Online Assessment Tracking Database

Sam Houston State University (SHSU) 2014 - 2015

Fine Arts & Mass Communication, College Of

Goal

I. Promote And Support Development And Delivery Of A Rigorous Contemporary Curriculum

As a liaison with other colleges in the university, university administration, and the arts community at large, the College of Fine Arts and Mass Communication should be an advocate for the departments of Art, Dance, Mass Communication, Theatre and Musical Theatre, and the School of Music.

Objective (P)

A. Graduate Demonstrate Knowledge And Skills To Advance Professionally ${\cal P}$

Graduates of the College of Fine Arts and Mass Communication will demonstrate knowledge and skills to enter the workforce in their chosen area and/or be accepted into a related graduate program.

KPI Performance Indicator

1. Survey Of Graduates (Undergraduate Program Graduates)

A survey distributed to graduates at the undergraduate level six months after graduation will provide a baseline of graduates are employed in their chosen or related field. Survey results will be collected to establish baseline.

Result

Results: Survey Of Graduates (Undergraduate) P

The survey for graduates (undergraduate) developed and piloted in 2012-13 had an extremely low response rate, presumably due to graduates not monitoring their SHSU email accounts, which was the email data source provided by the Alumni office.

KPI Performance Indicator

2. Survey Of Graduates (Graduates Of Masters Programs)

A survey distributed to graduates at the graduate level six months after graduation will provide a baseline of masters program graduates who are employed in their chosen or related field. Survey results will be collected to establish baseline.

Result

Results: Survey Of Graduates (Graduate)

The survey of graduate (graduate level) was not developed in AY15 due to other graduate program items taking precedence.

Action

Action: Response To Address Efforts To Assess Candidate Preparedness

It was decided to again postpone future surveys until more reliable email communication (e.g. obtaining and using alumni's preferred email address) could be established with graduates. There was discussion to consider expanding to a second survey for distribution to graduates of the college Master's degree programs. When surveys are resumed, shared data will inform departmental program decisions. Survey of Graduates (Undergraduate) will be shared with chairs again in AY16 for their review. Survey of Graduates

(Graduate level) will again be considered for development by chairs and graduate coordinators.

Objective (P)

B. Implement Master Of Arts In Band Conducting (New 2014-15)

To support new MA program involving the collaborative program between SHSU School of Music and the American Band College (Ashland, OR), establish, improve and institutionalize communication and operating procedures within SHSU and between SHSU and the American Band College staff.

KPI Performance Indicator

1. Curricular Implementation Of AY15 Master Of Arts In Band Conducting ${\Bbb P}$

Transition of American Band College of SHSU students currently in SHSU Master of Music program to newly approved Master of Arts in Band Conducting degree.

Result

Results: Curricular Implementation Of AY15 Master Of Arts In Band Conducting

The migration of current and incoming students in the ABC of SHSU program from the MM program to the MA in Band Conducting program was successful. Curricular changes (syllabi, course description and delivery) were implemented over AY15, with anticipated continuation in AY16..

KPI Performance Indicator

2. Train ABC Of SHSU Staff In, And Grant Access To IT Systems

ABC of SHSU staff in Oregon should proficient in navigating Cognos and DegreeWorks.

Result

Results: Training Of ABC Of SHSU Staff In IT Systems ${\cal P}$

ABC of SHSU staff in Oregon were trained and are becoming proficient in navigating Cognos and DegreeWorks.

KPI Performance Indicator

3. Gradual Facilitation Of ABC Of SHSU Through College To School Of Music P

Facilitation of ABC of SHSU to move from upper levels of the university, through the college, to the School of Music.

Result

Results: Transitioning Facilitation Of ABC Of SHSU Through College To School Of Music ▶

Multiple goals were determined through ABC requests of SHSU and SHSU requests of ABC, and a majority of the goals/requests were agreed upon and implemented:

ABC:

accelerated assessment of 2nd year student projects for earlier grade entry changed "ABC Catalog" to "ABC Manual," and coordinate with SOM worked with SOM faculty to revise information to address accreditation needs staff was trained in Cognos

staff was trained in DegreeWorks and serve as advisors to assist SOM graduate advisor

SHSU:

established summer term specific to ABC of SHSU to address registration/payment issues

provided access and training for ABC of SHSU staff in Cognos and Degreeworks

established invoice and payment expectations and timelines

facilitated communication between ABC staff and staff at SHSU and SOM

Action

Action: MA In Band Conducting P

Review and improve syllabi to address upcoming accreditations. Implemented MA for AY15, and AY16 will be last cohort with significant degree plan exceptions due to migration from MM to MA. SHSU staff at ABC will improve data capturing and reporting skill with Cognos, and will use DegreeWorks to view and advise student progress. Transition of facilitation of ABC implemented in AY15 will move towards completion in AY16.

Goal

II. Recruit, Retain, And Develop Highly Qualified And Successful Faculty Members.

The College of Fine Arts and Mass Communication will encourage and facilitate the departments of Art, Dance, Mass Communication, Theatre and Musical Theatre, and the School of Music in attracting and maintaining quality faculties.

Objective (P)

A. Qualities Of Recruited And Current Faculty 🎤

Faculty recruited to the College will have the appropriate degrees and skills to teach effectively and meet appropriate research/creative accomplishment goals in their specific discipline.

