Mission
(1/31/15 proposed)
The College of Fine Arts and Communication offers opportunities for students to broaden their understanding of the human experience through arts and communication. As the public face of the university, the College offers outreach and demonstrates leadership through public performance and exhibition, community and business partnerships and continuing education for a diverse population of learners.

Commitment 1: Maximize Student Success

University Action 1.2: We will be a national leader as a “best value” in undergraduate and graduate education. We will aggressively grow programs that support this goal. We will establish competency-based requirements for all degree programs while reducing the average debt carried by students who graduate within four years.

Unit Objective 1: In an effort to prepare CFAC majors for careers in the fields of fine and performing arts, design, and communication through a comprehensive, creative, and competency-based curriculum, we will seek national accreditation of our dance and journalism programs to join our nationally accredited programs of art and design, music, and theatre.

Metrics:
1. Dance program will be nationally accredited.
2. Journalism program will be nationally accredited.

Unit Actions:
1. Restructure dance and journalism curricula to meet the standards of the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) and the National Association of Schools of Dance (NASD).
2. Work with Facilities Services and ECU Foundation to ensure that dance facilities, including dance studios and black box theatre, meet National Association of Schools of Dance standards and are equipped and ready to open in Spring 2016.

Unit Objective 2: By positioning the Speech Communication Center as a cross-disciplinary resource used by students and faculty, as well as members of the community, we will create curricular efficiencies in the teaching of public speaking.

Metrics:
1. Monitor usage of the center, increasing by five percent annually.
2. Monitor funding of the center to meet staffing, marketing, and other needs.

Unit Actions:
1. Market the center through a variety of means to students and faculty across campus and to members of the community.
2. Secure funding for center staff, including a coordinator of the Speech Communication Center and two graduate students, who will work with faculty and students from across the campus to embed public speaking into major course content and who will also work with students to hone their communication skills in the Center.
University Action 1.7: We will reflect a global workplace and society by diversifying our faculty, staff, and students. We will increase international students, provide U.S. students with more opportunities to study abroad, increase those with competency in a second language, and significantly expand the number of global classrooms to connect diverse cultures to instructional opportunities.

Unit Objective 3: Enlarge the CFAC global footprint through innovative international curricular and recruiting initiatives.

Metrics:
1. Monitor the number of students participating in college-supported study abroad programs and partnerships.
2. Increase college enrollment by 10%, with a significant increase in international student enrollment.

Unit Actions:
1. Seek exchange partnerships with international universities to offer exceptional study abroad programs and create real-world learning experiences for our students, including but not limited to: Italy Intensives; University of Sharjah in the United Arab Emirates; Intercultural Communication in Eastern Europe; and Theatre in London.
2. Seek out partnerships and agencies that will create a pipeline of international students into our outstanding programs.

Commitment 2: Serve the Public

University Action 2.1: We will inspire our students to be engaged citizens and leaders. We will expand service learning, undergraduate research, and creative activity across our entire campus.

Unit Objective 4: We will expand our service learning, engagement, and outreach opportunities by building on our traditional strengths and seeking innovative partnerships.

Metrics:
1. Monitor outreach programs, including performances, exhibitions, and workshops.
2. Monitor partnerships with regional entities, including but not limited to: Farmville Development, Third Street Community Center, the City of Greenville, and the North Carolina Pottery Center.

Unit Actions:
1. Reinstate ECU Summer Theater through partnerships with regional theatres and expand public performances through such programs as Four Seasons Chamber Festival, Community Plus Art, ECU/Loessin Playhouse, S. Rudolph Alexander Performing Arts Series, Institute of Outdoor Theatre, Health Communication Puppetry Program, High School Media Workshop, Music Therapy Practicum Sites, Storybook Theatre, Youth Arts Festival, and other CFAC programs.
2. We will create new and expanded partnerships with regional entities, to provide educational outreach opportunities for the community to experience the arts, design, and communication and to provide practicum experiences for teacher preparation and health and therapeutic service programs.

University Action 2.5: We will be a portal to serve the lifelong learning needs of North Carolina and our region. We will target professional development, continuing education, and lifelong learning opportunities that support the needs of the region’s people and businesses.

Unit Objective 5: We will provide innovative programs designed to meet the needs of working professionals and life-long learners in fields that intersect college programs.

Metrics:
1. Monitor enrollment of programs that serve working professionals and non-traditional students.
2. Monitor the number of new and revised degree and certificate programs, various instructional delivery methods, and continuing education offerings.

**Unit Action:**
1. We will collaborate with regional institutions, such as, industry, professional organizations, community colleges, municipalities, public and private school systems to determine the educational and training needs of working professionals and non-traditional students to initiate new and revised curricular offerings, innovative instructional delivery methods, and new continuing education offerings.

**Commitment 3: Lead Regional Transformation**

**University Action 3.1:** ECU will be “open to business.” We will create a new Millennium Campus and we will develop the business structures and practices needed to interact and innovate efficiently with our partners in the public and private sectors.

**Unit Objective 6:** We will harness the power of the arts, design, and communication to drive economic change in our community and region.

**Metrics:**
1. Using the “Americans for the Arts” model calculator (http://www.americansforthearts.org/information_services/research/services/economic_impact/005.asp), we will compare the economic impact to the region of programs within the College.
2. Document participation in inter-disciplinary and integrated innovative clusters.

**Unit Actions:**
1. We will partner with municipalities and organizations to improve access to the arts, support programs that are economically transformative, provide communication expertise, and deliver quality of life enhancements that are sustainable, including new cultural attractions. The Performing Arts Center of Eastern North Carolina is essential to achieving this objective.
2. Engage our faculty in inter-disciplinary and integrated innovative clusters that serve as the catalyst for economic development in North Carolina and our region.

**University Action 3.9:** We will leverage our strengths in the arts to enrich the quality of life for our students and our region. We will collaborate with local and regional interests in the design and the construction of a visual and performing arts center.

**Unit Objective 7:** We will leverage our strengths in the arts to become the cultural hub of eastern North Carolina.

**Metric:**
1. We will build the Performing Arts Center of Eastern North Carolina.

**Unit Actions:**
1. We will partner with a diverse array of regional and local interests to secure funding for an independent consultant to develop a plan for the construction of the Performing Arts Center of Eastern North Carolina.
2. We will work with identified constituents to develop a planning group, leading to the formation of a public-private partnership to fund and develop the center.

**3.10 University Action:** We are recognized as a national leader in the use of technology to deliver health services to dispersed rural populations. We will use technology to expand the reach of our expertise to improve health care access and outcomes. We will refine practical, sustainable solutions to the health care needs of underserved populations and the military across North Carolina.
**Unit Objective 8:** Through our health communication programs, we will transform the delivery of health information in the region.

**Metrics:**
1. Document enrollment in health communication programs and research, engagement, and outreach output by faculty and students.
2. Document partnerships across campus to meet the communication needs of ECU’s health-centered community outreach and engagement programs.

**Unit Actions:**
1. Partner with health care providers to deliver health information to the region.
2. Educate public and university partners to the resources available in the health communication program, including by not limited to, instruction of provider-patient communication strategies, development of health behavior campaigns, and efforts in health advocacy.