CVPA MISSION STATEMENT:

The College of Visual and Performing Arts is a comprehensive arts college that uses technology, traditional and contemporary methods to promote an innovative, multidisciplinary curriculum that prepares students for diverse careers in an increasingly global society.

CVPA VISION STATEMENT:

The College of Visual and Performing Arts will be recognized regionally and ranked nationally as a premier educational environment with world-class faculty focused on skills-based learning, creative critical thinking, and research in all areas of study.

STRATEGIC PRIORITIES/GOALS:

Undergraduate Education

GOAL 1: CVPA is recognized for its excellent undergraduate education in the arts that integrates innovative teaching strategies with traditional methods.

Objective A) Prepare students to use contemporary technology and traditional practices in order to utilize 21st Century skills:

- Provide students with necessary skills including writing, research and oral presentation while remaining up-to-date with emerging technologies
- Provide in-depth instruction in traditional media, techniques and processes
- Develop new areas of study in fields so that CVPA can gain national recognition
- Work with Financial Aid to provide logistical support to new and returning students
- Increase professional placement rates in chosen fields for graduates
- Ensure that students graduate with a specialized area of study that prepares them to meet professional expectations

Objective B) Provide a personalized arts education that includes active participation in professional organizations and community-based projects:

- Achieve program prominence across the college
- Promote the regional culture and creative economy
- Encourage civic responsibility among student body
- Participate actively in professional organizations
- Develop internship programs in all departments and integrate into the curriculum

Objective C) Foster intra-disciplinary collaboration and increase inter-disciplinary teaching and learning:

- Develop interdisciplinary courses
- Enhance blended learning by increasing the number of online courses and flipped classrooms
- Encourage cross-listings among departments and colleges, ensuring that cross-listed courses acknowledge the contributing CVPA department on official student transcripts
- Link undergraduate and graduate curricula
- Encourage collaborative, active learning through engagement with the faculty and their research

- Provide a wide selection of course offerings focused on skills-based learning, creative critical thinking, and research

Metrics

- Measure student skill and knowledge attainment through achievements
- Document student involvement in professional organizations
- Document student engagement in community-based projects
- Document improvements in student development
- Assess higher entrance requirements
- Assess recruitment via comprehensive marketing plan

Graduate Education

GOAL 2: CVPA is recognized for an innovative graduate education in the arts that prepares students for successful professional practice.

Objective A) Ensure graduate degree recipients become active participants in a global arts community:

- Broaden interdisciplinary learning
- Integrate faculty research and innovation into the graduate curriculum
- Recruit beyond the region, nationally and internationally
- Increase awareness of program/achieve program prominence nationally

Objective B) Recruit, retain and prepare qualified students to compete successfully in diverse careers:

- Develop new areas of graduate study to meet emerging demand
- Maximize Star Store facilities to support all MFA areas of study while providing studio access for MAE students
- Promote greater interaction with undergraduate students

Objective C) Enhance student opportunities for interdisciplinary learning, collaborative research projects, and interaction with visiting scholars from the humanities and the arts:

- Create postdoctoral fellow position in the humanities
- Create an artist/scholar-in-residence program
- Fund a nationally recognized Visiting Artist/Performer/Scholar lecture series
- Subscribe to more art journals and increase book collection

Metrics

- Measure success of recent alumni in their respective professions
- Assess student advancement toward degree
- Assess higher entrance requirements
- Report on success of collaboration and interdisciplinary curricula

Research, Scholarship and Innovation

GOAL 3: CVPA is acknowledged as a vibrant arts community of innovative learners, scholars and performers.

