

Fine Arts and Mass Communication, College of  
Assessment Plan Summary

Fine Arts and Mass Communication, College of

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

Goal Description:

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 School of Music.

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

A. Prepare, Propose, and Implement New Curriculum

Performance Objective Description:

The College, with attention to expectations of the university, the state of Texas, and other applicable entities, will assist in preparing and proposing new degree plan and certificate programs, and will assist in monitoring curricular implementation.

RELATED ITEM LEVEL 2

1. Proposal or Revision of Degree Plans and Certificates

KPI Description:

The College will assist departments, through the curriculum process, in submitting, reviewing, and proposing for University Curriculum Committee review, appropriate new degree plans and certificate programs, and will assist in monitoring and facilitating curricular implementation and articulation.

Results Description:

In AY16, a new BFA in Film, a Performer's Certificate (post-graduate), an Artist's Certificate (post-master's), and a Public Relations in Health Certificate were proposed and approved through the college and university curriculum process and was forwarded to THECB for approval. In AY16, The Musical Theatre degree programs were revised and submitted for the 2016-17 catalog to align them with THECB and university expectations. Articulation details (determined in 2014) for exceptions to degree plans were requested to address the university's accountability to THECB. The college assisted departments in navigating CourseLeaf, a new third-party software which was implemented for the submission and approval of the 2016-17 Undergraduate and Graduate catalogs and degree plans. The college is aware of and anticipating upcoming curriculum proposals and revisions, and is in communication with Academic Affairs, the Registrar's Office, and the departments about those and other curricular matters.

RELATED ITEM LEVEL 3

AY17 Actions in Curriculum

Action Description:

Prepare and initiate new curriculum committee and chair in curriculum procedures and timelines. Prepare proposals for new degrees anticipated in Art. Align with CourseLeaf.

RELATED ITEM LEVEL 1

B. Facilitate Transition of Master Of Arts In Band Conducting (New AY15, rev AY16)

Performance Objective Description:

To support 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. Majority of operations and oversight will migrate to the School of Music.

RELATED ITEM LEVEL 2

1. Curricular Transition of AY15 Master of Arts in Band Conducting

KPI Description:

Transition of American Band College of SHSU students in the previous SHSU Master of Music program to the Master of Arts in Band Conducting program implemented in AY15.

Attached Files

- [Discussion items-SHSU Meetings with ABC June16](#)
- [American Band College Meeting Schedule 5Feb16](#)

Results Description:

In AY16, the migration of students to the MA in Band Conducting progressed, and was limited to third year (final year) students. Curricular changes (syllabi, course descriptions, and delivery) implemented in AY15 were not reviewed or revised in AY16.

RELATED ITEM LEVEL 3

**AY17 Actions to Implement MA in Band Conducting**

**Action Description:**

In AY17, improve syllabi and articulation of program, especially assessment (students, courses, program). Integrate Blackboard and DegreeWorks much more significantly into the program. Complete transition of facilitation of most components of ABC to the School of Music.

A need for a clearer tasks-and-timeline for grades, comps, and graduation was identified and addressed in AY16 and should be refined in AY17. ABC of SHSU staff is planning to visit SHSU in Sept 2016 to facilitate progress on a more robust presence of ABC coursework in Blackboard. Need for improved articulation of program, courses, and assessments to address accreditation expectations was shared in face-to-face meetings in Feb and June 2016. Beginning in AY17, DegreeWorks will provide a clear guide for all students in the program. Improved reference to SHSU web-based information and use of data-related programs by ABC should continue in AY17.

RELATED ITEM LEVEL 2

**2. Train ABC of SHSU Staff in IT Systems**

**KPI Description:**

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

**Results Description:**

ABC of SHSU staff were trained in some IT programs in AY15 and became more proficient in AY16. ABC staff came to SHSU in Feb 2016 for meetings with the Dean, School of Music, Registrar, Graduate Admissions, Financial Aid, and for two meetings with Delta. Moving the beginning of term to June 1 was discussed, but the requirement for enrollment verification and documented academic activity was prohibitive. Delta sent a representative to ABC of SHSU in Oregon in June 2016 to discuss the alignment of content and assessments into Blackboard.

