

**Envisioning the Future: Strategic Plan**  
**The Department of Art and Design**  
**Art Education, Art History, and Studio Programs**  
**2010 – 2015**  
*Approved by the department on 11-29-10*

**Mission**

The Department of Art and Design at Grand Valley State University seeks to uphold the values of a liberal education while providing an intensive engagement with the production and examination of the visual arts.

**Vision**

The Department of Art and Design will continue to offer excellent undergraduate programs in studio art, art education, and art history that include traditional and contemporary practices enriched by a strong foundation in liberal education.

**Value Statements**

As educators, artists, and scholars, we value investigation of the world through participation in broad cultural discourses. In addition to preparing students formally and conceptually for careers in the visual arts, the department strives to foster the broadly transferable skills of inquiry, reflection, critical analysis, dialogue, and expression.

Student learning values that reflect our departmental mission:

1. Students will become familiar with the central issues and processes in their chosen area of study.
2. Students will develop competency progressively throughout the degree program and will work independently at the advanced level.
3. Students will achieve a high level of expertise in the practice of their chosen area of study.
4. Students will evaluate and present their work in a professional manner appropriate to their discipline.
5. Students will be encouraged to engage in learning experiences designed to enhance their ability to contribute to artistic and other communities.

## Department of Art and Design Goals

**Goal 1. : The Department of Art and Design is committed to engaging with the rest of the university community within the context of a liberal arts education/institution and to serving a broad spectrum of GVSU students by continuing to improve the existing high level of instruction in our undergraduate visual arts program.**

Objective 1.A. : The Art and Design Department will continue to make selected Art courses open to non-majors, and support offerings such as the General Education Art 101 course.

Strategy 1.A.1. : Continue to review curriculum for other potential General Education course offerings.

Strategy 1.A.2. : Undertake an evaluation of Art 101 to ensure the format, content and class size offers the most valuable learning situation for fostering an understanding of the visual arts to the layperson.

Objective 1.B. : The department will continue to maintain currency as well as excellence in its studio art, art education and art history curriculums.

Strategy 1.B.1. : Continue to maintain accreditation through the National Association of Schools of Art and Design (NASAD).

**Goal 2. : Support and encourage the diversity of our students, faculty and program and encourage engagement with diverse communities.**

Objective 2.A. : Collect comprehensive data about our student population, incoming and current, to meet the mission of the university as well as the department.

Strategy 2.A.1. : Ensure that data reported by GVSU Institutional Research are aligned with our current program offerings.

Strategy 2.A.2. : Establish database for the department that will be maintained by office personnel.

Strategy 2.A.3. : Analyze data collected to insure all emphasis and degree areas maintain sustainable enrollments.

Objective 2.B. : Continue to increase the array of co-curricular opportunities.

Strategy 2.B.1. : Further expose students to new and diverse ideas and skills through exhibitions, lectures, workshops, visiting artists, and conferences.

Strategy 2.B.2. : Further encourage study abroad and other travel opportunities.

Strategy 2.B.3. : Further encourage internships and attendance at conferences outside of the region, including international.

**Goal 3. : Integrate students' liberal arts experience with their art making and art studies, providing them with transferable skills and knowledge to enable them to establish careers both in and outside of the field of art and design.**

Objective 3.A. : Prepare students for professional careers.

Strategy 3.A.1. : Use visiting artist monies to bring in nationally and regionally known artists, educators and art historians to augment the exposure of students to ideas and careers in the visual arts.

Strategy 3.A.2. : Continue to provide department support for collaborative interdisciplinary events in the arts.

Strategy 3.A.3. : Encourage research and application of other areas of knowledge outside the field as appropriate.

Objective 3.B. : Ensure that students desiring to pursue graduate work receive appropriate preparation for pursuit to advanced degrees.

Strategy 3.B.1. : Use visiting artist monies to bring in nationally and regionally known artists, educators and historians to augment the exposure of students to ideas and careers in the visual arts.

Strategy 3.B.2. : Continue to provide department support for collaborative interdisciplinary events in the arts.

Strategy 3.B.3. : Encourage scholarly and creative activity and application of other areas of knowledge outside the field as appropriate.

Objective 3.C. : Faculty will provide models for students through their participation in professional arenas appropriate to their discipline.

Strategy 3.C.1. : Apply for Student Travel Grants from the university for attendance at national conferences such as the National Council on Education for the Ceramic Arts - NCECA, Society of North American Goldsmiths - SNAG, Michigan Art Education Association - MAEA, National Art Education Association - NAEA, International Sculpture Center - ISC, the College Art Association – CAA, The Professional Organization for Design - AIGA, and SGC International (previously known as the Southeastern Graphics Council and the Southern Graphics Council).

