**Area Studies Strategic Plan**

**2010-2015**

**Mission:** Our mission is to provide information and educate students to be well informed global citizens who are knowledgeable and creative in their thinking about cultures, problems and perspectives of specific geographic regions, diverse groups of people and ethnicities. The unit is committed to international education and seeks to make the Brooks College of Interdisciplinary Studies (BCOIS) and Grand Valley State University (GVSU) a leader in global teaching and learning.

**Vision**

The unit will be recognized nationally and internationally as a leader in Interdisciplinary global and regional teaching and learning, academic excellence, faculty and undergraduate research, and community engagement. It will model inclusion and foster a nurturing and creative environment that supports faculty, staff and students. The unit will be accessible to all students, all disciplines and the community at large. It will strengthen existing academic programs and grow into a premier center committed to the advancement of global learning.

**Values**

**Guiding Principles/Values**

**As a unit we value:**

* Innovative interdisciplinary teaching, learning and research
* Experiential learning
* Undergraduate research and student-faculty collaboration in research
* The development of language learning skills in our curriculum
* A multiplicity of ideas, perspectives, and inquiries
* Interdisciplinary collaboration between programs within the unit and across campus
* Cultural diversity and inclusion
* Connecting with local, national and global communities through learning, partnerships and collaboration

***Strategic Plan Grid 2015***

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| **University/Brooks Objective** | **Unit Goal(s)** | **Unit Objective(s)** | **Metric** | **Baseline** | **Time-frame** | **Strategy(ies)****Action(s)** | **Responsible Person/Group** | **Resources** | **Status**  |
| University: 1.2, 2.5; BCOIS: 2.4, 2.7.  | 1. Area Studies will attract and retain a diverse and vibrant body of student minors and major
 | Maintain optimal enrollment such that no classes have less than 15 studentsIncrease student participation in study abroad programs to attract new minors and majors | Proportion of areas studies classes with enrollment of under 15Proportion of area studies students who participate in study abroad | Fall 2011 XXX% of area studies courses have under 15 enrolled To be determined2011 **29** area studies students participated in study abroad(12 MES, 8 EAS, 4 LAS, 2 AAA, 3 CHS |  | Implement a roust enrollment strategy, including specific targets and activitiesCreate a social and academic network of student majors/minors | Areas Studies unit head, individuals program coordinators | CSSM Area studies |  |
| **University/Brooks Objective** | **Unit Goal(s)** | **Unit Objective(s)** | **Metric** | **Baseline** | **Time-frame** | **Strategy(ies)****Action(s)** | **Responsible Person/Group** | **Resources** | **Status**  |
| University: 2.5; BCOIS: 2.3.  | **2.0** Increase student enrollment in majors and minors by 30% | n/a | Total number of majors and minors | Fall 2011- 137 total majors and minors | 2015 | Increase participation in recruitment drives across campusOrganize a student recruitment fairRecruit students who study abroad to take courses in the unitPublicize course offerings widely across campus |  |  |  |
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| **University/Brooks Objective** | **Unit Goal(s)** | **Unit Objective(s)** | **Metric** | **Baseline** | **Time-frame** | **Strategy(ies)****Action(s)** | **Responsible Person/Group** | **Resources** | **Status**  |
| University: 2.6, 3.3, 3.4; BCOIS: 2.10. | **3.0** Promote greater employment and educational opportunities for majors and minors | Increase the number of students applying for graduate programs and a wide range of careers in profit and nonprofit organizations by 50%Increase the 4 and 6 year graduation rates for area studies students | Number/proportion of students applying for graduate programsNumber/ proportion of students in profit/non profit careers.Total graduation rates for area studies majors and minors | To be determined | 2015 | Advising/mentoring of students to pursue graduate study and careers in profit /non profit. |  |  |  |
| **University/Brooks Objective** | **Unit Goal(s)** | **Unit Objective(s)** | **Metric** | **Baseline** | **Time-frame** | **Strategy(ies)****Action(s)** | **Responsible Person/Group** | **Resources** | **Status**  |
| University: 2.1,3.3, 3.5, 3.6,; BCOIS: 2.1, 2.2. | **4.0** The unit will nurture and actively promote excellence in teaching, scholarship and service among its faculty | Increase faculty professional development conferences (attendance) by 20%By 2015 will define guidelines for personnel reviews specific to the unit and in line with the Brooks College criteriaBy 2015 will create a faculty mentoring systems | Number of faculty attending conferencesNumber of faculty presenting at conferences | 2011XXX faculty attended conferenceTo be determined2011 XXX faculty presented at conference To be determined |  |  |  |  |  |
| **University/Brooks Objective** | **Unit Goal(s)** | **Unit Objective(s)** | **Metric** | **Baseline** | **Time-frame** | **Strategy(ies)****Action(s)** | **Responsible Person/Group** | **Resources** | **Status**  |
| BCOIS: 2.3, 2.5.  | **5.0** Area Studies will become a department that includes existing and future programs | By winter 2012 will draft and submit a prospectus to governance for the creation of the Department of Area and Global Studies (DAGS) | Submission of prospectus by winter 2012 | **n/a** | Winter 2012 |  |  |  |  |