RELATED ITEM LEVEL 3

**AY17 Actions to Implement MA in Band Conducting**

**Action Description:**

In AY17, improve syllabi and articulation of program, especially assessment (students, courses, program). Integrate Blackboard and DegreeWorks much more significantly into the program. Complete transition of facilitation of most components of ABC to the School of Music.

A need for a clearer tasks-and-timeline for grades, comps, and graduation was identified and addressed in AY16 and should be refined in AY17. ABC of SHSU staff is planning to visit SHSU in Sept 2016 to facilitate progress on a more robust presence of ABC coursework in Blackboard. Need for improved articulation of program, courses, and assessments to address accreditation expectations was shared in face-to-face meetings in Feb and June 2016. Beginning in AY17, DegreeWorks will provide a clear guide for all students in the program. Improved reference to SHSU web-based information and use of data-related programs by ABC should continue in AY17.

RELATED ITEM LEVEL 2

**3. Gradual Facilitation of ABC of SHSU through College to School of Music**

**KPI Description:**

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

**Results Description:**

Multiple goals were again determined through ABC requests of SHSU and SHSU requests of ABC, and many of the goals/requests were agreed upon and implemented.

Face-to-face meetings at SHSU in Feb 2016 with ABC were productive in addressing financial aid, application, registration, and beginning of term issues. A portal for ABC in Blackboard was discussed but did not progress to implementation in 2016. Many of the operations of ABC of SHSU was carried out by the School of Music, with oversight of, and some assistance from, the Dean's office.

Attached Files

- [!\[\]\(6c63a1144094e62a6968227fa9175cd8\_img.jpg\) Discussion items-SHSU Meetings with ABC June16](#)
- [!\[\]\(e142aa897b3922adc64431524558bb1c\_img.jpg\) American Band College Meeting Schedule 5Feb16](#)

RELATED ITEM LEVEL 3

**AY17 Actions to Implement MA in Band Conducting**

**Action Description:**

In AY17, improve syllabi and articulation of program, especially assessment (students, courses, program). Integrate Blackboard and DegreeWorks much more significantly into the program. Complete transition of facilitation of most components of ABC to the School of Music.

A need for a clearer tasks-and-timeline for grades, comps, and graduation was identified and addressed in AY16 and should be refined in AY17. ABC of SHSU staff is planning to visit SHSU in Sept 2016 to facilitate progress on a more robust presence of ABC coursework in Blackboard. Need for improved articulation of program, courses, and assessments to address accreditation expectations

was shared in face-to-face meetings in Feb and June 2016. Beginning in AY17, DegreeWorks will provide a clear guide for all students in the program. Improved reference to SHSU web-based information and use of data-related programs by ABC should continue in AY17.

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

Goal Description:

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

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

A. Qualities Of Recruited And Current Faculty

Performance Objective Description:

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.

RELATED ITEM LEVEL 2

1. Faculty Rated Above Institutional IDEA Average

KPI Description:

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.

Results Description:

Generally, the results indicate A16 teaching effectiveness remains at the threshold of "appears superior" and "does not appear superior," however, the combined data indicates a slight overall drop in teaching effectiveness, and bears monitoring. With new reporting format from IDEA in AY16 that separates Face-to-Face (F2F) from Online, it is evident that students did not rate online courses as high as F2F. See attached.

Attached Files  
[IDEA narrative for CLabs 5Jul16](#)

RELATED ITEM LEVEL 3

AY17 Faculty Quality Actions

Action Description:

In AY17, monitor effectiveness of teaching data to determine if an anomaly or beginning of a pattern. Determine if reporting combined, [F2F](#), and online separately is desired. Increase goal for faculty submission of scholarly/creative work form 90% to 91%. Continue to increase support of faculty Scholarly/Creative work.

RELATED ITEM LEVEL 2

2. Percentage Of Faculty Completing Scholarly/Creative Work

KPI Description:

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. Considering scholarship/creative activity expectation and the reports from previous years, the previous goal of 80% will be increased to 90%. Significantly, departments will again be providing information disaggregated in two ways, 1) by tenured and tenure-track faculty and 2) by teaching-track and research-track faculty, which provides more meaningful data and facilitate tracking, assessing, and supporting departmental scholarly agendas.

Results Description:

AY16 results indicated goal of 90% met, with slight improvement in percentages over AY15.

\*\*\*\*\*AY 16

Of the 66 total Tenured and Tenure-track faculty, 9 are teaching-track (all tenured), and 57 are research-track (32 Tenured, 25 Tenure-track).

