

Prairie View A&M University

Quality Without Compromise

Template

**The Strategic Plan Update
for
Fiscal Years 2009-2013**

**The BRAILSFORD College Of Arts
and Sciences**

**Administrative Unit Name
2009**

Quality Without Compromise – The Strategic Plan Update for Years 2009-2013

A. Executive Summary

The Brailsford College of Arts and Sciences is committed to offering high quality educational opportunities to all students. Since Summer 2001 the College has developed three strategic goals to enhance its instructional and research programs, increase enrollment, and integrate technology and communication skills in the curriculum. All individual departments with the help of faculty have developed action plans to accomplish these goals. The College's main priority has been to increase the quality of its instructional programs. To that end it has implemented significant changes, such as increased the number of faculty with terminal degrees, increased the academic expectations of students, and assessed and updated all degree programs.

In keeping with the University's mission of insuring access to under-served populations, the College continues to actively recruit and mentor prospective students. The highly qualified faculty's capacity to perform research is hindered by the heavy teaching loads and inadequate funding for faculty development. The University's policy of admitting a high percentage of provisional students is also having a negative impact on the quality of all its degree programs.

B. Vision of the Unit

The Brailsford College of Arts and Sciences will be characterized by its high quality liberal arts and science curriculum to meet the needs of all students at the university. It will equip students with problem solving, critical thinking, and communication skills, which will enable them to address and provide solutions to the issues facing Texas and the nation.

C. Mission of the Brailsford College of Arts and Sciences

The College of Arts and Sciences is committed to serving all students through academic programs aimed at developing creative thinking, critical analysis, problem solving, and communication skills that are fundamental to intellectual development and professional success. Equally important is the College's commitment to developing students' ethical and civic standards. The College strives to integrate teaching and research in the context of interdisciplinary learning through individual attention to students, innovative strategies of teaching, effective use of technology, and the promotion of economic development, partnerships, and cultural pursuits. An innovative and responsive spirit guides the College, balancing access and quality with efficiency, diversity, and a commitment to partnerships with local and global communities.

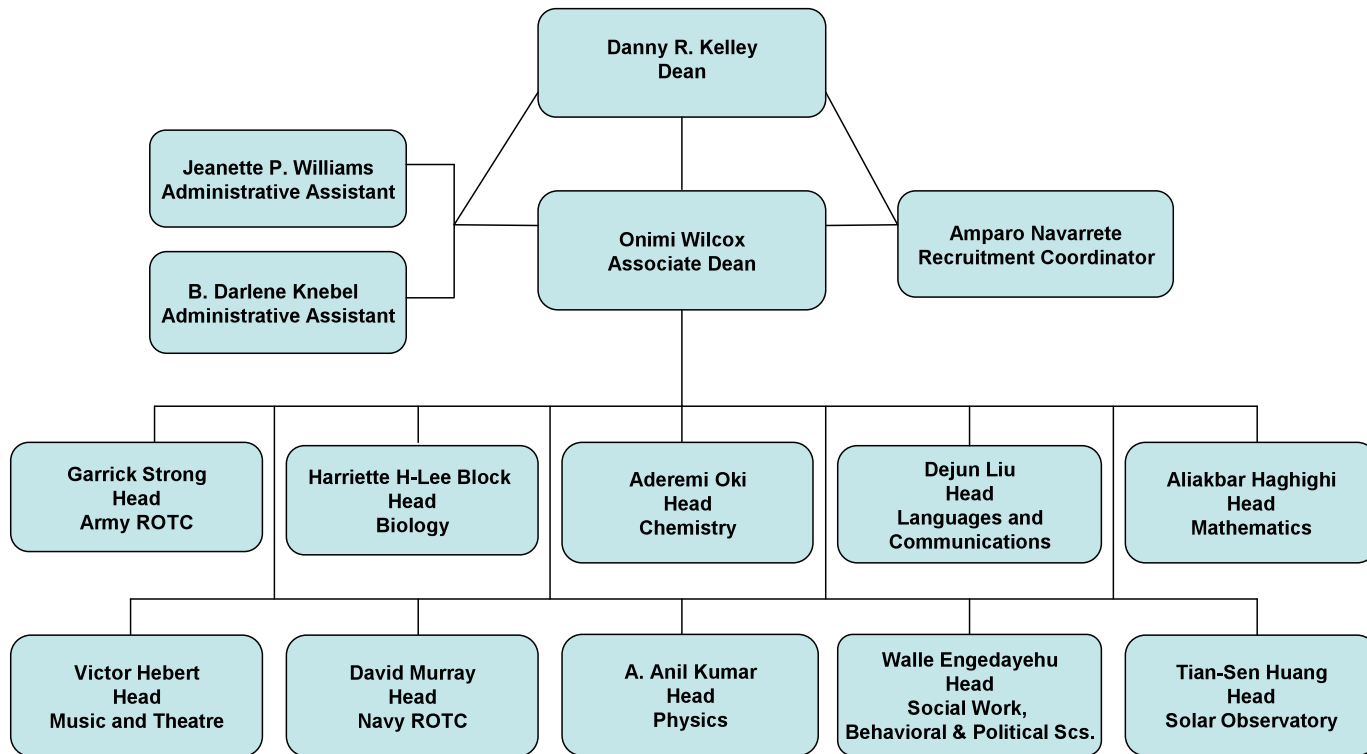
D. **Relationship of the Unit's Mission to the University's Mission**