KPI Performance Indicator

1. Faculty With Terminal Degrees P

At least 90% of tenured/tenure-track faculty members in the College will have a terminal degree in the area in which they teach as documented by official transcripts. We met this criterion last year; still, vigilance must be ongoing.

Result

Results: Faculty With Terminal Degrees Pata was not compiled at the college level for AY15.

KPI Performance Indicator

2. Faculty Rated Above Institutional IDEA Average 🎤

The College faculty teaching will be rated by students, using the IDEA system, as above the institutional average as measured by the IDEA summary score. Although there is realization that teaching effectiveness is an identified area of improvement, there is a desire to determine a more accurate assessment of teaching effectiveness than relying only on IDEA.

Result

Result: IDEA Data And Analysis (Fall And Spring)

*ANALYSIS GUIDELINES -Contextualized IDEA Analysis Guidelines (p. 3 of IDEA "Group Summary Report"). To the degree that the percentages of COFAMC classes in the two highest categories (Much Higher & Higher) exceed 30% (Part 1), "teaching effectiveness appears to be superior to that in the comparison group" (SHSU). Similarly, if the Group's converted average exceeds 55, and its average on the 5-point scale is 0.3 above that for the comparison group (Part 2), overall teaching effectiveness in the Group appears to be highly favorable.

Fall 2014 Summary— IDEA Averages, Comparisons, Analysis -The IDEA "Group Summary Report" report provided data and guidance for analysis related to the quality of teaching effectiveness in the COFAMC. According to the Section III - Part 1 - Adjusted Summary Evaluation, 6% (1% F12, 5% F11, 8% F13) is the degree that teaching effectiveness appears to be superior to SHSU courses. Based on figures reported in Part 2 - Adjusted Summary Evaluation, with a converted score of 54 (SHSU-52) and a rating of 4.2 on a 5-point scale (equal to SHSU rating of 4.1), similar to F13, F12, & F11, it did not appear that the overall teaching effectiveness of COFAMC was "highly favorable."*

Spring 2015 Summary—IDEA Averages, Comparisons, Analysis - The IDEA "Group Summary Report" report provided data and guidance for analysis related to the quality of teaching effectiveness in the COFAMC. According to the Section III - Part 1 - Adjusted Summary Evaluation, 6% (4% S13, 3% S12. 5% S14) is the degree that teaching effectiveness appears to be superior to SHSU courses. Based on figures reported in Part 2 - Adjusted Summary Evaluation, with a converted score of 53 (SHSU-52) and a rating of 4.2 on a 5-point scale (equal to SHSU rating of 4.1), similar to S14, S13, & S12, it did not appear that the overall teaching effectiveness of COFAMC was "highly favorable." *

KPI Performance Indicator

3. Percentage Of Faculty Completing Scholarly/Creative Work

Tenured/tenure-track faculty members in the College complete appropriate scholarly/creative works in their specific discipline (e.g. publishing at least two scholarly pieces) within the year as reported on the FES forms.

Reports from previous two years and 2013-14 will be considered before determining whether 80% goal will be retained or if new goal will be set, as the number has been well below the goal of 80%. Significantly, this year, for the

first time, departments will be providing information disaggregated in two ways, 1) by tenured and tenure-track faculty and 2) by teaching-track and research-track faculty, which will provide more meaningful data and facilitate tracking, assessing, and supporting departmental scholarly agendas.

Result

Results: Percentage Of Faculty Completing Scholarly/Creative Work

******AY 15

Of the 64 total Tenured and Tenure-track faculty, 10 are teaching-track (all tenured), and 54 are research-track (30 Tenured, 24 Tenure-track.

16.70 % of Tenured Faculty (5/30) reported only one work

76.70 % of Tenured Faculty (23/30) reported at least 2 works

93.30 % of Tenured Faculty (28/30) reported ANY works (1, 2, +)

16.70 % of TT Faculty (4/24) reported only one work 79.20 % of TT Faculty (19/24) reported at least 2 works

95.80 % of TT Faculty (23/24) reported ANY works (1, 2, +)

6.70 % of Tenured Research-Track Faculty (2/30) reported NO works

4.20 % of TT Faculty (1/24) reported NO works *

*TT faculty member had works in AY14 and has new work currently "in the pipeline"

Collectively, when this department information is compared to AY14, it should be noted that 3 Tenured faculty moved from Research to Teaching Track, which may have contributed to the increased works (2 or more) reported by Tenured faculty and (72% to 76%). TT faculty increased works (2 or more) from 70.4% to 79.2%. While still below the goal of 80%, progress is noted, particularly for Tenure-Track faculty. It should also be noted that the one tenure-track faculty member with no reported scholarly works did report works last year and currently has work in the pipeline, which should result in improved documented scholarly work in that category in AY16 (at least for that faculty member).

Of the 65 total Tenured and Tenure-track faculty, 13 are teaching-track (all tenured), and 52 are research-track (25 Tenured, 27 Tenure-track.

16% of Tenured Faculty (4) reported only one work 72% of Tenured Faculty (18) reported at least 2 works 88% of Tenured Faculty (22) reported ANY works (1, 2, +)

29.60 % of TT Faculty (8) reported only one work 70.40% of TT Faculty (19) reported at least 2 works 100.0% of TT Faculty (19) reported ANY works (1, 2, +)

12% of Tenured Research-Track Faculty (3) reported NO works 0% of TT Faculty (0/19) reported NO works

Collectively, when aggregated similarly to previous reports (FY13 and FY12), 37 of 65 COFAMC faculty (56.92%) FY14 listed at least two scholarly/creative works on their FES. This compares to 50.85 % FY13 and 59.02 % FY12, well below the target of 80%. However, removing the teaching track faculty, the number rises to 71.15%, improved but still below the 80% target

Action

Action: Schedule Luncheon For Scholars P

Pospone percentage of faculty with terminal degree assessment to AY16.

