



Student Enrollment and Success Plan: 2014-2017



Department: Art and Design

Department Chair: William V. Ganis

Department Mission: The mission of the Department of Art and Design is to prepare students for professional careers in the visual arts. The multidisciplinary Department promotes and exemplifies excellence in studio areas, graphic design, art history, art education, and professional practices, and offers robust curricula in these areas. The department’s students are provided with the essential elements of a professional arts education in an environment that is responsive, critical, and challenging. Along with its primary teaching mission, the Department contributes to the aesthetic and cultural contexts of the campus, community, region, and state.

Department Enrollment Goal(s):

To increase the number of Art & Design majors by 10% by Fall 2017.

Action Steps (with dates & person(s) responsible):

- A. Redesign the site for the department so that it conveys professional design appropriate to a design department. We expect to work closely with Marketing and Communications to create a department sub-brand that aligns with the new ISU identity. September 2015. William Ganis, with Amy Bouman, Santhana Naidu and others from Marketing and Communication.
- B. Update scholarship application system--use Academic Works to encourage online applications to Creative and Performing Arts scholarships, and to channel ISU applicants meeting award criteria to this scholarship application site. November 2014; William Ganis, Sarah Wurtz, Kelly Pierce, Recruitment/Scholarships Committee
- C. Work with personal and professional networks, as well as ISU admissions to identify recruiting opportunities--perhaps specific high-schools, and college fairs. May 2014; Recruitment/Scholarships Committee
- D. Identify and work with Ivy-Tech colleagues in arts and visual communications areas to forge articulation agreements and to send ISU arts representatives to ITCC classrooms and college fairs. Summer 2014; Recruitment/Scholarships Committee, Leslie Engelland.
- E. Fund and send department faculty to college fairs in order to meet prospective students, give them information, and encourage them to visit ISU and the department. Fall 2014; Recruitment/ Scholarships Committee, Department Chairperson

<i>Total Enrollment Benchmarks</i>	Fall 2013 Baseline:	Fall 2014:	Fall 2015:
	205	209	213
	Fall 2016:	Fall 2017:	
	219	225	

Other Enrollment Related Benchmarksⁱ

None

Department Retention Goal(s):

To improve the retention rate of Art and Design majors to 75% by Fall 2017.

Action Steps (with dates & person(s) responsible):

- A. Use reworking of print collateral, web and social media sites to project a professional identity, create a sense of place, and celebrate student achievements. Fall 2014; Chair and student work
- B. Ensure continuity of quality advising by having the new design faculty take on a significant advising role; identify and train other faculty advisors to transition away from our longstanding centralized model. Fall 2014; W. Ganis, F. Lattanzio, SAMy, and new faculty member.
- C. Ensure viability and availability of merit scholarships and awards, especially those given after a student's first year. Spring 2015; W. Ganis, Recruitment/Scholarship Comm, S. Wurtz.
- D. Work with Extended Learning to examine possibilities of leveraging on-line content to increase student access to necessary courses, improve scheduling flexibility for students, and alleviate course sequencing bottlenecks. Spring 2105; W. Ganis, and new hire.
- E. Work with IR to develop and implement departmental assessment about why students leave particular courses and/or Art and Design programs. Fall 2015; W. Ganis

<i>Retention Benchmarks</i>	Fall 2013 Baseline: 73%	Fall 2014: 73.5%	Fall 2015: 74%
	Fall 2016: 74.5%	Fall 2017: 75%	

Other Retention Related Benchmarks

None

Department Completion Goal(s):

Improve the 6-year completion rate for Art and Design majors to 50% by Fall 2017.

Action Steps (with dates & person(s) responsible):

- A. Increase the number of design courses and sections (using new hire) so that our 100+ design students have improved opportunities to complete their major and graduate on time. Fall 2014; W. Ganis, SAMy, and new hire.
- B. Deploy the new hire as a design advisor in alignment with retention goals to improve the quality and availability of quality advising. Fall 2014; F. Lattanzio, SAMy, and new hire.
- C. Advocate for and justify the second graphic design faculty hire to replace the imminent retirement of a current graphic design professor. This will complement action step #1. AY 2015-16; W. Ganis, Search Committee.

<i>Completion Benchmarks</i>	Fall 2013 Baseline: 42%	Fall 2014: 43%	Fall 2015: 45%
	Fall 2016: 47%	Fall 2017: 50%	

Other Completion Related Benchmarks

None

Post-College Achievement Goal(s) (e.g., employment & graduate school):

Work with the Career Center to establish baseline data about Art and Design majors' post-graduation successes in employment and/or graduate/professional school admission within 6 months of graduation.

Action Steps (with dates & person(s) responsible):

- A. Increase opportunities for student networking while they are at ISU on order to increase the likelihood of professional placement. Fall 2015; Advisors
- B. Collect narratives of successes and feature these on the department's website, social media sites and recruiting material, emphasizing and demonstrating that arts professions are within reach of ISU graduates. Fall 2014; W. Ganis
- C. Develop and implement on-line surveys about post-graduation plans, and collect data and contact information for graduating students. Fall 2014; ad hoc Alumni Relations Committee
- D. Include art, art education, gallery and design professionals on the department's Advisory Committee who are committed to creating internship, networking, employment and other opportunities for ISU students. Fall 2014; William Ganis
- E. Establish AIGA or UCDA (design professionals organizations) ISU students group as a part of Indianapolis or regional chapters and include students in AIGA, UCDA and other regional events.
- F. Spring 2015; new graphic design faculty hire, SAMy.

*Employment & Graduate
School Benchmarks*

Fall 2013 Baseline:
N/A

Fall 2014:
Baseline Set

Fall 2015:
+2%/+2%

Fall 2016:
+2%/+2%

Fall 2017:
+2%/+2%

Other Goal(s) and Action Stepsⁱⁱ:

None

ⁱ *Note on Other Enrollment, Retention, and Completion Benchmarks:* Departments are encouraged to develop other benchmarks as may be relevant to measuring progress toward goal achievement.

ⁱⁱ Departments may have other goals that do not fit into the four areas previously indicated or adequately subsumable as an action step within one of the four goal areas. They may be placed here.