**Goal 4. : The department will conduct assessment of the program and use the results to inform decision making.**

Objective 4.A. : Ongoing evaluation of student progress through the program aligned with National Association of Schools of Art and Design (NASAD) accreditation.

Strategy 4.A.1. : Review the current rubrics used in Freshman and Transfer Portfolio Admission Reviews to ensure they are aligned with the university, college, and department mission.

Strategy 4.A.2. : Assess the Foundations Portfolio Review and Rubric to assure that both technical and conceptual skills are being sufficiently developed to provide students with the necessary foundation for success at the sophomore and junior levels.

Strategy 4.A.3. : Review the procedures used for the Secondary Admission Reviews for the Graphic Design and Illustration emphasis areas to ensure that the processes are aligned with the Foundations Portfolio Review and that appropriate indicators are being assessed.

Strategy 4.A.4. : Assess the Junior Portfolio Review to assure that both technical and conceptual skills are being sufficiently developed to provide students with the necessary foundation for success at the senior level.

Strategy 4.A.5. : Assess the Senior Project Requirements and Review to assure that both technical and conceptual skills are being sufficiently developed to provide students with the necessary foundation for success after graduation.

Strategy 4.A.6. : Continue to act upon information resulting from the assessment of student learning outcomes to evaluate the art history program's cultivation of majors' research, interpretive, and communication abilities as appropriate to the discipline and for success after graduation.

Strategy 4.A.7. : Ensure requirements are met for GPA and other application materials for Art Education students to apply for admission to the College of Education, prior to their experiences in student assisting and student teaching preparation leading to certification.

Strategy 4.A.8. : Continue to act upon information resulting from the triennial assessment of student learning outcomes.

Strategy 4.A.9 : Continue to maintain accreditation through the National Association of Schools of Art and Design (NASAD).

**Goal 5 : The department will regularly evaluate physical and pedagogical infrastructure and staffing requirements, and will seek to secure adequate resources to support quality programs in all areas.**

Objective 5.A : Assess current staffing needs related to successful delivery of the department's pedagogical mission.

Strategy 5.A.1 : Comprehensive hiring plan for faculty and staff will be implemented and annually updated.

Objective 5.B : Evaluation of the physical infrastructure will be completed annually to ensure compliance with health and safety standards as well as the unique demands of each discipline to successfully offer the established curriculum.

Strategy 5.B.1 : Annually each discipline area will evaluate their needs for necessary action to keep the physical infrastructure of their space in compliance with health /safety requirements.

Strategy 5.B.2 : Annually each discipline area will evaluate their physical infrastructure to ensure that the needs of the program are being met.

Objective 5.C : Assess library resources for the visual arts.

Strategy 5.C.1 : Annually analyze the collections of the University Libraries and the Visual Resource Library (VRL) for curriculum needs.

**Goal 6 : Enhance relationships with university, local, and regional communities, to become a recognized center for art and design studies in West Michigan.**

Objective 6.A : Support and develop student learning opportunities with activities in and outside the classroom.

Strategy 6.A.1 : Create opportunities to volunteer and/or intern in the community at such institutions as the UICA, Meijer Sculpture Garden, Children's Museum, public schools, etc.

Strategy 6.A.2 : Continue to offer course organized field trip opportunities to expand learning beyond the classroom.

Strategy 6.A.3 : Continue to encourage student participation in local art related organizations and exhibitions.

Objective 6.B : Continue to increase department contacts with high schools and community colleges.

Strategy 6.B.1. : Encourage visits from high school and community college populations, teachers and students, to the campus and the department.

Strategy 6.B.2. : Focus on high schools and community colleges in the state with programs that fit our admission profile in terms of both diversity of student population and strength of the program for specific recruitment efforts.

Strategy 6.B.3. : Continue PR Committee efforts to update print and web materials to reach a wider audience.

**Goal 7. (GVSU Goal 8.) : Faculty aspire to enrich their professional work and broaden connections between the university and other art communities.**

Objective 7.A. :Faculty will foster and contribute to civic and creative culture and its attendant critical discourse.

Strategy 7.A.1. : Secure space in the Arts Corridor of downtown Grand Rapids in order to establish a fixed presence in the creative community.

Strategy 7.A.2. Faculty will continue to participate in regional, national and international art related conferences and exhibitions.

Objective 7.B. : Continue to foster professional relationships with arts organizations within the community.

Strategy 7.B.1. : Faculty will maintain and nurture leadership roles in community organizations.