

# Visual Communications Technologies

## Mission

The Division of Visual Communications Technologies teaches students the necessary skills, ethics and creativity to excel in their chosen field.

## Vision

Visual Communications Technology will prepare students for employment in graphic design, multimedia, photography and jewelry design.

To accomplish this:

- These programs are committed to preparing students so they can creatively solve complex assignments and demonstrate the elevated skill level required by industry.
- We seek to develop students with positive work-related attitudes and behaviors who will demonstrate effective team building capabilities, a genuine concern for client satisfaction, the ability to manage change and ambiguity, an awareness of ethics, and current businesses practices.
- Graduates will have learned to utilize current and emerging technologies as tools for research, project management, and life-long learning opportunities.

## Core Values

**Excellence** – We seek excellence in all our endeavors, and we are committed to continuous improvement.

**Intellectual Freedom** – We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

**Integrity** – We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.

**Service** – We believe that serving others is a noble and worthy endeavor.

**Diversity** – We respect others and value diversity of opinion, freedom of expression, and other ethnic and cultural backgrounds.

**Stewardship of Resources** – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

## **Goals, Critical Success Factors, and Objectives, With Strategies**

**Goal One: Academic Excellence and Student Development. Enhance academic excellence in instructional programs division-wide. Embed technical, educational, and leadership skills across the division and create educational outreach situations where possible.**

### **Critical Success Factors:**

- An assessment plan for documenting and improving student learning is in place and being implemented for 100% of division students beginning in fall, 2003
- Each graduating student will complete goals, career planning, and interviewing with 74% accuracy
- Increase student satisfaction to 90%
- Increase employer satisfaction to 90%
- Increase internship quality/relevance to 90%

### **Objectives:**

**Objective 1.1:** Develop and implement a division assessment plan for documenting and improving student learning.

#### Strategies:

- Work with faculty and staff to ensure relevancy of our assessment plan.
- Improve course content by aligning with assessment outcomes.
- Evaluate the effectiveness of the assessment plan each semester.

**Objective 1.2:** Enhance academic excellence.

#### Strategies:

- Curriculum in each program will be updated/enhanced by fall 2004.
- Improve flexible course sequencing opportunities by fall 2004.
- Institute peer-to-peer mentoring, support and tutoring by fall 2004.
- Annually upgrade equipment/software to industry standards.

**Objective 1.3:** Embed technical, educational leadership skills across division.

#### Strategies:

- Actively promote and reward teaching excellence.
- Encourage and support extracurricular training.
- Encourage and support peer-to-peer teacher training.

**Objective 1.4:** Create educational outreach situations where possible.

Strategies:

- Work with students, faculty and industry to create/promote the best internship experiences.
- Work with industry partners to create/promote teaching/learning situations.
- Work with area agencies to attract students from under-represented groups.

**Objective 1.5:** Consider the holistic aspects of our educational mission.

Strategies:

- Foster educational opportunities outside the traditional classroom environment.
- Connect student with our division through relevant social and educational opportunities.
- Create peer-to-peer educational opportunities.
- Establish a dialog with area high school and middle school students.

**Objective 1.6:** Prepare students for entry-level career performance.

Strategies:

- Promote industry field trips.
- Promote the highest quality internship opportunities.
- Teach to current industry standards.
- Infuse professional guest speakers in all appropriate classes.

**Objective 1.6:** Enhance the quality of the graduating students' portfolios.

Strategies:

- Continue the practice of industry portfolio review.
- Enhance faculty portfolio review for underclass students.
- Enhance the “real-life” work experience in Capstone class.

**Objective 1.7:** Create more opportunities for faculty and student interaction within the unit.

Strategies:

- Institute faculty-lead special workshops for students.
- Require a faculty-student meeting in the first month of each class.
- Add an additional faculty-lead student appreciation/retention activity semi-annually.

**Objective 1.8:** Increase the quality of student work as seen by internal and external reviewers.

Strategies:

- Promote the highest quality internship opportunities.
- Teach to current industry standards.
- Infuse professional guest speakers in all appropriate classes.
- Enhance faculty portfolio review for underclass students.
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**Goal Two: Image. Enhance reputation of division programs at local, regional and national level.****Critical Success Factors:**

- 100% of graduates will have participated in a high-quality internship.
- Expand internship opportunities to national and regional areas by 10% within two years.
- Successfully implement and run annual *Genesis* art competition for high school students.
- Recruit in all the major regional metropolitan markets over the next five years.
- Create two additional annual recruitment events for the division.
- Create and distribute a Visual Communications view book-style marketing brochure.

