

INDIANA UNIVERSITY SOUTH BEND  
OFFICE OF ACADEMIC AFFAIRS  
THREE-YEAR STRATEGIC PLAN

November 9, 2007

<u>Goals</u>	<u>Strategies</u>	<u>Timeline</u>	<u>Assessment</u>
<b>Ernestine M. Raclin School of the Arts</b>			
<ul style="list-style-type: none"><li>• Thomas C. Miller, Dean</li><li>• David Freitas Associate Dean of Instruction</li></ul>			
<b>1. Improve faculty advising and delivery of services to students within the School.</b>	1.1 Continue and expand the current series of advising workshops for Arts faculty each semester.	Now ongoing on a semester by semester basis.	Now doing formal evaluations of faculty advising. Soliciting feedback from advisors and students.
	1.2 Institute process for implementation of degree modifications to facilitate student graduation while maintaining degree integrity. Set benchmark in 2004 for diminishing student roadblocks to timely graduation.	2004-2007	Student graduation issues now in decline.

1.3 Add a minimum of one new staff position in Student Services in the Arts, based on need.	2004-2005.	Done.
1.4 Require use of Oncourse or alternative teaching communication aids.	2004-2006.	Prepare for use in fall semester, 2004. Set deadline for use as January, 2005.
1.5 Develop an interactive website specifically for Arts students.	2005-2006.	Done.
1.6 Expand and improve the physical space for student interaction with faculty/staff.	2006-2007.	Space needs for the Raclin School still unmet.
<b>2. Establish Integrated New Media as a viable degree program.</b>	2004.	Completed summer 2007.
1.1 Introduce recruiting materials and initial promotional campaign.	2007 and ongoing.	Materials, mailing lists and distribution centers in place by August, 2008.

**3. Create a consistent and ongoing program of student recruitment across all programs in the School of the Arts.**

1.1 Create a recruiting plan broadly reflecting School goals while addressing specific needs of each area in the School. 2004-2005.

Test the plan against similar plans from peer institutions. Seek out national information on best practices in recruiting and specifically those in the Arts.

1.2 Establish numerical targets for each area within the school and the timeframe within which these targets will be met. Carefully consider the traditional IUSB radius for prospective students as well as regional, national and international prospects. 2004-2006.

Track head count and credit hour numbers on semester and yearly basis. Establish benchmarks and project future enrollments and graduations.