



AUGUSTA UNIVERSITY

PAMPLIN COLLEGE OF ARTS, HUMANITIES, AND SOCIAL SCIENCES

Pamplin 2023 Strategic Plan

OUR MISSION

The Katherine Reese Pamplin College of Arts, Humanities, and Social Sciences fosters critical thinking about complex questions of the human experience; cultivates skills in written, verbal, and creative expression; promotes active citizenship and community engagement; and prepares graduates for diverse careers in quickly changing globalized environments.

OUR VISION

The Katherine Reese Pamplin College of Arts, Humanities, and Social Sciences will be a destination for diverse students, educators, researchers, and creators committed to innovation, dissemination of knowledge, and enriching the community.

FOCUS AREA 1: TEACHING AND LEARNING

GOAL: TO PROVIDE EXCELLENT INSTRUCTION AND INNOVATIVE CURRICULUM THAT MEETS THE NEEDS OF STUDENTS IN 2023 AND BEYOND

STRATEGY 1: Provide students with more high-impact/experiential/active learning opportunities and expand professional development and applied research opportunities for students.

STRATEGY 2: Ensure adequate resources for excellent instruction in all disciplines.

STRATEGY 3: Explore possibilities for new certificates, interdisciplinary and graduate programs, and options within the core curriculum.

STRATEGY 4: Promote faculty development in teaching and learning.

STRATEGY 5: Foster college-wide understanding of standards of teaching effectiveness/excellence, and develop clear tools for the measurement and recognition of faculty achievements in teaching.



Recommended implementations:

Tactic 1: Create a task force to explore additional Pamplin options within the core curriculum and in requirements for majors.

Tactic 2: Provide faculty with more training and instructional support to offer face-to-face, online, and hybrid courses.

Tactic 3: Establish a college Technology/End Users committee to assess faculty technology and training needs.

FOCUS AREA 2: RESEARCH, SCHOLARSHIP, AND CREATIVE ACTIVITY

GOAL: TO PRODUCE INTERNATIONALLY RECOGNIZED CONTRIBUTIONS TO THE DISCIPLINES OF ARTS, HUMANITIES, AND SOCIAL SCIENCES

Strategy 1: Provide more ways for faculty to devote more time to research and creative activity.

Strategy 2: Advocate for increased library resources and funding opportunities available to faculty and students to conduct research and creative activity.

Strategy 3: Expand research and creative activity opportunities and presentation forums on campus for students and faculty.

Strategy 4: Seek additional spaces to foster collaborative creative endeavors.

Recommended implementations:

Tactic 1: Develop new and innovative strategies to provide faculty with increased time to conduct research (e.g., combined section courses, dual taught courses, and work with IRB to speed up review process).

Tactic 2: Create a task force to measure the adequacy of library resources and present findings and recommendations to upper administration.

Tactic 3: Build the number of research awards/grants available to faculty, such as PPIF, PSRT, RSCA.

Tactic 4: Establish a task force to analyze faculty service time in comparison with assigned percentage of effort.

Tactic 5: Develop additional support mechanisms for faculty seeking external funding in support of their research and creative activities.



FOCUS AREA 3: VISIBILITY

GOAL: TO INCREASE THE VISIBILITY OF PAMPLIN: TO ITSELF, THE UNIVERSITY, THE COMMUNITY, AND OUR ALUMNI

STRATEGY 1: Establish new channels and outlets for communicating the meaning, value, and impact of Pamplin programs and experiences.

STRATEGY 2: Organize additional events on campus that highlight Pamplin College and increase recognition of Pamplin's accomplishments.

STRATEGY 3: Promote additional community and alumni involvement in the life of the College.

STRATEGY 4: Enhance the presence of Pamplin in the University's marketing and recruitment efforts (internal and external).

Recommended implementations:

Tactic 1: Create a Pamplin Magazine highlighting program and faculty achievements, alumni news, Dean's diaries, and student journals from Study Abroad/Away programs; with an online version on the website.

Tactic 2: Establish periodic Day(s) of Arts, Humanities, and Social Sciences: invite undergraduates to attend different events on the Summerville campus highlighting Pamplin programs.

Tactic 3: Expand Pamplin Awards Ceremony: increase faculty and student awards for excellence and involvement, research, diversity and inclusion; feature in Jagwire and University media.

Tactic 4: Collaborate more intensively with the Admissions office, Academic Advising, and Career Services to recruit new majors.



FOCUS AREA 4: COMMUNITY/COLLEGIALITY

GOAL: TO FOSTER A SUPPORTIVE AND COLLEGIAL ENVIRONMENT FOR STUDENTS, FACULTY, AND STAFF

STRATEGY 1: Promote communication between faculty and administrators, departments, and colleges.

STRATEGY 2: Promote faculty mentorship and collegiality.

STRATEGY 3: Promote opportunities to connect with the community.

STRATEGY 4: Promote interaction and collaboration between Pamplin students across departments.

Recommended implementations:

Tactic 1: Establish a task force to study salary and workload equity, and report findings and recommendations to upper administration.

Tactic 2: Seek to create a space on campus for faculty lunches and informal gatherings.

Tactic 3: Seek to create inviting spaces for Pamplin majors to meet, study, and socialize.

Tactic 4: Establish a task force to study and make recommendations for a program of faculty mentorship.

FOCUS AREA 5: DIVERSITY

GOAL: TO INCREASE THE RECRUITMENT AND RETENTION OF A DIVERSE FACULTY, STUDENT BODY, AND STAFF

STRATEGY 1: Recognize and publicize teaching and scholarship that fosters diversity and inclusion.

STRATEGY 2: Proactively seek diversity in faculty hiring, student recruitment, and retention of both.

STRATEGY 3: Consciously limit undue demands on the time of faculty of color, women, and LGBTQ+ for service related to diversity. Recognize and reward extra service when it occurs.

