



College of the Arts

R2 Roadmap

(Revised by COTA Leadership Team 4/19/22)

Transformational student engagement through professional practices in the Arts

1. Strategic recruitment initiatives to increase enrollment and attract exemplary students
 - a. Refine audition and admissions processes
 - b. Expand recruitment events, festivals, conferences, competitions, and P-12 teacher programming
 - c. Implement targeted recruitment and enrollment management plans with measurable goals for each unit

2. Improve student retention, progression, and graduation rates
 - a. Advance professional advising, focusing on effective communication with units and students
 - b. Develop curricular revisions, expansions, and programming to support student success
 - c. Engage and retain highest achieving students

3. Increase student participation in undergraduate scholarship, creative activity, and applied learning experiences
 - a. Increase student participation in honors courses and programming
 - b. Grow undergraduate research within coursework
 - c. Increase support for student scholarship and creative activity
 - d. Expand internship and service-learning opportunities

4. Expand graduate programming
 - a. Grow enrollment within MA in Art & Design program
 - b. Develop a concept paper for graduate programming in BSOM
 - c. Implement Double Owl pathways

5. Increase external impact of faculty research
 - a. Increase external peer-reviewed scholarship and creative activity products
 - b. Advance external grant funding
 - c. Increase Research Advisory Committee programming and initiatives
 - d. Develop faculty residencies and exchanges
 - e. Leverage marketing and communication to promote outstanding faculty research and creative achievements

6. Nurture a culture of diversity and inclusive excellence
 - a. Effectively engage students, faculty, and staff in DIE dialogue
 - b. Develop DIE programming, support networks and training for students, faculty, and staff

7. Expand community and disciplinary engagement activities
 - a. Establish purposeful industry and community partnerships
 - b. Expand community engagement initiatives
 - c. Expand guest artist residencies and exchange programs

8. Develop effective fundraising strategies
 - a. Establish advisory boards in all units
 - b. Increase impact of annual COTA Gala
 - c. Increase student scholarships and program support across COTA

9. Enhance the COTA presenting season
 - a. Expand branding and marketing initiatives
 - b. Refine season planning calendar and process
 - c. Implement annual *ArtsKSU* Engagement Roadmap
 - d. Produce annual Season Preview Event
 - e. Expand *ArtsKSU* Membership program
 - f. Increase attendance at *ArtsKSU* events