The College's departments and programs are aligned with the university's three fold mission of Teaching, Research, and Service. The College goals are carefully crafted to meet PVAMU's long term strategic plans and its core mission.

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E. Current Organizational Structure

MARVIN D. AND JUNE SAMUEL BRAILSFORD
COLLEGE OF ARTS AND SCIENCES
Organizational Chart



6/29/2009

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F. Unit's Support of the University's Core Values

Narrative that certifies commitment to the entire set of core values, addresses their appropriateness to fulfilling the University's aim to educate the total student and illustrates the values that are most salient for the unit because of the nature of that unit's functions.

Institutional Core Values
1. Access and Quality
2. Diversity
3. Relevance
4. Leadership
5. Social Responsibility
6. Accountability

College's Support of Core Values
<p>1. Access and Quality The Brailsford College of Arts and Sciences is committed to providing equal and quality educational opportunities to all groups of students irrespective of their socio-economic status. The college prepares students for success in a diverse global economic market for pursuit of excellence in their chosen disciplines.</p>
<p>2. Diversity In keeping with the University's mission of serving the underserved, the college demonstrated its commitment by recruiting and retaining a diverse body of students, faculty and staff regardless of ethnicity, race, creed, gender, nationality, or socioeconomic status.</p>
<p>3. Relevance The college houses most of the university's core courses and as such is charged with providing the liberal arts foundation for all PVAMU students. All academic units in the college prepare and produce students who are technologically savvy and poised to meet the challenges of the global economy.</p>

College's Support of Core Values

4. Leadership

The college fosters an environment that inspires and challenges students, faculty, and staff to succeed and instills a sense of accomplishment in them.

5. Social Responsibility

The college is dedicated to creating and fostering not just an academic, but a learning environment in which students' develop social and civic responsibility and engage in meaningful practices that prepare them to live and function as good citizens and stewards both locally and globally.

6. Accountability

The Brailsford College of Arts and Sciences supports operational and strategic planning at all institutional levels and provides transparent assessment and management methods. The college Abides by and upholds all university and TAMUS policies.

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G-1. The Past: Major Outcome Achievements and Changes Since 2004 (ALL UNITS)

***NOTE: Academic Units should Exclude courses and Degree Program Outcomes Reported on Forms A-1)**

University Goal # 1 (see Goal List)

College Goal #1	Objectives/Outcomes	Methods of Assessment and year	Evidence (Form and Location)	Outcome to be continued in 2009-2013 Cycle Y=Yes N=No
<p>Enhance the quality of all instructional and research programs, and increase the quantity of research programs.</p>	<p>Implemented common course syllabi with common exams in selected core courses</p> <p>In an effort to align the curricula and make it more relevant, new courses, new tracks, and new minors were approved in all of the college's undergraduate and graduate programs.</p>	<p>Review of syllabi from comparable institutions.</p> <p>Ongoing Annual program reviews since 2004</p> <p>Based on NASM criteria, proposed curriculum changes to UAC were approved.</p> <p>The inventory of technology, facilities</p>	<ul style="list-style-type: none"> - Office of the Dean, - Office of the Registrar, - Office for Academic Affairs - Headquarters for the National Association of Schools of Music - Minutes of meetings - University Academic Council 	<p>Y</p>