Recommended implementations:

Tactic 1: Establish as a regular recruitment practice the placing of departmental advertising in publications/listservs aimed at faculty of color and other often-marginalized groups.

Tactic 2: Establish an annual award for teaching and/or scholarship that honors “the diversity of the human experience” (a cash award, where the recipient gives well-publicized formal presentation).

Tactic 3: Seek a mechanism to ensure that, in annual evaluations and faculty effort percentage assignments, department chairs will be attentive to an equitable service load for faculty of color, women, and LGBTQ+. Provide meaningful recognitions to highlight the value of such contributions.

Tactic 4: Establish a task force to analyze diversity and inclusion in curriculum, programs, and institutional requirements.

Pamplin 2023 Strategic Plan — Implementation Plan

Focus Area	2018-19	2019-20	2020-21	2021-22
Focus Area 1: Teaching & Learning	<p><i>Beginning Fall 2018, Academic Policies Committee* and two members of the FC/Strategic Planning Committee will meet at least 3 times per semester (through 2021) to discuss tactics for implementing new curricula.</i></p> <p><i>*In Feb 2019, this committee was renamed the Curriculum Committee, per approved change to the Pamplin bylaws.</i></p>	<p><i>In Fall 2019, FC/Strategic Planning Committee will conduct a focus group with department chairs and faculty who have served as Peer Evaluators to determine the sufficiency of the existing Peer Evaluation of Teaching process and recommend improvements.</i></p> <p><i>The Dean's Office will establish a Teaching and Learning Development Grant to provide support for faculty participating in external training and development workshops. A call for applications will be disseminated annually, beginning Spring 2019.</i></p> <p><i>Pamplin's representatives on the Senate BAITUR Committee will work with the Dean's Office to develop and administer a survey to all Pamplin faculty in Spring 2019 to assess current and future instructional technology needs. The results will be shared with BAITUR.</i></p>		
Focus Area 2: RSCA	<p><i>By May 2019, the Dean's Office will hire a college-embedded Associate Director of Development to oversee fundraising to advance college priorities, including support for RSCA.</i></p>	<p><i>In Fall 2019, the Pamplin Faculty Research and Development Committee and the Dean's Office will develop and administer a survey to all faculty to assess college-wide library and research resource needs. The results will be shared with upper administration and the libraries.</i></p> <p><i>In Fall 2019, FC/Strategic Planning Committee will conduct an analysis of faculty salary, workload equity, and service time in comparison with assigned percentage of effort.</i></p>	<p><i>In Fall 2020, the Pamplin FR&D Committee will establish and host an additional research presentation forum (separate from the Life of the Mind series), to be continued annually thereafter.</i></p> <p><i>In Fall 2020, FC/Strategic Planning Committee and the Dean's Office will develop and administer a survey to all faculty to assess college-wide space needs for teaching, research, and creative collaboration.</i></p> <p><i>In Spring 2021, begin fundraising (via the AU Comprehensive Campaign) to support faculty RSCA.</i></p>	

<p>Focus Area 3: Visibility</p>	<p><i>In Fall 2018, develop and disseminate the first issue of a Pamplin news magazine highlighting program and faculty achievements, alumni news, Dean's diaries, and student journals from Study Abroad/Away programs, with an online version on the website.</i></p> <p><i>In Fall 2018, implement a Retired Faculty Club with a luncheon in fall and a reception in spring, recurring annually.</i></p> <p><i>In Fall 2018, the College P&T Committee will make recommendations for an expanded Pamplin Awards Ceremony, which in Spring 2019, the Dean's Office will plan and host to recognize outstanding faculty achievement.</i></p>	<p><i>In Fall 2019, establish local alumni clubs to promote ongoing engagement with Pamplin.</i></p>	<p><i>During AY2020-21, FC/Strategic Planning Committee will develop and launch a high-visibility event highlighting Pamplin programs and involving Pamplin alumni.</i></p>	
<p>Focus Area 4: Community/ Collegiality</p>	<p><i>In AY2018-19, the FR&D Committee will study and make recommendations for a program of faculty mentorship.</i></p>		<p><i>During AY2020-21, FC/Strategic Planning Committee will develop and launch a high-visibility event highlighting Pamplin programs and involving Pamplin alumni.</i></p>	<p><i>In Fall 2021, based on the results of a space needs survey, FC/Strategic Planning Committee will identify and make recommendations for spaces for faculty lunches and information gatherings, as well as for Pamplin majors to meet, study, and socialize.</i></p> <p><i>In Fall 2021, FC/Strategic Planning Committee will conduct an analysis of faculty salary, workload equity, and service time in comparison with assigned percentage of effort.</i></p>

<p>Focus Area 5: Diversity</p>	<p><i>In Fall 2018, the College P&T Committee will make recommendations for an expanded Pamplin Awards Ceremony—including an award for teaching/RSCA that honors “the diversity of the human experience”—which the Dean’s Office will award in Spring 2019.</i></p> <p><i>Beginning Fall 2018, APC* and two members of the FC/Strategic Planning Committee will meet at least three times per semester (through 2021) to discuss tactics for implementing new curricula. Some of these meetings should include explicit attention to diversity and inclusion in the curriculum, programs, and institutional requirements.</i></p> <p><i>*In Feb 2019, this committee was renamed the Curriculum Committee, per approved change to the Pamplin bylaws.</i></p>	<p><i>In Fall 2019, in conjunction with SGA, Pamplin will co-sponsor an annual speaker series that addresses issues of diversity and inclusion.</i></p> <p><i>In Fall 2019, FC/Strategic Planning Committee will conduct an analysis of faculty salary, workload equity, and service time in comparison with assigned percentage of effort.</i></p>		
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