**Objectives:****Objective 2.1:** Enhance reputation of division at local, regional and national level.

## Strategies:

- Institute and run high school art competition.
- Produce new view book/division brochure.
- Create contact database for regional high school art programs/teachers.
- Keep alumni contacts current and include in our mailing activities.
- Continue upgrading the quality of our advisors.
- Enhance and continuously update web presence.

**Objective 2.2:** Expand internship opportunities to national and regional area.

## Strategies:

- Use alumni database to establish new internship opportunities.
- Contact new businesses for potential internships.
- Encourage student entrepreneurship in finding internships.

**Objective 2.3:** Focus on highest quality employment opportunities.

## Strategies:

- Continue working with advisors and industry contacts to find employment opportunities.
- Encourage more industry guests to attend the end-of-semester portfolio reviews.
- Encourage alumni to attend the end-of-semester portfolio reviews.
- Encourage students to consider working outside of immediate geographic area.

**Objective 2.4:** Ensure availability of adequate and appropriately allocated resources for students.

Strategies:

- Monitor class fees necessary for all classes.
- Maintain full enrollment in all programs.
- Continue solicitation of donations.
- Write grants where appropriate.

**Objective 2.5:** Collaborate with university/system marketing efforts.

Strategies:

- Chair serves and advises marketing committee.
- Division will provide design and photography support where appropriate.
- Division will tie marketing efforts to university/system where possible.

**Objective 2.6:** Remodel and enlarge the Visual Communications building.

Strategies:

- Continue fundraising efforts including targeting donations toward remodel and expansion of department.
- Re-work WOW walls in department spaces.
- Update or replace current exhibits where appropriate.
- Place a multimedia driven plasma monitor in division foyer.

**Goal Three: Recruitment and Diversity. Improve student recruitment, retention and graduation. Garner support and share strategies with all university constituencies to create a team-centered approach to recruitment and retention. Commit the necessary resources to not only recruit under-represented students, but to create the best environment to ensure their academic success.**

**Critical Success Factors:**

- 100% of students will have a structured internship that will enhance the quality of student learning
- Encourage 100% student participation in service-learning projects within the local and regional community
- Increase the number of students from outside the Tulsa region to 30% of enrollment
- Increase the number of under-represented students in all programs to match state/regional averages
- Grow division enrollment in graphic design, photography, and multimedia programs:
 

Graphic Design	175
Multimedia	55
Photography	70
- Increase division fall enrollment capacity to 300 students in two years
- Within five years increase graduation to the following number of students per year:
 

Graphic Design	50
Multimedia	15
Photography	20
- Maintain a level of 90% satisfaction among graduating students

**Objectives:**

**Objective 3.1:** Develop an effective program for recruitment and retention of a diverse student population.

Strategies:

- Institute the division recruitment plan while remaining aware of other recruitment opportunities that may arise.
- Continue offering outstanding tours of our department.
- Follow up with all students who express an interest in our programs.
- Work with area agencies to recruit under-represented students.
- Garner support and share strategies with all university constituencies to create a team-centered approach to recruitment and retention.
- Identify and cultivate additional education programs in the region as potential recruitment centers.
- Cultivate potential sources of financial aid/scholarships for under-represented students.
- Work with university admissions councilors to provide the clearest message to potential students.

- Commit necessary resources to expand our student recruitment to an ever-widening geographic area.

**Objective 3.2:** Increase academic quality of students within each of the programs.

Strategies:

- Recruit students with four-year degrees.
- Use fee waver monies to reward academic performance of prospective students.
- Institute entrance requirements in graphic design program.

**Objective 3.5:** Create the best environment to ensure the academic success of a diverse student population.

Strategies:

- Institute peer-to-peer mentorship for under represented students.
- Institute peer-to-peer and faculty lead tutoring programs.



**Goal Four: Resources. Create new sources/revenue streams to support division infrastructure, technology and facilities. Be open to opportunities where fiscal, economic and human resources can best be shared at the unit through system levels.**

**Critical Success Factors:**

- In the next five years create capital fund of \$200,000
- Write two significant grant proposals annually

**Objectives:**

**Objective 4.1:** Enlarge and remodel existing building and enhance available technology and software.

Strategies:

- Work directly with our advisors to identify possible donation and revenue sources.
- Work with industry leaders to identify possible donation and revenue sources.
- Solicit gifts in kind donations from software and hardware manufacturers.