College Goal #1 (continued)	Objectives/Outcomes	Methods of Assessment and year	Evidence (Form and Location)	Outcome to be continued in 2009-2013 Cycle Y=Yes N=No
	<p>Applied for the re-affirmation of accreditation of the Social Work program</p> <p>The College increased the number of faculty with terminal degrees from 68% to almost 100% over the last four years</p> <ul style="list-style-type: none"> Strengthened faculty evaluation process: Developed a new College Tenure and Promotion manual, Revised the annual faculty evaluation instrument, and Implemented peer reviews. There is an increase in the number of faculty publications 	<p>and equipment needs were surveyed and determined to be insufficient to satisfy accrediting guidelines.</p> <p>Assessment of additional faculty personnel was made based upon course offerings and determined inadequate.</p>	<p>Documents housed in the respective departments.</p> <p>True Outcomes</p> <p>Assessment Plans in Dept. Head's and coordinators' offices.</p> <p>The Office of Sponsored Research</p> <p>SOWK accreditation housed in the Division's Office.</p> <p>University Catalog (electronic and hard copy). http://pvamu.edu/pages</p>	

	and a dramatic increase in the number of research proposals and presentations.			
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***For Academic Program Student Learning Outcomes see G-1-1 and G-1-2.**

***Reproduce this sheet as needed for each applicable Goal**

University Goal # 2

College Goal #2	Objectives/Outcomes	Methods of Assessment and Year	Evidence (Form and Location)	Outcome to be continued in 2009-2013 Cycle Y=Yes N=No
<p>Increase enrollment in the College of Arts and Sciences by 10% per year.</p>	<ul style="list-style-type: none"> • Significant improvements in academic advisement: Insured that every major has an advisor; Developed degree plans for every major Faculty members are aware of the appropriate degree program requirements Increase faculty outreach efforts in recruitments at area high schools and community colleges. Collaborations with area schools. 	<p>Matriculation rates (2004-2008)</p> <p>Enrollment for programs (2004-2008)</p> <p>High school visits and collaborations (2004 – 2008)</p>	<p>Office of Enrollment Management Registrar's records Institution Review</p> <p>Minutes of meetings</p> <p>Science Laboratories in the E.E. O'Banion New science building.</p> <p>Computer Laboratories in Every department.</p> <p>Minutes of meetings</p> <p>Office of Sponsored Programs files</p> <p>Office of Distance Education and college department offices.</p>	<p>Y</p>

	<p>Better Classroom management and class attendance records.</p> <ul style="list-style-type: none"> • Navy ROTC established a mentor program with 27 high schools in Southeast Texas. Over the last two years Navy ROTC has doubled the number of scholarships awarded • High national visibility of the Marching Storm band, the Symphonic band, the Concert Chorale, and the Charles Gilpin Players increased the number of applications to the university 		<p>Course offerings online and in registrar's office</p> <p>True Outcomes</p> <p>http://pvamu.edu/pages</p>	
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College Goal #3	Objectives/Outcomes	Methods of Assessment and Year	Evidence (Form and Location)	Outcome to be continued in 2009-2013 Cycle Y=Yes N=No
<p>Integrate technology and communication skills in the curriculum of every degree program in the College.</p>	<p>Implemented new state-of-the-art laboratories in Chemistry, Physics, LCOM and Biology programs. Purchased computer software for enhanced learning.</p> <p>Redesigning web pages for each department</p> <p>Establish multimedia labs and other technologies for courses in Communications</p> <p>Developed and offered more web-based and web enhanced courses in LCOM, Chemistry, Physics, and the Division</p> <p>Updated and Redesigned web pages for all departments in the college.</p>	<p>The depts. and the Dean reviewed the design and contents of the colleges' web pages and determined the need for redesign and restructure of the web pages (2006-2008)</p> <p>A list of approved Distance Education courses (2004-2008)</p> <p>Book publications (2004-2008)</p> <p>Conference presentations</p> <p>Increase in # of faculty with</p>	<p>Science Laboratories in the E.E. O'Banion New science building.</p> <p>Computer Laboratories in Every department.</p> <p>Minutes of meetings</p> <p>Office of Sponsored Programs files</p> <p>Office of Distance Education and college department offices.</p> <p>Course offerings online and in registrar's office</p> <p>True Outcomes</p> <p>http://pvamu.edu/pages</p>	<p>Y</p>

	Faculty training in information technology	<p>technical training and knowledge trained (2004 – 2008)</p> <p>Number of web-assisted and web-based courses (2004 – 2008)</p> <p>Grant Awards self study revealed a market and need for web-based or web assisted courses</p>		
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