an unprecedented time.

You can [view this Gantt Chart](#) to see an overview of what happened to progress the CAS Strategic Plan in 2019-2020. Also included below are brief narratives from each committee that shares their work in further detail.

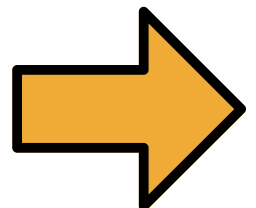
We will continue to review the CAS strategic plan in light of the many changes we experienced this year, and you can expect further opportunities to engage with the strategic planning process in the coming months. Thank you all for your continued commitment to advancing the mission of CAS!

Sincerely,

A handwritten signature in cursive script that reads "Susan Gano-Phillips".

Susan Gano-Phillips
Dean, College of Arts & Sciences

Keep reading for implementation committee updates

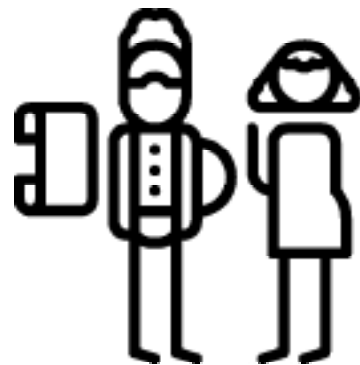




Implementation Committee Updates

Advising & Retention

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



The Advising and Retention Implementation Committee met four times during the winter 2020 semester to discuss and further address our five action items. During the February CAS governing faculty meeting, our committee outlined ways in which CAS departments can better recruit undecided students following conversations with Dawn Markell, Vickie Jaskiewicz, and Becky Armour Standel. Moreover, 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. Work on these projects is currently ongoing. Recently, three new CAS professional advisors were hired and Dashboard training has been ongoing in an effort to provide enhanced access to student predictive data. Finally, our committee is focused on expanding beyond the action items outlined in the CAS strategic plan. For instance, we are looking to implement a CAS chatbot to create additional touchpoints for current and prospective students as a means to enhance advising and improve retention.



Implementation Committee Updates

Supporting Students

Co-Chairs: Murali Mani (CSEP) & Cam McLeman (MTH) Members: Hillary Heinze (PSY), Tayseer Wasif (CMB), Lanre Aluko (CSEP), DJ Trela (ENG).



The SSIC has made measurable progress on most of its charges (and picked up a new one). Our target and timeline for a gifts campaign to support high impact student research activities has been delivered to the dean's office. We have collected college-wide data surrounding the use and implementation of internship and internship-like activities. And the committee has moved forward on the topic of a Student Advisory Committee both internally and in conjunction with the professional advisors. We are currently suspending the topic of student-centered course-scheduling - while undoubtedly an important topic, the chaos of recent months and the concomitant uncertainty of the near future renders it rather moot, e.g., poll students as to their preferences for scheduling courses. We will revisit the topic after the dust settles, likely by Winter '21. Finally, the committee has acquired a new mandate - to lead the charge to develop so-called 'experiential major maps,' 4-year curricular and co-curricular plans for students. We plan to work on the major map templates internally and with UCOM and then propose a rollout mechanism for broader adoption.

Marketing & Communication

Co-chairs: Nicole Broughton (THE/DAN) & Logan McGrady (CAS), Members: Amal Alhossban (CSEP), Jamile Lawand (FOR), Dominika Lazarska (CAS), Terry Horgan (PSY), Carol Chaney (MUS), Mike Farmer (CSEP)



The Marketing & Communication Implementation Committee achieved its charge of creating a standing Marketing & Communications committee. The standing committee began regular meetings in the Winter '20 semester and discussions of potential college-wide initiatives were started—such as themed semesters (an immigration theme was discussed). Secondly, additional clarity was gained around the updating of CAS webpages and UCOM's role in that process. Since UCOM will only be updating specific academic program pages (i.e. Wildlife Biology, Actuarial Math), a more holistic plan to update CAS pages was developed and is being implemented this spring & summer. The goal for our internal process is to have the web updates completed by the start of the Fall '20 semester. Engagements with prospective students increased this year despite the interruptions to our normal work:

- College events designed to engage with prospective students increased from 20 to 26
- The number of email campaigns to prospective students increased from 7 to 20 (8,840 individual emails have been delivered so far)
- Visitors to CAS web pages increased from 54,000 to 71,000
- Several paid marketing campaigns garnered a total of 1.3 million impressions (views).

We have three open positions on our committee. Please contact Logan McGrady & Nicole Broughton Adams to get involved!

Reforming General Education

Co-chairs: Guluma Gemeda (AFS) & Michelle Silva (COM) Members: Stevens Wandmacher, (PHL) Matt Phaner, (CMB), Teresa Yoder-Nowak (BIO), Mehrdad Simkani (MTH), Jennifer Alvey (SACJ)



The General Education Implementation Committee presented an update on its work in the April 2020 CAS meeting. The committee has reviewed a number of documents and data, and has developed a plan for engaging faculty in the process of identifying our existing strengths in the General Education courses we offer. By articulating our strengths, the college can develop shared messaging around these strengths and build a common orientation to what we do well and what we might want to improve. This will be accomplished by considering General Education within the framework of the University, the College, Departments, and even spotlighting individual courses that use innovative pedagogical styles. Unfortunately, the Signature Assignment work was suspended in March due to the COVID-19 pandemic; nonetheless, the faculty working group will resume work in the fall.

