

## **FY20 Unit Plan – Pamplin College of Arts, Humanities, and Social Sciences**

### **GOAL 1: Recruit majors into programs with capacity in pursuit of “16 by 30”**

- Promote the new BA in Health, Society, and Policy program.
- Promote the new BFA Animation program.
- Diversify recruitment strategies for the BA Integrated Studies.
- Explore development of an Industrial Design concentration under the BFA.
- Develop a new BFA in Film and Theatre.

### **GOAL 2: Increase support for faculty development and recognition to foster a culture of excellence**

- Plan and host workshops to improve instructional delivery, including online instruction.
- Expand recently implemented Pamplin Awards Reception.
- Plan and host workshops to improve faculty research and professional skills.

### **GOAL 3: Elevate RSCA productivity and prestige to help raise the profile of the college.**

- Identify and utilize available resources to provide targeted financial support for high-impact faculty Research, Scholarship, and Creative Activity (RSCA).
- Increase competitiveness of PPIF awards to incentivize faculty to present more of their work at national/international venues.
- Identify external support to supplement college resources in funding faculty RSCA activities.
- Increase student involvement in RSCA beyond the classroom.

### **GOAL 4: Cultivate stronger relationships with alumni and potential donors**

- Establish a college “Hall of Fame” to honor alumni for significant lifetime achievements.
- Involve alumni more fully in the life of the college through strategic events.
- Increase efforts to recognize philanthropic supporters.
- Leverage existing communication channels with alumni to strengthen rapport and collect feedback about their AU/Pamplin experiences.