Schedule luncheon for scholars with a representative/guest speaker from the Texas A&M.

Objective (P)

B. Review And Improve Search, Recruiting, And Hiring Procedures (New 2014-15)

The following procedures and timelines for searching, securing, and hiring faculty will be reviewed to identify areas for improvement: timeline; determination of departmental curriculum needs; position announcement; search/interview process; recruitment; hiring Human Resources procedures; submission of application for graduate faculty status; reporting information on new faculty. (New Objective 2014-15)

KPI Performance Indicator

Search, Recruiting, And Hiring Procedures For New Faculty P

Adherence to search, recruiting, and hiring procedures and timelines assessed in AY15 to establish benchmarks and future targets for improvement.

Result

Results: Benchmarks And Targets For Improvement Established

Areas of search, securing, and hiring faculty and related timelines were determined, which included determination of departmental curriculum needs, position announcements, search/interview processes, recruitment practices, Human Resources procedures; submission of application for graduate faculty status, and reporting information on new faculty.

Adherence overall was inconsistent but improved -areas for improvement include:

Adherence to timelines (was inconsistent but improved):

obtaining Dean's approval for on-campus interviews (was inconsistent);

position announcement description and posting timeline (was inconsistent;

paper completion expectations (was inconsistent); interaction from departments to Dean's office (was

inconsistent).

Action

Action: Strategies For Improvement P

Strategies and related communication for improving target areas identified in AY15 in searching, recruiting, and hiring new faculty will be determined in AY16.

Objective (P)

C. Increase Support Of Faculty Scholarly/Creative Work (New 2014-15) P

Investigate and develop systems and mechanisms which eliminate barriers and prioritize and nurture external funding initiatives to support faculty scholarly/creative work.

KPI Performance Indicator

Number Of Funding Requests Routed Through Research And Sponsored Programs

Encourage and track requests that are routed through Research and Sponsored Programs.

Result

Results: No Funding Requests Routed Through Research And Sponsored Programs

Dean read and responded to faculty proposals in AY15, but college was not aware of any funding requests routed through Research and Sponsored Programs.

Action

Action: Schedule Luncheon For Scholars P

Scheduled a luncheon for scholars with a representative/guest speaker from Texas A&M Press (Research).

Action

Action: College To Facilitate Research/Creative Activity

College planning to fund lease of Old Town Theatre to make it available for creative projects and explore external funding possibilities.

Goal

III. Promote Student Recruitment, Success, And Retention P

The College of Fine Arts and Mass Communication will support the departments of Art, Dance, Mass Communication, Theatre and Musical Theatre, and the School of Music in their efforts to improve student recruitment, success, and retention.

A. Establish, Monitor, Track Attributes Of Student Quality (New 2014-15)

The college shall support departments in determining and tracking of measures of quality of their students, identifying areas for targeted growth, which will inform recruiting efforts.

KPI Performance Indicator

1. Attributes Of Quality Of Current And Recruited Undergraduate Students

Data, disaggregated by program, related to current and recruited undergraduate students which indicate measures of student quality (e.g. GPA, SAT/ACT, entrance auditions, etc.) will be reviewed to determine benchmarks for student recruitment.

Result

Results: Some Data Was Captured For Future Review And Reporting

Some data was captured in AY15 to provide the described information.

KPI Performance Indicator

2. Attributes Of Quality Of Current And Recruited Graduate Students

Data related to current and recruited graduate students which indicate students characteristics (e.g. new or continuing student, international students) or measures of student quality (e.g. GPA, entrance auditions, etc.) will be reviewed to determine benchmarks for student recruitment

Result

Results: Some GR Data Was Captured For Future Review And Reporting

Some data was captured in AY15 to provide the described information.

Action

Action: Capture Of Attributes Of Quality In Progress 🎤

QUALITY OF STUDENTS. Strategies to recruit and retain quality students are informed by enrollment data.

The college captured by semester, the GPA of all students in the college, and the data will be available for future disaggregation by major and/or program.

Graduate student Application and enrollment data capture strategies have been determined and initiated for AY16.

Objective (P)

B. Support Recruitment And Retention Of Quality Students And Support Quality Degree Plans

The College will support the recruitment of new students matching (or exceeding) pre-determined characteristics of quality, generating and adhering to degree plans that promote success, and retaining students as majors from year to year.

KPI Performance Indicator

1. Increase In Undergraduate Student Majors, Determine % Growth Target \nearrow

Enrollment data will be reviewed to determine if the goal of a 2% increase in undergraduate students is appropriate, or if a different benchmark should be considered. The 2% growth goal was not met from Spr 2010 to Spr 2012 (0.71%), but was met from Spr 2010 to Spr 2013 (5.04%); however, concerns are present regarding outgrowing resources, facilities, and faculty with increased enrollment. Balancing growth and resources is a major objective for the college.

Result

Results: Overall Growth Noted-most Departments Grown Since 2010

Overall growth within college is noted-most departments grown since 2010, with some at or approaching limit in terms of facilities and resources.