Objective A) Recognize, support, and promote research, scholarship and innovation in the visual and performing arts:

- Increase collaboration with other institutions
- Collaborate in research efforts with colleagues on and off campus
- Increase faculty scholarship through financial and/or grant development support systems
- Integrate faculty research into the curriculum
- Develop a Center for the Arts and Humanities
- Establish a university-wide lecture series
- Connect CVPA to the wider on-campus academic community

Objective B) Offer innovative curricula that incorporate faculty advances in research, scholarship, and practice:

- Encourage research and innovation with increased funding for faculty and students
- Seek cross-campus seed funding
- Develop *IDEAStudio East* in the Star Store to partner with main campus *IDEAStudio* as an experiential construction workshop for technological innovation
- Increase visiting scholars, designers, performers and artists
- Increase opportunities for art and music teachers to develop visual, verbal, semiotic, and data literacies

Objective C) Attain faculty and student recognition through external validation:

- Support ongoing faculty research and scholarship with internal and external funding
- Maintain professional accreditation with the National Association of Schools of Art and Design (NASAD), and seek similar accreditation for Music (NASM)
- Establish Research Fellowship or Residency that draws emerging artists, designers, scholars and performers, promoting ongoing contributions to research and scholarship in focused areas where CVPA can gain recognition
- Create reciprocal programs with other institutions in the US and internationally
- Emphasize research, consulting, and public service with increased dissemination of research

Metrics

- Document external faculty and student success in scholarship and research
- Assess contributions of research and scholarship through innovative curricula
- Complete NASAD self-study and site visitation (2014)
- Apply for NASM membership (2015)
- Measure impact of additional support for collaboration

Partnerships, Outreach, Engagement, Collaboration, and Globalization

GOAL 4: CVPA faculty and students are acknowledged for community engagement through teaching, learning, scholarship and creative research that is global.

Objective A) Promote cultural activities with a global context:

- Promote inter-disciplinary collaboration with advances in the integration of new technologies into the curriculum (Star Store and IDEAStudio, internships) with the

UMass campuses and institutions such as Brown, MIT, Harvard, Northeastern, BU, and Woods Hole among others
- Engage alumni as active sources for internships, partnerships, and external funding opportunities
- Maintain more aggressive alumni tracking, partnering, outreach, and engagement
- Support international student and faculty exchanges while searching for global partners
- Foster partnerships with local, regional and international arts organizations, museums and archives
- Support faculty-led study abroad programs with student grants and aid

Objective B) Collaborate, support, and promote cultural partnerships, community, and civic engagement:
- Sustain specific linkages with the City of New Bedford through educational and municipal collaborations
- Increase collaboration with the UMass campuses and other institutions in the region
- Increase visiting scholars, designers, performers and artists
- Tie Service Learning closely to the curriculum
- Maintain regular contact with alumni to build an engaged alumni network

Metrics
- Number of students/hours involved in service-learning or community service
- Document partnerships, collaborations and engagement activities
- Report on alumni network developments
- Assess involvement of faculty to foster cultural partnerships

Student Experience

GOAL 5: The CVPA student experience prepares global citizens through immersion in cultural history, performance, and studio practice that celebrates diversity and the importance of mutual respect and understanding.

Objective A) Foster an intellectual and creative environment for students with an engaged community of intellectual and creative artists, scholars, and performers:
- Promote collaborative/collegial relations among CVPA students through ongoing intra-disciplinary research and emerging public prominence
- Revitalize national and global identity of the College through exhibitions, performances, assistantships, residencies, employment opportunities, and higher entrance requirements
- Promote the regional culture and creative economy
- Encourage civic responsibility among student body
- Develop international student exchanges
- Support up-to-date technology and computer skills
- Expand coursework into extracurricular activities such as field trips, film nights, museum visits, and guest speakers
- Use technology (Skype) in order to connect to the broader artistic community
- Provide outside links through social gatherings

- Encourage integration of first-year students and transfers with student organizations and clubs

Objective B) Encourage greater involvement with the University Honors Program and the Office of Undergraduate Research:

- Foster an Honors Student Community in CVPA across all departments and levels
- Increase the number of proposals for Honors and Undergraduate Research Grants
- Seek recognition through membership in arts honorary organizations

Metrics

- Document student participation with the arts community
- Measure student satisfaction with extracurricular activities and support services
- Assess student participation in University Honors program