



# MEDIA ARTS & TECHNOLOGY

*Strategic Plan 2023-2026*

## **GOAL 1: Increase UG and G student base in Media Arts & Technology MFA, BFA, BA & Minor, Software Systems Design MS, BS & Minor**

- 1.4 Schedule and host several student/community events per semester
- 4.2 Encourage Media Arts Production Club participation
- 4.4 Set routine advisement on degree plan
- 4.3 Meet with and revise articulation with community colleges and dual enrollment
- 5.1 SSD/MA&T to host open houses
- 3.2 Respond quickly to inquiries
- 4.2 Meet with stakeholders and student services
- 3.2 Increase Instagram and e-vite promotions

## **GOAL 2: Promote professional work accomplishments by providing support for student, faculty participation and attendance**

- 4.2 MA&T Club to hold fundraising events for a student professional conference
- 5.1 Increase/maintain student participation in annual Tech Showcase
- 3.1 Encourage and fund applications to national conferences, contests and faculty talks

## **GOAL 3: Enhance recruitment materials and strategies**

- 4.2 Invite groups, individuals to Fall/Spring student Tech Showcase and maintain displayed work in building's galleries
- 5.1 Revise and produce new program marketing materials
- 5.3 Implement marketing and recruitment for old and new programs
- 3.2 Increase/utilize social media to promote
- 4.2 Host 1 open house per semester
- 2.2 Bring alumni back as guest speakers/instructors
- 4.5 Maintain summer youth workshop series

## **GOAL 4: Develop opportunities for students which provide and build essential skills for future employment success**

- 3.1 Provide student support through professional and social events, guest artists, workshops, service activities, field trips, student presentations, planned work nights, grant funded cultural projects (practicums, PICT, Dallas, ADP) and project management, portfolio reviews, screenings, juried shows, public talks, endowed scholarships
- 4.4 Provide class opportunities facilitating Goal 4
- 2.1 Plan local, national, international travel projects centered on media education

## **GOAL 5: Replace all Apple designated vintage and obsolete hardware in classrooms with new and current industry standard equipment**

- 1.1 Work with IT for purchases and upgrades of technology
- 3.3 Seek more grant funding
- 5.2 Monitor the release and costs of new technology

## **GOAL 6: Evaluate, develop, update all departmental graduate and undergraduate degrees**

- 5.1 Make plans to offer SSD program online
- 1.2 Revise old and create new BFA degree track(s)
- 2.1 Experiment with updated Special Topics courses
- 5.2 Maintain/revisit old and establish expanded online course offerings
- 2.3 Consider/plan potential certificate program(s)
- 4.2 Discuss possible partnership with English and Art Departments for new Illustration major
- 5.3 Consider/plan low residency MFA model