KPI Performance Indicator

2. Increase In Graduate Student Enrollment, Determine % Growth Target P

Enrollment data will be reviewed to determine if the goal of a 1.5% increase in graduate students is appropriate, or if a different benchmark should be considered. The 1.5% growth goal was met from Spr 2010 to Spr 2012 (33.33%), and met again from Spr 2010 to Spr 2013 (74.07%). Balancing desired graduate enrollment growth and resources is a major objective for the college.

Result

Results: Growth Noted In Graduate Program Enrollment

Growth was noted in graduate program enrollment in the Dance MFA, MCOM MA in Digital Media, and in the MA in Band Conducting programs.

Action

Action: Application And Enrollment Data Informs Growth Strategies

UNDERGRADUATE ENROLLMENT. Strategies to recruit and retain quality students are informed by enrollment data. Reviewing enrollment fluctuations inform consideration of improvement initiatives. The general enrollment increases in most undergraduate areas, coupled with discussions related to faculty, resources, and facilities, suggest strategies should include assessing and increasing of quality of our students.

The college has captured, by semester, the average GPA of majors, disaggregated by major and program.

GRADUATE ENROLLMENT. Records indicate a gradual but persistent increase in graduate student enrollment in the Dance MFA, growth in the new MA in Digital Media since its implementation in Fall 2015, and an increase this year in enrollment in the MA in Band Conducting program.

A college graduate committee will meet monthly to address marketing, application, enrollment, and program delivery issues.

Application and enrollment data has been captured to inform discussion.

The new MA for Band Conducting was implemented to better service the summer-only graduate program. Additionally, the College and School of Music was again on-site to

review procedures in multiple areas to assess where additional improvements in procedures could occur in AY16.

Frozen GPA data by semester for the college was captured to facilitate the process of assessing improvement in student quality over multiple semesters and years.

Objective (P)

C. Strengthen Graduate Programs That Support Needs Of The State (New 2014-15)

Determine needs in the state that can be addressed by graduate programs in the departments in the college.

KPI Performance Indicator

1. Determine Statewide Needs For Graduates Of FAMC Department Graduate Programs

Coordinate with Provost and Office of Graduate Studies to determine statewide needs and coordinate promotion of programs that meet identified needs.

Result

Results: Not Pursued P

Initiative to align strengthening of Graduate Programs with statewide needs was not pursued in AY 15.

KPI Performance Indicator

2. Coordinate Growth Of Graduate Programs P

To plan for improvement of growth of graduate programs, increase communication regarding graduate programs within the college and across campus, specifically the Office of Graduate Studies and the Office of the Provost, as appropriate.

Result

Results: Increased Coordination Of Graduate Programs

There was a significant increase in the coordination of the graduate programs within the college. Regular monthly meetings (rather than bi-annual) were established. Communications with graduate applicants was shared to facilitate standardization, regular reporting of graduate applicant status was planned, then implemented at the end of AY15.

KPI Performance Indicator

3. Increase In Investment Of College Graduate Committee

Increase the contribution of the college graduate committee in matters related to graduate programs, graduate assistantships, etc.

Result

Results: Increased Graduate Committee Involvement And Input P

The committee collaborated on details for new FAMC Creative Community assistantships, and committee requested graduate scholarship/assistantship information be posted on the college website.

Action

Action: Revisit State Needs, Refine Graduate Committee Focus

Revisit plan to align graduate programs with state needs in AY15, refine graduate committee focus of recruitment and reporting, establish calendar of graduate funding approval and distribution. Refine disaggregation and analysis of data by program.

Goal

IV. Promote Service To The University, Community, State, Nation, And Global Entities

The College of Fine Arts and Mass Communication will encourage, suggest, and support efforts by the departments of Art, Dance, Mass Communication, Music, and Theatre and Musical Theatre to be of service to communities in and outside the university.

Objective (P)

A. Provide Service P

The College's faculty members and students will provide service to various entities

KPI Performance Indicator

1. Increase Academic Community Engaged Courses P

The number of Academic Community Engagement Courses (ACE) will increase by 1% over the previous year as reported by the ACE Center. The target growth of 1% was surpassed last year. We are leaving the target at 1%.

Result

Results: Increase Academic Engaged Courses &

Data supplied by the Center for Community Engagement related to the Academic Community Engagement courses was used to inform the College and Departments.

COURSE COUNT

The college initially experienced an exceptional increase in the number of ACE courses between 2010 and 2012, and growth has since expectedly leveled off.

FY10, there were 8 ACE designated courses taught in COFAMC

FY11, there were 11 ACE designated courses taught in COFAMC

FY12, there were 18 ACE designated courses taught in COFAMC

FY13, there were 23 ACE designated courses taught in COFAMC

FY14, there were 26 ACE designated courses taught in COFAMC

FY15, there were 27 ACE designated courses taught in COFAMC

KPI Performance Indicator

2. Database Of Course-Related Service P

The College has generated a database of services provided to the various entities. This ongoing effort will facilitate

assessment of strengths and weaknesses in global service.

Result

Results: Database Of Course-Related Service &



The Center for Community Engagement reporting has eliminated the need for the college to maintain its own database.