**Objective 4.2:** Share division's creative resources throughout the OSU-System.

Strategy:

- Work with other divisions and units throughout the system to share our expertise in graphic design, photography and multimedia.
- Consult with appropriate agencies throughout the system.

**Objective 4.3:** Write and submit two significant grant applications per year.

Strategy:

- Identify potential grant sources from government and private agencies.
- Identify grant opportunities that will benefit Visual Communications and other units.

**Goal Five: Strategic Alliances. Strengthen existing, while creating new strategic alliances, partnerships, and collaborations at the local, regional, and national level.**

**Critical Success Factors:**

- Conduct educational needs assessment for each program with potential employers/advisors
- Identify, contact and present to five new potential company-partnerships per year
- Establish relationships with five new companies for advisor/employer/internships

***Objectives:***

**Objective 5.1** Conduct educational needs assessment for each program.

Strategies:

- Survey industry partners.
- Research best practices at other educational program.

**Objective 5.2:** Strengthen existing—while creating new—strategic alliances, partnerships, and collaborations at the local, regional, and national levels.

Strategies:

- Continue working with advisors and professional contacts to find opportunities for industry partnerships.
- Encourage more industry guests to attend the end-of-semester portfolio reviews.
- Encourage alumni to attend the end-of-semester portfolio reviews.

**Goal Six: Economic Development/Quality of Life. Focus the educational mission to best prepare students to serve their respective industries. Prepare students for employment at the highest economic level possible.**

**Critical Success Factors:**

- Conduct needs assessment for potential employers
- An assessment plan for documenting and improving student learning is in place and being implemented for 100% of division students beginning in fall, 2003
- Each graduating student will complete goals, career planning, and interviewing with 74% accuracy
- Increase student satisfaction to 90%
- Increase employer satisfaction to 90%
- Increase internship quality/relevance to 90%

**Objective 6.1:** Focus the educational mission to best prepare students to serve their respective industries.

Strategies:

- Find and promote the best quality internship opportunities.
- Continue supporting service-learning opportunities.
- Continue supporting and enhancing the Capstone class experience.
- Enhance reputation of division at local, regional and national level.
- Continue upgrading the quality of our advisors.
- Expand internship opportunities to national and regional area.
- Use alumni database to establish new internship opportunities.

**Objective 6.2:** Prepare students for employment at the highest economic level possible.

Strategies:

- Find and promote the best quality internship opportunities.
- Continue supporting and enhancing the Capstone class experience.
- Enhance reputation of division at local, regional and national level.
- Continue upgrading the quality of our advisors.
- Expand internship opportunities to national and regional area.
- Use alumni database to establish new internship opportunities.
- Contact new businesses for potential internships.
- Encourage student entrepreneurship in finding internships.
- Continue working with advisors and industry contacts to find employment opportunities.
- Encourage more industry guests to attend the end-of-semester portfolio reviews.
- Encourage alumni to attend the end-of-semester portfolio reviews.
- Encourage students to consider working outside of immediate geographic area.

**Goal Seven: Human Resources. Enable faculty and staff to participate fully in the workplace and the community.**

**Critical Success Factors:**

- Increase number of faculty members by two
- Hire a full-time technical/computer support person
- Hire an additional administrative assistant for enrollment and student services
- Achieve salary and benefits comparable to industry
- Create specific written duties for faculty service
- 100% of faculty will be an active member of a professional organization
- 100% of faculty will participate in one professional training workshop per year
- 100% of faculty will visit at least three companies related to their field

**Objectives:**

**Objective 7.1:** Recruit and retain excellent, diverse faculty and staff.

Strategies:

- Recruit new faculty from quality higher educational institutions graduate programs.
- Emphasize the need to find qualified applicants from under-represented groups.
- Ensure that applicants have significant professional experience.
- Appropriately compensate qualified applicants.

**Objective 7.2:** Enable faculty and staff to participate fully in the workplace and community.

Strategies:

- Promote in-service training for all faculty and staff.
- Create field trip and professional guest speaking opportunities for faculty development.
- Create peer-to-peer workshop training opportunities for faculty to share knowledge and skills.

**Objective 7.4:** Support the professional development of the division's faculty and staff.

Strategies:

- Make faculty and staff aware of training opportunities.
- Allow faculty time to participate in training where possible.