Goal 1: Offer excellence in programs and services that are appropriate to the mission and scope of the College

Objective 1: Increase and enhance global/international-learning opportunities for our students

Measure 1: Survey students to assess the global/international learning outcomes
Measure 2: Number of global/international learning opportunities available to students through the CFAC
Measure 3: Number of global/international activities engaged in by CFAC faculty

Objective 2: Increase participation of faculty in pursuit of internal/external funding opportunities

Measure 1: Number of submitted grant applications
Measure 2: Number of participants attending research and grant-related workshops
Measure 3: Number of activities with the Health Disparities Core
Measure 4: Number of CFAC faculty participating in internal/external grants

Objective 3: Meet student enrollment and retention goals in all College programs
Measure 1: Partner with IPAR to track student retention in all College programs and develop strategies to meet internal targets, as needed
Measure 2: Number of retention activities in the CFAC

Goal 2: Continue to position the College as a strong cultural and educational resource for the region, state and nation.

Objective 1: Increase marketing efforts by working collaboratively with internal and external stakeholders

Measure 1: Increased visibility of programs as measured by attendance, financial support, diversity and hits to appropriate

Objective 2: Enhance efforts to support those programs that have an economic impact upon the local community and region

Measure 1: Development of a model to identify measures to evaluate the economic impact of programs within the College
Measure 2: Number of CFAC programs that directly contribute to the economy of the regions and state.

Objective 3: Increase the number of College initiatives that position the arts to advance the quality of life of the community

Measure 1: Increased number of alternative opportunities for the community to experience the arts (baseline data Fall 2011)
Measure 2: Number of partnerships between CFAC and the region.

Objective 4: Assess support for artistic research and culturally significant endeavors that advance the quality of life of the community

Measure 1: Assessment of internally funded programs to ensure return on investment
Measure 2: Number of externally funded programs

Objective 5: Enhance the university’s efforts to address the needs of PK-16 teachers

Measure 1: Allocation of time to develop and submit a grant proposal that addresses the region’s dearth of data in support of PK-16 arts education
Measure 2: Number of partnerships with Pitt County Schools

Objective 6: Increase the number of diverse artists invited to work with students and faculty

Measure 1: Increased number of multi-cultural activities and student participation

May 31, 2011: revised
Goal 3: **(Administrative) Advance partnerships with the ECU Foundation to secure alternative finding sources to support programs and faculty**

**Objective 1:** Increase scholarships  
*Measure 1:* Increase funding for scholarships (baseline data Fall 2011)

**Objective 2:** Develop a plan to explore a Spangler match and distinguished professorships  
*Measure 1:* Establish a schedule for a Spangle match and distinguished professorships

Goal 4: **(Administrative) Focus efforts on student learning by meeting and exceeding professional accreditation standards**

**Objective 1:** Identify and address space allocation issues  
*Measure 1:* Documented efforts in partnership with the University’s Space Planning Committee to develop and submit proposals in an effort to acquire appropriate and adequate space

**Objective 2:** Increase efforts to assess programs  
*Measure 1:* Analysis of data from institutional surveys (NSSE, BSSE, etc.)  
*Measure 2:* Analysis of current program assessment reports to identify and address programmatic needs/quality  
*Measure 3:* Increased number of opportunities for faculty and staff to better understand and use assessment results

**Objective 3:** Collaborative with IPAR to assess peer programs  
*Measure 1:* Increased awareness of best practices to inform and guide quality enhancement efforts

May 31, 2011: revised