Action

Action: Encourage And Track Service Provided P

The ACE program and service emphasized at previous annual college faculty meetings was again scheduled to be highlighted in the upcoming AY16 meeting. In AY15, a new representative was strategically selected and appointed to serve on the university ACE committee. Based on the increase in ACE-designated courses it would appear that efforts to increase service have been successful and should be continued.

One associate dean has familiarized himself with the ACE application process, and can encourage and assist faculty in the ACE course-designation process. Another associate dean has significant experience in the local community and can assist faculty in connecting with various sectors and entities in the community

Objective (P)

B. Support Centers (New 2014-15)

College will review contributions of new and ongoing centers, and consider support of proposals for future centers that support efforts of the faculty, departmental programs, the university, and the greater community.

KPI Performance Indicator

Effectiveness Of Centers

The college will support departments in strategic planning, reporting (e.g. significance and impact, grant support, newsletters), and growth assessment of centers.

Result

Results: Support Of Centers P

Center for Early Music Research and Performance was created in AY15. Global Center was included in OATDB in AY15. Journal sponsored by Center for Music Education had inaugural issue in AY15.

Action

Action: Current Center Continuation And Improvement, And Consideration Of New Centers /

Support of current centers will receive consideration, as well as consideration of new centers proposed by departments.

Goal

V. Create Infrastructure For New College P

The College of Fine Arts and Mass Communication will determine strategic initiatives which support the departments of Art, Mass Communication, Music, and Theatre and Dance, and concurrently foster the creation and growth of the new College.

Objective (P)

A. Review And Adjust Budget Structures (New 2014-15)

Review and implement appropriate adjustments to budget details, process, and allocation in light of shifts in university funding.

KPI Performance Indicator

1. Adjustments In Budget Details P

Adjustments made in budget-related details, processes, or allocations based on review and shifts in university funding

Result

Results: Budget Clarification And Budgets Shifts

Clarification of student service fee and related budgets shifts - first of three to accomplish hard-funding. Shift of funds from American Band College of SHSU to the School of Music (SOM) with first phase of related transition of facilitation of ABC through college to the SOM.

KPI Performance Indicator

2. Progress On Capital Projects P

Based on anticipated funding, the results of planning for capital projects for Depts of Art and MCOM, and for School of Music.

Result

Results: Projects Completed, Planned, Funded P

Space repurposed in GPAC into offices for 3 college staff in summer 2015. Partnered with Residence Life and provided financial support for new FAMC Creative Community initiative scheduled for use by FAMC majors in Fall 2015. Funding justified and plans for new Art Building and Museum move forward. No results on School of Music facility review.

Action

Action: Expand Presence Of FAMC Beyond SHSU Huntsville Campus P

Expanded presence of FAMC beyond SHSU Huntsville campus was realized in film workshops (2) held at The Woodlands Campus in AY15. Plans for increased number of venues in AY16.

Proceed with planning for expansion of MCOM facilities and renovation of Dan Rather Bldg.

Analyze needs for School of Music and options for expanded facilities.

Objective (P)

B. Secure Support For Strategic Initiatives P

Present new strategic initiatives from the departments of Art, Dance, Mass Communication, Music, and Theatre/Musical Theatre and the College to university administration as a crucial component of continuing to build a new college within the university.

KPI Performance Indicator

1. Initiatives Received From Department And College



Strategic initiatives from each college will be prioritized and forwarded for possible funding through Academic Affairs budget allocation.

Result

Results: Initiatives Prioritized And Forwarded P

Strategic initiatives were prioritized and forwarded to Academic Affairs for funding consideration and were funded.

INITIATIVES SUBMITTED FOR 2015-16

Tenure Track Vocal Position Salary & Benefits (MUS) Tenure Track Animation Position Salary & Benefits (ART)

Gaddis Geeslin Gallery Funding - Replace SSF (ART) Scholarship Funds for Graduate and Teaching Assistantships (FAMC)

Convert 5 Pool Faculty to Lecturer Salary & Benefits (FAMC)

Audio Services Engineer Salary & Benefits (FAMC) Tenure Track Broadcast Journalism Position Salary & Benefits (MCM)

INITIATIVES SUBMITTED FOR 2014-15

New Art Buildings (ART)
Technical Support Staff (ART)
Art Building B ADA Repairs (ART)
Art Complex Repairs (ART)
Tenure Track Position-Musicology (MUS)
Funding for Rather Endowed Chair (MCM)

Funding for Rather Endowed Chair (MCM)
Funding for Warner Endowed Chair (MCM)
Tenure Track Position (Music Education (MUS)

Convert 2 Pool Positions to Tenure Track (MUS)

Renovations of 4th Floor of The Woodlands Center (MCM) $\,$

CJ Repairs (ART)

INITIATIVES SUBMITTED FOR 2013-14

Mass Comm-Global Center for Journalism & Democracy (Implemented)

Music-Applied Vocal Position (Implemented-no candidate selected)

Art-Ink Fee Initiative (Implemented)

Art-NASAD Accreditation (Implemented)

Dance-Faculty TT Position – Choreography (Implemented)

College PT Associate Dean (Implemented)

Theatre-Supplement Theatre O & M (Implemented)

INITIATIVES SUBMITTED FOR 2012-13

Art-Enhance Animation Program

Dance-Establish a Department of Dance (Implemented)

Mass Communication-Establish a Spanish Radio Station (Implemented)

Mass Communication-Establish an International Media Center (Implemented)

Music-Create a Center for String Pedagogy (Not implemented)

Theatre-Create a Center for Musical Theatre (Not implemented)

KPI Performance Indicator

2. Track Funding Support Of Strategic Initiatives P

Track support record of strategic initiatives presented by the College to assess and implement appropriate modifications.

