

Department of Art and Visual Culture (AVC)

Strategic Plan 2018-2023

Approved: March 15, 2019

Our vision:

Faculty and students develop and expand knowledge, engage and communicate with the public, and contribute to a global society through critical thinking and creative research. With alumni and partners, faculty and students cultivate integrated learning environments and cultivate aesthetic, technical, and conceptual abilities necessary for lifelong creative and intellectual engagement.

Our values:

Curiosity and a willingness to take risks; understanding of historical and contemporary global art; research as creative inquiry; investigation and experimentation with materials and technologies; collaboration and collegiality; community engagement; communication skills; empathy, reflection, and self-discovery.

Our mission:

To provide an engaging, comprehensive, and dynamic educational environment, preparing students to impact social, cultural, and physical environments through research and creative practices in art and visual culture.

Our Goals:

Our vision will be achieved through action on five interrelated goals. Each goal is accompanied by specific courses of action.

1. Provide an integrated learning environment that fosters student agency, success and well-being.
2. Recruit, retain and graduate high-quality and diverse graduate and undergraduate students.
3. Support faculty research, scholarship, and recognition.
4. Fulfill the Land Grant mission by serving and collaborating with Iowa communities.
5. Foster national and international engagement.

Goal # 1: Provide an integrated learning environment that fosters student agency, success and well-being.

Tactics

- a. Implement a written thesis component as part of the thesis exhibition for the BFA.
- b. Develop common learning outcomes and/or a common reading list for each year of the ISA curriculum.
- c. Develop a junior and senior critique course, or other form of collective critique.
- d. Identify and expand internship opportunities.
- e. Develop a field trip experience to be incorporated into an existing course. Consider briefer field trips as well as the possibility of a more substantial traveling experience.

- f. Expand student exposure to international and other perspectives by bringing in guest lecturers and workshops.
- g. Integrate more service learning projects into studio courses.
- h. Strengthen student engagement with University Museums.
- i. Implement a studio crawl of upper level undergrad and grad students at work for our sophomores.
- j. Involve upper-division students more prominently in the sophomore orientation and sophomore core. Develop a mentoring program to connect sophomore and upper-division students in the BFA and BA programs.
- k. Establish student and alumni focus groups to gain their perspectives.
- l. Utilize College of Design alumni database to invite successful alumni to participate in curricular activities.

Goal # 2: Recruit, retain and graduate high-quality and diverse graduate and undergraduate students.

Tactics

- a. Improve the College of Design Viewbook to convey a cohesive departmental identity that emphasizes goals and student outcomes.
- b. Expand visibility of AVC programs among diverse high school students, and increase engagement with art teachers in Iowa.
- c. Expand the Art Ambassadors program.
- d. Support publicizing program successes on the college website (including data on retention and graduation rates, alumni employment, alumni success stories and job satisfaction).
- e. Commission Community Outreach Working Group (2-3 faculty and students) to extend community outreach.
- f. Expand engagement with online education.
- g. Establish a system for pre-admission to the Integrated Studio Arts program for students to submit a portfolio at the start of their first year.
- h. Improve the AVC presence at Program Night.
- i. Increase the visibility of the BA in Art and Design and the BA in Visual Culture Studies.
- j. Expand minor offerings and explore the potential for minors (Photography minor, Integrated Studio Arts minor, Fine Arts minor, Community Arts minor, etc.) and certificate programs (Arts Entrepreneurship, Museum Studies, etc.)
- k. Participate in the School of Education's Summer Institutes.
- l. Offer courses through OLLI, the alumni and community continuing education program.
- m. Expand enrollment of underrepresented populations, community members, and nontraditional student constituencies.

Goal # 3: Support faculty research, scholarship, and recognition.

Tactics

- a. Engage the Scholarships and Awards Committee to assist in nominating candidates and developing award documents for college, university and national awards.
- b. Publicize faculty research and accomplishments.

- c. Expand the types of faculty opportunities that would be eligible for departmental funding.
- d. Schedule regular on-campus faculty exhibitions, at least within a four-year cycle.
- e. Strengthen faculty collaborations with University Museums, e.g. guest curating.
- f. Promote faculty collaboration at the Student Innovation Center.

Goal # 4: Fulfill the Land Grant mission by serving and collaborating with Iowa communities.

Tactics

- a. Facilitate student involvement with Iowa communities through service learning, residencies, initiatives, and internships.
- b. Encourage faculty involvement with the Lakeside Lab Artist-in-Residence Program.

Goal # 5: Foster national and international engagement.

Tactics

- a. Encourage AVC faculty to develop short-duration study abroad opportunities.
- b. Foster AVC faculty engagement in the Rome program.
- c. Establish and market alumni programs in Rome, with a portion of revenue used to subsidize student study abroad expenses.
- d. Enable regional field trips to expose students to national and international art.
- e. Bring in recognized visiting artists and scholars to do workshops and presentations.
- f. Foster student and faculty engagement with complex problems and Grand Challenges to encourage creative critical thinking as a means of problem-solving