9.40 % of Tenured Research-Track Faculty (5/30) reported only one work  
84.40 % of Tenured Research-Track Faculty (23/30) reported at least 2 works  
93.80 % of Tenured Research-Track Faculty (28/30) reported ANY works (1, 2, +)

12.00 % of TT Faculty (3/25) reported only one work

84.00 % of TT Faculty (19/24) reported at least 2 works  
96.00 % of TT Faculty (23/24) reported ANY works (1, 2, +)

6.25 % of Tenured Research-Track Faculty (2/32) reported NO works

4.00 % of TT Faculty (1/25) reported NO works

\*\*\*\*\*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 reported 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.

\*\*\*\*\*AY 14

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

RELATED ITEM LEVEL 3

**AY17 Faculty Quality Actions**

**Action Description:**

In AY17, monitor effectiveness of teaching data to determine if an anomaly or beginning of a pattern. Determine if reporting combined, [F2F](#), and online separately is desired. Increase goal for faculty submission of scholarly/creative work form 90% to 91%. Continue to increase support of faculty Scholarly/Creative work.

RELATED ITEM LEVEL 1

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

**Performance Objective Description:**

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)

RELATED ITEM LEVEL 2

**1. Search, Recruiting, And Hiring Procedures For New Faculty**

**KPI Description:**

Adherence to improvement targets related to the search, recruiting, and hiring procedures and timelines assessed and initially addressed in AY15.

**Results Description:**

Adherence overall was improved.

Adherence to:  
timelines was improved;  
obtaining Dean's approval for on-campus interviews was consistent;  
position announcement description and posting timeline was consistent;  
paper completion expectations was consistent;  
pertinent interaction between departments and Dean's office was consistent.

RELATED ITEM LEVEL 3

**AY17 Action - Suspend Search, Recruit, Hire Procedures Objective**

**Action Description:**

In AY17, due to improvement in AY15 and AY16, suspend the search, recruiting, and hiring procedures Objective.

RELATED ITEM LEVEL 1

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

**Performance Objective Description:**

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

RELATED ITEM LEVEL 2

**1.Number of Funding Requests Routed Through Research and Sponsored Programs**

**KPI Description:**

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

**Results Description:**

Funding requests by Art, Mass Comm, and Music (software support) were routed through Research and Sponsored Programs and approved.

RELATED ITEM LEVEL 3

**AY17 Action to Support Faculty Scholarly/Creative Activity**

**Action Description:**

In AY17, sponsor additional events, continue lease of Old Town Theatre, research additional methods of support.

RELATED ITEM LEVEL 2

**2. Support Development of Scholarship/Creative Activity**

**KPI Description:**

Sponsor or otherwise support events that facilitate development of scholarship/creative activity.

**Results Description:**

In AY16, FAMC sponsored the first of two luncheons with a guest speaker from the Texas A & M Press, and FAMC also leased the Old Town Theatre to make it available creative projects.

RELATED ITEM LEVEL 3

**AY17 Action to Support Faculty Scholarly/Creative Activity**

**Action Description:**

In AY17, sponsor additional events, continue lease of Old Town Theatre, research additional methods of support.

**III. Promote Student Recruitment, Success, And Retention**

**Goal Description:**

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

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

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

**Performance Objective Description:**

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.

RELATED ITEM LEVEL 2

**1. Attributes Of Quality Of Current And Recruited Undergraduate Students**

**KPI Description:**

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.

**Results Description:**

In Spring 2016, GPA data for Fall 2015 students was captured and disaggregated by program and department, and reported to department chairs.

Attached Files

[!\[\]\(21226b58c700e5231ab98d27101bac58\_img.jpg\) College Dpt Prgm Data Template 1Mar16](#)

RELATED ITEM LEVEL 3

**AY17 Actions for Tracking Student Quality Attributes**

**Action Description:**

In AY17, Departments and FAMC will again capture and review student GPA, and investigate other measures of quality to capture.

RELATED ITEM LEVEL 2

**2. Attributes Of Quality Of Current And Recruited Graduate Students**

**KPI Description:**

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

Attached Files

[!\[\]\(e4d1dc63d9786686940e8539b20e9d0e\_img.jpg\) College Dpt Prgm Data Template 1Mar16](#)

**Results Description:**

In Spring 2016, GPA data for Fall 2015 students was captured, disaggregated by program and department, and reported to department chairs.