Result

Results: Tracked Funding Support Of Strategic Initiatives P

INITIATIVES FUNDED FOR 2015-16
Tenure Track Vocal Position Salary & Benefits (MUS)
Tenure Track Animation Position Salary & Benefits

Gaddis Geeslin Gallery Funding - Replace SSF (ART) Scholarship Funds for Graduate and Teaching Assistantships (FAMC)

INITIATIVES NOT FUNDED FOR 2015-16
Convert 5 Pool Faculty to Lecturer Salary & Benefits
(FAMC)
Audio Services Engineer Salary & Reposits (FAMC)

Audio Services Engineer Salary & Benefits (FAMC) Tenure Track Broadcast Journalism Position Salary & Benefits (MCM)

INITIATIVES FUNDED FOR 2014-15 Technical Support Staff (ART) Funded-40K Funding for Rather Endowed Chair (MCM) Funded-40K Funding for Warner Endowed Chair (MCM) Funded-75K

INITIATVIES NOT FUNDED FOR 2014-15
New Art Buildings (ART) No
Art Building B ADA Repairs (ART)
Art Complex Repairs (ART)
Tenure Track Position-Musicology (MUS)
Tenure Track Position (Music Education (MUS)
Convert 2 Pool Positions to Tenure Track (MUS)
Renovations of 4th Floor of The Woodlands Center (MCM)
CJ Repairs (ART)

INITIATIVES SUBMITTED FOR 2013-14
Mass Communication-Global Center for Journalism and Democracy - \$150K
Music-Applied Vocal Position - \$70K
Dance-Faculty TT Position - Choreography - \$73K
College PT Associate Dean - \$55K

Art-Ink Fee Initiative (Funding not awarded)
Art-NASAD Accreditation (Funding not awarded)
Theatre-Supplement Theatre O & M (Funding not awarded)

KPI Performance Indicator

3. Funding Through Other Sources P

For unfunded initiatives, seek and identify funding both within the College and through external funding sources.

Result

Results: Remove KPI 🎤

KPI was considered to not be relevent to new initiatives and will be removed.

Action

Action: Initiate Call For Initiatives P

Initiate call in AY16 for strategic initiatives to formalize and internalize process.

Objective (P)

C. Develop Advisory Board And Faculty Forum P

The College will investigate developing an Advisory Board for the Dean to advise regarding alumni and donor relations, and will investigate developing a Faculty Forum to facilitate an environment for faculty interaction and informal open discussion.

KPI Performance Indicator

1. Creation Of Advisory Board, Donor List, 🎤

Resuming meetings of the community and faculty advisory boards that were suspended in the spring of 2012 remains under consideration. Coordinating a donor list (supplied by the Development Office) with event ticketing system to facilitate improved tracking of trends and connections to patron (donors, alumni, staff, etc.) attendance.

Result

Results: Investigation Into Advisory Board Planestigation into the Advisory Board is ongoing.

KPI Performance Indicator

2. Creation Of Faculty Forum P

Organization, purpose, and scheduling of gatherings for faculty in the college.

Result

Results: Established Regular Meetings With Faculty Representatives

The Dean had regular meetings with the FAMC faculty elected to the Faculty Senate, who provided the agenda for those meetings.

Action

Action: Gathering Data, Implementing New Ticketing System, And Faculty Forum

Implementation of new ticketing system will help provide information for creation of Advisory Board. Meetings with FAMC faculty will be ongoing.

Objective (P)

D. Review And Adjust Gaertner Performing Arts Center (GPAC) Policies And Staffing (New 2014-15)

Adjust operational policies and staffing of the Gaertner Performing Arts Center (GPAC) to improve efficiency and service.

KPI Performance Indicator

1. Resulting Adjustments In GPAC Operations And Staffing

Adjustments implemented following review and assessment of operational policies (e.g. two ticketing systems into a single comprehensive ticketing system) and staffing in the GPAC.

Result

Results: New Hires In Key GPAC Positions And Coordination Of Theatre And GPAC Front Of House

New hires in GPAC positions of Box Office Manager, GPAC Facility Manager, and Technical Director for Dance. Coordination and combination of Theatre and GPAC staff for front of house.

Action

Action: Staffing And Policies Addressed; Suspend KPI

With new hires, establishment of policies, and offices constructed, KPI will be suspended for possible reinstatement in future.

Previous Cycle's "Plan for Continuous Improvement"

The initial goals for the college remain appropriate, though some could be added, and details at the Key Performance Indicator and Objective levels will be reviewed and assessed for possible revision or replacement.

GOAL: I. Promote And Support Development And Delivery Of A Rigorous Contemporary Curriculum

GOAL: II. Recruit, Retain, And Develop Highly Qualified And Successful Faculty Members.

GOAL: III. Promote Student Recruitment, Success, And Retention

GOAL: IV. Promote Service To The University, Community, State, Nation, And Global Entities

GOAL: V. Create Infrastructure For New College

SURVEY OF GRADUATES. Email addresses will be assessed for effectiveness in reaching recent graduates. A similar survey will be created to send to graduates of our graduate programs.

