





- Seek ways to expand student research, performance, and exhibition opportunities as part of the undergraduate experience. (VSU Strategic Plan 1.2.2,
- Develop better associations with P-12 schools to assist teacher preparation programs (VSU Strategic Plan 1.1.1)
- Work with Centralized Advising to assist first year students entering CoA degree programs. (VSU Strategic Plan 1.3, 1.3.1)
- Work to expand international learning experiences for students including study abroad, visiting professors, and student / faculty exchanges, and partnerships with other institutions. (VSU Strategic Plan 1.2.4)

Objective 2.1 Be actively involved with the University Comprehensive Capital Campaign (VSU Strategic Plan 2.5.1)

Objective 2.2 Work with all stakeholders on the University Branding Initiative (VSU Strategic Plan 1.4)

Objective 2.3 Continue to develop Unit Outreach Programs (VSU Strategic Plan 3.1)

Objective 2.4 Develop new targeted and sustainable partnerships and collaborations to the support base for the college (VSU Strategic Plan 2.5.2)

Objective 2.5 Expand the number and increase the total amount of gifts raised for student scholarships (VSU Strategic Plan 2.1.2)

- Incorporate the new branding plans into all college and departmental materials. (VSU Strategic Plan 3.2.3)
  - The college will evaluate fundraising events for effectiveness and community value. (VSU Strategic Plan 2.1.2)
  - The Dean's office will expand communication with alumni, faculty, and students for fund raising (VSU Strategy 2.2.1, 2.2.3, 2.3.2, 2.4.2)
  - Create alumni better and patron awareness of campus events, including faculty retirements, to improve giving rates. (VSU Strategic Plan 2.3.1)
  - The college will seek ways to expand fundraising through social media (VSU Strategic Plan 2.2.2, 3.2.3)
-



- Promote a culture of giving across all disciplines (VSU Strategic Plan 2.4.1,2.4.2)
- The college and departments will highlight our faculty and students in all available media (VSU Strategic Plan 3.2.2, 3.2.3)
- The college will build a stronger relationship and communications with university advancement (VSU Strategic Plan 2.1.2, 3.1.2)
- The college will seek ways to build better connections with donors and students (VSU Strategic Plan (VSU Strategic Plan 2.2.2, 3.1.2)

Objective 3.1 Continue and evaluate college performance activities for involvement of students, campus, and community members. This includes use of off-campus performances to reach audiences. (VSU Strategic Plan 3.1.2)

Objective 3.2 Report student and community attendance at COA performances and events. (VSU Strategic Plan 3.2.4)

Objective 3.3 Evaluate current partnerships with community groups, industries, USG institutions, and other agencies. Create or reaffirm partnerships as appropriate. (VSU Strategic Plan 3.3.2)

Objective 3.4 Work to facilitate Audience Accessibility through the University Access Office (VSU Strategic Plan 3.2.5)

- Seek ways to support communication links with retirees, alumni, and current students, faculty, and staff (VSU Strategic Plan 3.2.3, 4.1.2)
  - Expand alumni and community communications through social media (VSU Strategic Plan 3.2.3)
  - Develop CoA newsletter and communications; Expand these communications to patrons (VSU Strategic Plan 3.2.3)
  - Ensure regular dialogue with Advisory Boards (VSU Strategic Plan 3.3.1)
  - Expand or develop new Partnerships and Advisory Boards for programs (VSU Strategic Plan 3.3.2, 4.1.2)
-







Objective 5.1 Participate fully in the University Master Planning process. (VSU Strategic Plan 5.3.3,

---