RELATED ITEM LEVEL 3

**AY17 Actions for Tracking Student Quality Attributes**

**Action Description:**

In AY17, Departments and FAMC will again capture and review student GPA, and investigate other measures of quality to capture.

RELATED ITEM LEVEL 1

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

**Performance Objective Description:**

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.

RELATED ITEM LEVEL 2

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

**KPI Description:**

There are increased enrollment concerns related to outgrowing resources (facilities and faculty), and balancing growth and resources is a major objective for the college. Enrollment trajectories analyzed in tandem with review of resources of individual departments help determine if growth goals should be quantitative, qualitative, or both.

**Results Description:**

In AY16, undergraduate enrollment trajectories have changed slightly with decreases in Art and Music but with continuing increases in Dance, MCOM, and Theatre/MusTheatre.

RELATED ITEM LEVEL 3



## **AY17 Action for Enrollment Growth and Degree Plans**

### **Action Description:**

In AY17, initiate data-informed discussions regarding numbers vs. quality in undergraduate enrollment, and determine target enrollment increase for graduate programs. Investigate disparity of rejection rates among graduate programs. Monitor graduate applicant tracking. Discuss accreditation and degree plan-related needs with departments and American Band College staff. Determine whether to delete quality degree element from objective or create separate objective.

#### **RELATED ITEM LEVEL 2**

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

#### **KPI Description:**

Enrollment data will be reviewed to determine if the goal of a 1.5% increase in undergraduate 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.

#### **Results Description:**

Graduate enrollment trajectories indicate continued gradual growth in graduate programs.

#### **RELATED ITEM LEVEL 3**

## **AY17 Action for Enrollment Growth and Degree Plans**

### **Action Description:**

In AY17, initiate data-informed discussions regarding numbers vs. quality in undergraduate enrollment, and determine target enrollment increase for graduate programs. Investigate disparity of rejection rates among graduate programs. Monitor graduate applicant tracking. Discuss accreditation and degree plan-related needs with departments and American Band College staff. Determine whether to delete quality degree element from objective or create separate objective.

#### **RELATED ITEM LEVEL 1**

### **C. Strengthen Graduate Programs (New 2014-15, rev 2015-16)**

#### **Performance Objective Description:**

Determine areas for improvement in graduate programs.

#### **RELATED ITEM LEVEL 2**

### **2. Coordinate Growth Of Graduate Programs**

#### **KPI Description:**

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.

#### **Results Description:**

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.

Communication regarding graduate programs

#### **RELATED ITEM LEVEL 3**

## **AY17 Action for Strengthening Graduate Programs**

### **Action Description:**

In AY17, with a new Dean of Graduate Studies, increase departmental representation in the FAMC Graduate Committee and expand coordination and the contribution to the college, graduate studies, and the university.

#### **RELATED ITEM LEVEL 2**

### **2. Increased Inclusion Of College Graduate Committee**

#### **KPI Description:**

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

#### **Results Description:**

In AY16, FAMC Graduate Committee again increased frequency of meetings and provided Dean with proposed criteria for determining graduate faculty that was forwarded to Graduate Studies. In coordination with Graduate coordinators and chairs, Graduate Teaching assistants taught sections of FAMC 2301 Fine Arts Seminar. Graduate Committee interviewed and selected FAMC Creative Community Graduate Assistants. Graduate applicant tracking process was standardized and refined in AY16.

#### **RELATED ITEM LEVEL 3**

## **AY17 Action for Strengthening Graduate Programs**

### **Action Description:**

In AY17, with a new Dean of Graduate Studies, increase departmental representation in the FAMC Graduate Committee and expand coordination and the contribution to the college, graduate studies, and the university.

## **IV. Promote Service To The University, Community, State, and National Entities**

### **Goal Description:**

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

RELATED ITEM LEVEL 1

A. Provide Service

Performance Objective Description:

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

RELATED ITEM LEVEL 2

1. Support Academic Community Engaged Courses

KPI Description:

The number of Academic Community Engagement Courses (ACE) increased from 8 in AY10 to 27 in AY15. With the expansion goal addressed, the college continue to support Academic Community Engagement Courses.