ASSESSING QUALITY OF STUDENTS. The college will utilize data to capture and report GPA, ACT/SAT scores, internship/praxis-based activity, and other potential measures of student quality will be investigated for feasibility of capture and analysis.

TEAM BUILDING. With the departure of the GPAC Facility Supervisor and the GPAC Box Office Manager, the college will review job descriptions and expectations, provide training and regular team meetings to assist college staff in optimizing communication, cooperation, and performance in and between departmental and college offices and personnel.

COLLEGE POLICIES AND PROCEDURES COMMITTEE. The college appreciates the work of the Policies and Procedures Committee regarding Tenure and Promotion in 2013-14, and will be approached to consider other prioritized issues that would benefit from consideration by a committee representing a cross-section of the college faculty, generally resulting in a report/proposal to the Dean of the College. Issues could include those identified by the committee or departmental and college administration.

EXTERNAL RELATIONS AND COMMUNICATION. The college will make connections to various outside communities and community members, as they are the foundation of locating donors

and sources of external funding that are important to the growth of the college, its departments, and their programs. Advisory boards, ticket sales, merger of box offices, and optimizing function and presence on the web will be considered, and the Dean, Marketing Coordinator, Associate Deans will be key to initiatives in this area.

FACULTY SCHOLARLY/CREATIVE WORK. Investigate development of systems and mechanisms which eliminate barriers and prioritize and nurture external funding initiatives to support faculty scholarly/creative work.

IMPLEMENT MA IN BAND CONDUCTING. As the collaborative graduate program matures, improve/establish communication and operating procedures within SHSU and between SHSU and the American Band College of SHSU.

COORDINATE GROWTH OF GRADUATE PROGRAMS. To plan for improvement of growth of graduate programs, increase communication regarding graduate programs within the college and across campus, specifically the Office of Graduate Studies and the Office of the Provost, as appropriate.

PLAN AND DEVELOP STRUCTURE FOR CENTERS. Consider initiating reporting for centers currently in place and discuss possible need for centers to support academic work in other areas. Monitor and establish tracking and reporting structures to report growth, impact, grants received, etc.

BUDGET REVIEW. Review budget in light of shifts in university-level funding.

BALANCE ENROLLMENT GROWTH AND RESOURCES/FACILITIES. Disaggregate enrollment numbers by department and consider feasibility of growth versus current resources and physical facilities.

CAPITAL PROJECTS. Plan capital projects (e.g. buildings) for Department of Art and renovation /expansion of space for School of Music and Department of Mass Communication.

FAMC & GPAC OPERATIONAL POLICIES. Coordinate review of operational policies and staffing for college and performing arts center.

Please detail the elements of your previous "Plan for Continuous Improvement" that were implemented. If elements were not implemented please explain why, along with any contextual challenges you may have faced that prevented their implementation.

The initial goals for the college remain appropriate, though some new objectives were added, and details at the Key Performance Indicator and Objective levels were reviewed and assessed for possible revision or replacement.

GOAL: I. Promote And Support Development And Delivery Of A Rigorous Contemporary Curriculum

GOAL: II. Recruit, Retain, And Develop Highly Qualified And Successful Faculty Members.

GOAL: III. Promote Student Recruitment, Success, And Retention

GOAL: IV. Promote Service To The University, Community, State, Nation, And Global Entities

GOAL: V. Create Infrastructure For New College

SURVEY OF GRADUATES. Graduate Program initiatives took precedence over development of survey development. Survey scheduled to be reviewed, so email addresses for graduates were not obtained for distribution.

ASSESSING QUALITY OF STUDENTS. The college captured GPA data for future reporting. Plan to investigate feasibility of capture and analysis ACT/SAT scores, internship/praxis-based activity, and other potential measures of student quality will be postponed.

TEAM BUILDING in GPAC. A new GPAC Facility Supervisor and a new GPAC Box Office Manager were hired in AY15. Training and meetings were held to assist college staff in optimizing communication, cooperation, and performance in and between departmental and college offices and personnel. Space in GPAC was converted to 3 office for GPAC facility staff.

COLLEGE POLICIES AND PROCEDURES COMMITTEE. Meetings of the ad-hoc Policies and Procedures Committee were suspended in AY15 due to anticipated university-level review of Tenure and Promotion polices, which had been the focus of the committee's work. It should be noted that the Dean met regularly with the college faculty elected to the Faculty Senate.

EXTERNAL RELATIONS AND COMMUNICATION. The college made progress on connecting to various outside communities and community members through the acquisition of a new ticketing system that will assist in tracking patrons who are potential supporters and donors.

FACULTY SCHOLARLY/CREATIVE WORK. A more detailed capture of faculty reporting of scholarly/creative work was refined in AY15. Faculty attended the Houston Arts Partners conference and the Texas Commission on the Arts state Arts Conference. Clarity of production of scholarly/creative work is needed before investigation into the development of supportive systems and mechanisms can effectively proceed.

IMPLEMENT MA IN BAND CONDUCTING. Initial implementation of MA was successful, with over 60 graduates in the new program. Operating procedures for SHSU staff on both ABC at SHSU and the SHSU main campus were established and communication within SHSU and between SHSU and the American Band College of SHSU improved.

COORDINATE GROWTH OF GRADUATE PROGRAMS. Communication and collaboration increased significantly between the college graduate programs, with Graduate Studies, and with the Graduate Council. Additionally, the college graduate committee increased meeting frequency from once a semester to monthly. System of regular reporting of recruits and applicants was established, as was tracking assistantship details. Two new assistantships were created to support programming in the new FAMC Creative Community.

