

**COLLEGE OF ARTS AND LETTERS  
STRATEGIC PLAN**

**GOALS**

1. To learn and promote learning in all things we do.
2. To serve students, through the core curriculum, liberal arts and professional baccalaureate programs, and selected graduate programs.
3. To use the good of the student as the primary criterion in decision and action.
4. To use our knowledge to serve the community, from local to global.
5. Always to treat colleagues, students, and members of the community with respect.

COLLEGE OF ARTS AND LETTERS  
FY2004 STRATEGIC PLANNING ASSESSMENT OF LEVEL 2 PLAN

Goals		Planning Initiative	Assessment of Results
Institutional	College		
1, 9	1	Advance discourse across college on revised standards for annual performance review, promotion, and tenure.	Greater sense of mission, better preparation for these reviews.
1, 9	2	Improve budget management at college and departmental levels.	Partially accomplished via first- and second-quarter reports. The creation of a dean's reserve allowed adjustments.
1, 2, 9	3	Review qualitative aspects of part-time faculty use (support, amenities, quality of teaching) pursue increased pay.	This has been subsumed by an Academic Affairs Strategic Action Plan, which has recommended increased pay and continues to work on other aspects of part-time use.
1, 2, 6, 9	4	Undertake writing initiative, to include expanding hours and activities of Writing Center and Writing Lab, exploring "Writing Across the Curriculum" approaches, and analyzing Regents' Test remedial instruction.	Writing Center and Writing Lab increased hours and students served. The Departments of Criminal Justice, History, and Political Science have increased writing assignments and liaison with Writing Center. Dr. Georgecink has led in adopting turnitin.com, used by faculty across the University.
1, 3, 4, 5, 9	5	Increase student and faculty participation in study abroad programs.	Students in 03: 37 COAL majors in 7 locations. Students in 04: 67 COAL majors in 15 locations. Faculty in 03: 7 teaching or directing. Faculty in 04: 7 teaching or directing.
1, 3, 4, 5, 9	6	Expand off-campus experience in U.S., e.g. courses modeled on the NYC project, performances like the 2003 CBDNA trip.	2004 Chorale performance at Carnegie Hall successful. 50 students, 19 community members, and 2 faculty. Funding is problematic; it has taken the form of diverting other SSOM resources. The NYC program continues to be successful but has not been emulated.
1, 3, 4, 9	7	Increase contribution to teacher preparation, especially in English, History, French, and Spanish certification programs.	Achieved. Relevant faculties are currently preparing the NCATE report. Collaboration with COE is improving.
1, 3, 4, 9	8	Maintain current accreditations (NASAD, NASM, NAST)	NASM accreditation received. NAST presents no current problems. Need \$60,000 to comply with NASAD five-year plan.
1, 3, 4, 9	9	MPA and Communication accreditation.	Not accomplished. Resources are a problem with NASPAA. The Department of Communication will revisit the issue at a planning retreat in the fall.
1, 3, 4, 5, 7, 9,	10	Continue to plan downtown facility.	Proceeding well. Faculty are participating fully and are pleased with the results.

COLUMBUS STATE UNIVERSITY  
COLLEGE OF ARTS AND LETTERS  
FY 2005 LEVEL 2 PLAN

Goals		Planning Initiative	Cost	Planned Impact
Institutional	College			
1, 9	1, 2, 3, 4, 5	Continue discourse about the business we have chosen, to include: revision of standards for annual performance review, promotion, and tenure; departmental strategic planning projects; and curricular review and revision.	Planning retreats \$1,000 - \$10,000.	Stronger, more positive organizational culture, including an enhanced sense of mission.
1, 3, 7, 9	1, 2, 3	Optimize technology in labs and classrooms, generally and in discipline-specific applications.	Multimedia all COAL classrooms: \$81,760-212,960 (8 rooms, \$10, 220 - 16,400 per room). Mac lab for Writing Track in English: \$20752 (19 more machines @ \$1408)	Addresses select mission (technology). Students get improved quality of education, faculty get continued learning and improved quality of work life.
1, 3, 4, 5, 9	1, 2, 3	Emphasize international education by increasing student and faculty experience abroad and complying with Global Perspectives requirement. (Two departments currently not in compliance.)	\$23,000 in Summer salaries; \$8,500 in part-time replacements for faculty in UK.	Addresses select mission (international education), improves quality of education
1, 9	1, 2, 3	Expand campus-wide writing programs (Writing Center, Writing Lab, turnitin.com, Writing Center liaison with faculty in all disciplines.	\$29,500 (student assistants and prorated director's salary). turnitin.com costs \$3,000 per year	Increased educational quality, better retention.
1, 3, 9	1, 2, 3, 4	Improve contribution to teacher preparation, especially in English, History, French and Spanish certification programs.	Early Mentoring \$4500 per year; minimum two positions @40,000 each + benefits.	Addresses select mission (educator preparation), has immense effect on community
1, 3, 4, 5, 9	1, 2, 3, 4, 5	Articulate and promote the College's contribution to community development, e.g. expansion of Command College to public safety beyond law enforcement, projects like the HOPE VI evaluation, and course-based service learning, and internships.	Minimal.	Addresses select mission (community development), provides alternative ways of learning, improves public services.
1, 3, 4, 9	1, 2, 3	Maintain current accreditations (NASAD, NASM, NAST, NCATE)	NASM \$1450 fees per year NAST \$1050 fees per year NASAD \$1213 fees per year \$60,000 to comply with NASAD 5 year plan	Addresses a select mission, (fine and performing arts) essential to institutional prestige.

1, 3, 4, 7, 8, 9	1, 2, 3, 4	Continued progress on new Art and Theatre facilities.	Design and construction cost is \$25 million.	Addresses select missions (fine and performing arts, economic and community development). Will aid visibility, recruiting, and fundraising.
1, 3, 4, 9	1, 2, 3	Explore accreditations of Communication program and MPA program.	Minimal; CSU would be a NASPAA member if accreditation were not a goal.	Addresses select mission (community development)

## **EXECUTIVE SUMMARY**

Assessment of 2004 Plan: Progress was made toward all goals except expansion of off-campus domestic courses like the NYC project, which will be dropped from 2005 initiatives. I continue to value such activities but resources preclude expansion.

FY 2005 Plan: Initiatives were added re instructional IT and community development.