

College of Liberal Arts and Communication Strategic Plan 2022-2027

Goal: Student Success

Provide innovative educational opportunities that will enable lifelong learning, professional leadership, and engaged lives.

1. Recruit, retain, and graduate a quality, diverse student body.
2. Build a system to gather and utilize data from students, faculty, and alumni to measure student success and improve retention.
3. Create opportunities for P-12 students to engage with the College.

Goal: Teaching and Learning

Invest in viable, relevant, and interdisciplinary academic programs designed to meet the needs of our students and their future employers.

1. Fulfill the University's liberal arts mission through the general education core.
2. Assess the viability and relevance of new and current academic programs that promote excellence in teaching and learning.
3. Increase interdisciplinary learning opportunities and experiences.
4. Create educational programs that are responsive to the employment needs in the region.

Goal: Research and Educational Experiences

Increase and support applied experiences and research opportunities within and outside of the College using all available resources.

1. Develop and organize internships, service-learning opportunities, and experiential learning for majors, minors, certificates, and graduate programs.
2. Invest in faculty, student, and administrative research capacity.
3. Stabilize and make best use of institutional funding, space, and facilities.
4. Better educate students about available opportunities and encourage participation.
5. Promote and incentivize collaborative, interdisciplinary research projects within CLAC and with the broader University.

Goal: Community Engagement

Broaden and promote community partnerships between the College and the region.

1. Create organizational structures which encourage community involvement.
2. Invest resources in community success.
3. Increase recognition of CLAC as a cultural hub of value to Northeast Arkansas.

Goal: Campus Culture and Shared Values

Assist in the university's goal of improving campus culture and promoting shared values.

1. Incorporate the Every Red Wolf Counts philosophy within CLAC.
2. Embrace diversity, inclusion, and civility as important values and expand global awareness.
3. Foster a greater commitment to environmental impact and sustainability.