PLAN AND DEVELOP STRUCTURE FOR CENTERS. Reporting in OATDB was initiated for the Global Center for Journalism and Democracy. Role of Center for Music Education and the journal sponsored by the center was discussed, along with need for centers to support academic work in other areas. The Center for Early Music Research and Performance was established in AY15. Lack of resources prevented monitoring and establishment of tracking and reporting structures to report growth, impact, grants received, etc.

BUDGET REVIEW. Budget issues were reviewed in light of shifts in university-level funding that were in progress in AY15 and further shifts that were anticipated in AY16.

BALANCE ENROLLMENT GROWTH AND RESOURCES/FACILITIES. While separate undergraduate and graduate student enrollment numbers by department were captured, analyzed, and reported in context of 10 semesters, disaggregating enrollment numbers by program to inform consideration of feasibility of growth vs. limitations was postponed due to lack of resources.

CAPITAL PROJECTS. Approval for new Art Building and Museum was secured. Related planning for this and other capital projects was put in motion. There was discussion on the renovation /expansion of space for the Department of Mass Communication. Discussion of School of Music facilities was postponed due to other priorities.

FAMC & GPAC OPERATIONAL POLICIES. With new hires in the GPAC, the coordinated review of operational policies and staffing for college and performing arts center needed to be postponed until AY16.

Plan for Continuous Improvement - Please detail your plan for improvement that you have developed based on what you learned from your 2014 - 2015 Cycle Findings.

SURVEY OF GRADUATES. Continue postponement of future surveys until more reliable email communication (e.g. obtaining and using alumni's preferred email address) could be established with graduates and resources in office can be allocated to manage initiative. Survey of Graduates (Undergraduate) will be shared with chairs again in AY16 for their review. Survey of Graduates (Graduate level) will again be considered for development by chairs and graduate coordinators. When surveys are resumed, shared data will inform departmental program decisions.

CONTINUE IMPLEMENTION OF MASTER OF ARTS IN BAND CONDUCTING (NEW AY15). Continue merging of ABC with SHSU and institutionalization of program as a whole. Continue review and improvement of syllabi to address upcoming accreditations. AY16 will be last cohort with significant degree plan exceptions due to migration from MM to MA. SHSU staff at ABC will improve data capturing and reporting skill with Cognos, use DegreeWorks to view and advise student progress, and seek to facilitate/take over appropriate tasks previously completed by SOM faculty/staff. Transition of facilitation of ABC implemented in AY15 will move towards completion in AY16.

FACULTY SCHOLARLY/CREATIVE WORK. Schedule luncheon for scholars with a representative/guest speaker from the Texas A&M. Fund lease of Old Town Theatre to make it available for creative projects. Explore external funding possibilities.

REVIEW AND IMPROVE SEARCH, RECRUITING, AND HIRING PROCEDURES (NEW 2014-15). Determine strategies and related communication for improving identified target areas in searching, recruiting, and hiring new faculty in AY16.

ESTABLISH, MONITOR, TRACK ATTRIBUTES OF STUDENT QUALITY (NEW 2014-15). The college will capture, by semester, the GPA of all students in the college, and the data will be available for future disaggregation by major and/or program.

GRADUATE PROGRAMS AND GRADUATE ENROLLMENT. Continue site-visits to ABC of SHSU location to review procedures in multiple areas to assess where additional improvements in procedures could occur. College graduate committee will meet continue meeting monthly to further address marketing, application, enrollment, and program delivery issues. Plan to align graduate programs with state needs will be revisited. Initiate and refine new graduate committee recruitment and reporting systems. Establish calendar of graduate funding approval and distribution.

EMPHASIZE COMMUNITY SERVICE. The ACE program and service emphasized at previous college faculty meetings will be highlighted in AY16 meeting. Based on the increase in ACE-designated courses it would appear that efforts to increase service have been successful and should be continued. One associate dean has familiarized himself with the ACE application process, and can encourage and assist faculty in the ACE course-designation process. Another associate dean has significant experience in the local community and can assist faculty in connecting with various sectors and entities in the community

PLAN AND DEVELOP STRUCTURE FOR CENTERS. Consider expanding reporting for centers currently in place and discuss possible need for centers to support academic work in other areas. Establish tracking and reporting structures to report growth, impact, grants received, etc. Support of current centers will receive ongoing consideration, as well as consideration of new centers proposed by departments.

EXPANDED PRESENCE OF FAMC BEYOND SHSU HUNTSVILLE CAMPUS. Continue film workshop initiative at The Woodlands Campus. Research new venues for performing and visual arts in AY16.

CAPITAL PROJECTS. Proceed with plans for new facility for Department of Art approved in AY15. Proceed with planning for expansion of MCOM facilities and renovation of Dan Rather Bldg. Analyze needs for School of Music and options for expanded facilities. Analyze needs and

how GPAC space may address identified needs.

STRATEGIC INITIATIVES. Initiate call in AY16 for strategic initiatives to formalize and internalize process.

FAMC & GPAC OPERATIONAL POLICIES. With current establishment of policies, new hires, and offices constructed, objective will be suspended for possible reinstatement in future. Implementation of new ticketing system will help provide information for creation of Advisory Board. Meetings with FAMC faculty will be ongoing.