Results Description:

In AY16, 23 courses were identified as approved "ACE" courses.

RELATED ITEM LEVEL 3

AY17 Actions for Providing Service

Action Description:

In AY17, FAMC will investigate additional strategies to provide community service, and service to the university community. FAMC will also expand its offerings of FAMC 2301 to address increased student demand. FAMC will assist departments in considering and proposing additional courses for the Core Curriculum.

RELATED ITEM LEVEL 2

2. Tracking Of Curriculum-/Course-Related Service

KPI Description:

The College should maintain and update a database of course-related services provided to various entities with the assistance of the Center for Community Engagement.

Results Description:

In AY16, the College maintained and updated a database of course-related services provided to various entities with the assistance of the Center for Community Engagement. This ongoing effort will facilitate assessment of strengths and weaknesses in community service. Additionally, FAMC 2301 added to the schedule as part of the Core Curriculum in AY16 and was identified as an ideal course to help prepare teacher candidates. Two MCOM courses and one Dance course was proposed and approved for the 2014 Core Curriculum.

Attached Files

[!\[\]\(f507db636256ac11a5525ef93ec6b8d7\_img.jpg\) COFAMC\\_ACE\\_byYears](#)

[!\[\]\(a8ff699ced33317c53c86f9bf3171905\_img.jpg\) COFAMC\\_ACECourseDetails](#)

[!\[\]\(066cb4a00c9d9f40edb6f87372ec6f08\_img.jpg\) COFAMC\\_ACECourseSemesters](#)

[!\[\]\(aceb1790ece33f2eac474d4a9431c6d6\_img.jpg\) COFAMC\\_EngagedScholars](#)

RELATED ITEM LEVEL 3

AY17 Actions for Providing Service

Action Description:

In AY17, FAMC will investigate additional strategies to provide community service, and service to the university community. FAMC will also expand its offerings of FAMC 2301 to address increased student demand. FAMC will assist departments in considering and proposing additional courses for the Core Curriculum.

RELATED ITEM LEVEL 2

3. Propose Courses for the University Core Curriculum

KPI Description:

The college should propose and implement appropriate coursework to enhance the 2014 Core Curriculum.

Results Description:

In AY16, the college proposed two courses from Mass Communication and one from Dance that were accepted into the 2014 Core Curriculum. The college also implemented and offered FAMC 2301 Fine Arts Seminar, a new course approved for the Core, both semesters of AY16. This helped to address the need for Fine Arts courses for both the general student population and for students seeking teacher certification.

RELATED ITEM LEVEL 3

AY17 Actions for Providing Service

Action Description:

In AY17, FAMC will investigate additional strategies to provide community service, and service to the university community. FAMC will also expand its offerings of FAMC 2301 to address increased student demand. FAMC will assist departments in considering and proposing additional courses for the Core Curriculum.

V. Review and Improve Infrastructure and Procedures For College

Goal Description:



The College of Fine Arts and Mass Communication will review and determine revisions which support the departments of Art, Dance, Mass Communication, Theatre/Musical Theatre, and the School of Music, and concurrently foster the creation and growth of the College.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

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

Performance Objective Description:

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

RELATED ITEM LEVEL 2

1. Adjustments In Budget Details

KPI Description:

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

Results Description:

Clarification of student service fee and related budgets shifts - in AY16 the second of three shifts to accomplish hard-funding. Shift of funds from American Band College of SHSU to the School of Music (SOM) with second phase of related transition of facilitation of ABC through college to the SOM.

RELATED ITEM LEVEL 3

AY17 Actions related to Budget, Facilities, and Support

Action Description:

In AY17, closely monitor and anticipate budget details, move plans ahead for capital projects.

Explore other expansions of FAMC beyond the SHSU Huntsville campus, and continue AY15 and AY16 expansion realized in semi-annual film workshops held at The Woodlands Campus, concert at the Mitchell Pavillion (The Woodlands) and Old Town Theatre (Huntsville). In AY 17, proceed with preliminary planning for expansion of MCOM facilities and renovation of Dan Rather Bldg. Renew discussion and analyze needs for School of Music and options for expanded facilities.

RELATED ITEM LEVEL 2

2. Plans For Capital Projects

KPI Description:

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

Results Description:

In AY16, partnered with Residence Life in successful inaugural year of FAMC Creative Community for exclusive use by FAMC majors. Size and Scope programming completed for new Art Building and Museum. Capital project for MCOM renovation discussed in AY16. Little discussion on School of Music facility situation due to focus on other priorities.

RELATED ITEM LEVEL 3

AY17 Actions related to Budget, Facilities, and Support

Action Description:

In AY17, closely monitor and anticipate budget details, move plans ahead for capital projects.

Explore other expansions of FAMC beyond the SHSU Huntsville campus, and continue AY15 and AY16 expansion realized in semi-annual film workshops held at The Woodlands Campus, concert at the Mitchell Pavillion (The Woodlands) and Old Town Theatre (Huntsville). In AY 17, proceed with preliminary planning for expansion of MCOM facilities and renovation of Dan Rather Bldg. Renew discussion and analyze needs for School of Music and options for expanded facilities.

RELATED ITEM LEVEL 1

B. Develop Advisory Board

Performance Objective Description:

The College will investigate developing an Advisory Board for the Dean to advise regarding alumni and donor relations.

RELATED ITEM LEVEL 2

1. Creation Of Advisory Board, Donor List,

KPI Description:

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.

**Results Description:**

Investigation into the Advisory Board is ongoing.

**RELATED ITEM LEVEL 3****AY17 Actions related to Advisory Board****Action Description:**

Continue investigation and progress into formation of advisory board.

**Update to Previous (AY15) Cycle's Plan for Continuous Improvement****Previous Cycle's Plan For Continuous Improvement (Do Not Modify):**

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 IMPLEMENTATION 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.

**Update of Progress to the Previous Cycle's PCI:**

SURVEY OF GRADUATES. Survey objective suspended as objective during AY16 to support focus on other objectives.

CONTINUE IMPLEMENTATION OF MASTER OF ARTS IN BAND CONDUCTING (NEW AY15). Merging, institutionalization, and transition of program facilitation to School of Music progressed in AY16. Meetings with Delta in Feb and Jun 2016 laid foundation for improvement of syllabi to address upcoming accreditations. SHSU staff at ABC improved data capturing and reporting skill with Cognos, and took over appropriate

tasks previously completed by SOM faculty/staff.

FACULTY SCHOLARLY/CREATIVE WORK. A luncheon for FAMC faculty interested in scholarly/creative work was held on May 6, 2016 with Thom Lemmon of the Texas A&M University Press (with another scheduled for Nov 13, 2016). Old Town Theatre was leased on multiple occasions in AY16, making it available for creative projects. Exploration of external funding possibilities was not productive.

REVIEW AND IMPROVE SEARCH, RECRUITING, AND HIRING PROCEDURES (NEW 2014-15). Procedures and related communication for searching, recruiting, and hiring new faculty were improved in AY16.

ESTABLISH, MONITOR, TRACK ATTRIBUTES OF STUDENT QUALITY (NEW 2014-15). In AY16, the college captured, by semester, the GPA of all students in the college, and the data was dis- aggregated by major and/or program, and shared with FAMC Department Chairs.

GRADUATE PROGRAMS AND GRADUATE ENROLLMENT. A visit from ABC staff to SHSU in Feb 2016 and a site-visit to ABC of SHSU in Oregon in June 2016 by SHSU administrators and SOM faculty provided opportunities to assess where additional improvements in procedures could occur. The College graduate committee met monthly or more. Due to transition in the Graduate Studies leadership, the plan to align graduate programs with state needs was postponed. New graduate recruitment and reporting systems were implemented. College calendar of graduate funding approval and distribution was not established.

EMPHASIZE COMMUNITY SERVICE. The ACE program was included in the Aug 2015 college faculty meeting agenda, and ACE courses continued to be offered at the AY 2015 level.

PLAN AND DEVELOP STRUCTURE FOR CENTERS. Due to other priorities, tracking and reporting structures to report growth, impact, and grants received for centers was not expanded. The new Center for Early Music was active in AY16 and the Center for Art Education was created in AY. The need for centers to support academic work in other areas was discussed.

EXPANDED PRESENCE OF FAMC BEYOND SHSU HUNTSVILLE CAMPUS. The film workshop initiative at The Woodlands Campus continued. With the exception of the holiday concert at the Cynthia Woods Mitchell Pavilion (The Woodlands), research into new venues for performing and visual arts in AY16 was not productive.

CAPITAL PROJECTS. Size and scope programming for the new Department of Art facility was completed in AY16. Initial preliminary planning for expansion of MCOM facilities and renovation of Dan Rather Bldg was undertaken. Further analysis of facility needs/options for School of Music and GPAC space was postponed due to other issues taking precedence.

STRATEGIC INITIATIVES. There was a request in AY16 for strategic initiatives to formalize and internalize process.

FAMC & GPAC OPERATIONAL POLICIES. A new assistant box-office manager and front-of-house for music was hired in AY16. A new ticketing system implemented helped provide information for creation of Advisory Board. Meetings with FAMC faculty were ongoing. This objective will be suspended and not included in the AY16 PCI for AY17.

## **Plan for Continuous Improvement (during AY17)**

### **Closing Summary:**

Plan of items/issues to address in AY17.

## **AY17 Actions in Curriculum**

Prepare and initiate new curriculum committee and chair in curriculum procedures and timelines. Prepare proposals for new degrees anticipated in Art. Align with CourseLeaf.

### **AY17 Actions to Implement MA in Band Conducting**

In AY17, improve syllabi and articulation of program, especially assessment (students, courses, program). Integrate Blackboard and DegreeWorks much more significantly into the program. Complete transition of facilitation of most components of ABC to the School of Music.

A need for a clearer tasks-and-timeline for grades, comps, and graduation was identified and addressed in AY16 and should be refined in AY17. ABC of SHSU staff is planning to visit SHSU in Sept 2016 to facilitate progress on a more robust presence of ABC coursework in Blackboard. Need for improved articulation of program, courses, and assessments to address accreditation expectations was shared in face-to-face meetings in Feb and June 2016. Beginning in AY17, DegreeWorks will provide a clear guide for all students in the program. Improved reference to SHSU web-based information and use of data-related programs by ABC should continue in AY17.

### **AY17 Faculty Quality Actions**

In AY17, monitor effectiveness of teaching data to determine if an anomaly or beginning of a pattern. Determine if reporting combined, [F2F](#), and online separately is desired. Increase goal for faculty submission of scholarly/creative work from 90% to 91%. Continue to increase support of faculty Scholarly/Creative work.

### **AY17 Action - Suspend Search, Recruit, Hire Procedures Objective**

In AY17, due to improvement in AY15 and AY16, suspend the search, recruiting, and hiring procedures Objective.

### **Y17 Action to Support Faculty Scholarly/Creative Activity**

In AY17, sponsor additional events, continue lease of Old Town Theatre, research additional methods of support.

### **AY17 Actions for Tracking Student Quality Attributes**

In AY17, Departments and FAMC will again capture and review student GPA, and investigate other measures of quality to capture.

### **AY17 Action for Enrollment Growth and Degree Plans**

In AY17, initiate data-informed discussions regarding numbers vs. quality in undergraduate enrollment, and determine target enrollment increase for graduate programs. Investigate disparity of rejection rates among graduate programs. Monitor graduate applicant tracking. Discuss accreditation and degree plan-related needs with departments and American Band College staff. Determine whether to delete quality degree element from objective or create separate objective.

### **AY17 Action for Strengthening Graduate Programs**

In AY17, with a new Dean of Graduate Studies, increase departmental representation in the FAMC Graduate Committee and expand coordination and the contribution to the college, graduate studies, and the university.

### **AY17 Actions for Providing Service**

In AY17, FAMC will investigate additional strategies to provide community service, and service to the university community. FAMC will also expand its offerings of FAMC 2301 to address increased student demand. FAMC will assist departments in considering and proposing additional courses for the Core Curriculum.

### **AY17 Actions related to Budget, Facilities, and Support**

In AY17, closely monitor and anticipate budget details, move plans ahead for capital projects.

Explore other expansions of FAMC beyond the SHSU Huntsville campus, and continue AY15 and AY16 expansion realized in semi-annual film workshops held at The Woodlands Campus, concert at the Mitchell Pavillion (The Woodlands) and Old Town Theatre (Huntsville). In AY 17, proceed with preliminary planning for expansion of MCOM facilities and renovation of Dan Rather Bldg. Renew discussion and analyze needs for School of Music and options for expanded facilities.

### **AY17 Actions related to Advisory Board**

Continue investigation and progress into formation of advisory board.