

DESIGN, HOUSING AND MERCHANDISING DEPARTMENT

Mission

Design, Housing and Merchandising continuously improves scientifically based and technologically supported curricula, research and outreach programs, focusing on the development of solutions to contemporary and emerging problems within a framework of ethical and social responsibility.

Vision

Design, Housing and Merchandising will be internationally recognized for producing high quality scholars and scholarship focused on solutions to significant contemporary problems and challenges of the future.

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, Objectives, and Strategies

Goal One: Create for DHM students a collegial environment that encourages excellence, prepares for professional careers, enriches personal growth, fosters discovery of knowledge, and promotes leadership development.

Critical Success Factors:

- Achieve a 2/2 teaching load for all faculty with funded research/scholarship programs.
- Achieve an optimal undergraduate enrollment for each DHM Stillwater undergraduate program.
- Achieve 70-90 merchandising undergraduate majors at OSU-Tulsa by 2009.
- Achieve a 20% growth in graduate student enrollment with 1/3 being doctoral students.
- Retain FIDER accreditation for the undergraduate interior design program and AAFA curriculum approval for the undergraduate apparel design and production program.
- Continue to increase the diversity of DHM student internships (i.e., size of firm, geographical location, industry segment, etc.).
- Refine an alumni tracking system to expand pertinent data regarding employment status, NCIDQ passage rates, salary, etc.
- Increase the number of DHM undergraduate students conducting honors and Wentz projects by 10%.
- Increase the number of ethnic minority students in DHM from 13% to 18%, and the number of male students from 4% to 6%.
- Achieve a 100% increase in the number of graduate student/faculty refereed publications (from 5 to 10 over five years).
- Achieve a 25% increase in the number of graduate student/faculty refereed presentations (from 28 to 35 over five years).

Objectives:

Objective 1.1: Recruit and retain outstanding undergraduate and graduate students from diverse backgrounds.

Strategies

- Continue to hold Career Horizons (DHM high school recruitment event) and include programs designed to appeal to academically strong students and students from diverse backgrounds.
- Maintain undergraduate entrance process for both undergraduate professional design programs.

- Strongly encourage undergraduate and graduate student participation in professional conferences.
- Work with the CHES APS office in an effort to increase the number of male and ethnic minority students in DHM.
- Develop quality graduate student brochures and explore other methods to recruit more graduate students.
- Recruit and retain faculty from diverse populations.
- Improve the DHM web presence.
- Revise articulation agreements with TCC and work with TCC to achieve a seamless transition to OSU.
- Establish OSU-Tulsa merchandising program in fall 2005.
- Market OSU-Tulsa merchandising program to achieve projected enrollment of at least 70 majors in 5 years.

Objective 1.2: Strengthen students' educational, leadership and professional experiences.

Strategies

- Maintain 2 DHM undergraduate student organizations and encourage service activities to benefit students and the community.
- Offer at least one study tour annually and an international study tour/experience every 2 years.
- Provide multi-disciplinary and interdisciplinary activities and courses for DHM undergraduate and graduate students.
- Continue to develop innovative courses and encourage students to take such courses.
- Encourage DHM undergraduate students' participation in professionally sponsored competitions.
- Encourage graduate students' submission of theses, dissertations, creative components, class work and designs for refereed presentation, publication, and competitions.
- Develop a tracking system to determine number of DHM students conducting honors and Wentz projects.
- Develop a tracking system for DHM internship sites in order to continuously expand the diversity and quality of DHM internships.
- Continue to incorporate new technologies into relevant courses.
- Continue to require pre-requisite courses for improved course integration and sequencing.
- Update graduate course rotation scheme.
- Develop a tracking system to identify relevant information about students completing minors.
- Host Air France Fashion Competition fall 2004 as a means of strengthening educational experiences of apparel design and production, and merchandising majors.

Objective 1.3: Enhance learning through discovery and application of new knowledge.

Strategies

- Increase the number of undergraduate students participating in research and design scholarship.
- Encourage graduate students to complete research or design creative components of sufficient quality for refereed dissemination.

Objective 1.4: Use educational technology to strengthen distance education opportunities.

Strategies

- Explore technology as a mechanism to expand collaboration with industry for increased student learning and for advisory board meetings.
- Increase number of faculty using web-based materials to supplement on-campus and distance education classes.
- Continue Design, Housing and Merchandising's participation in FFP GPIDEA.
- Explore Design, Housing and Merchandising's participation in the potential merchandising GPIDEA.
- Explore using the web-based version of PDM for apparel design and merchandising majors.

Objective 1.5: Collaborate with professional and industry partners for effective engagement.

Strategies

- Maintain a service learning component in 10% of Design, Housing and Merchandising's undergraduate courses and/or student organizations.
- Collaborate with Janine James and Michael Braumgart to develop an innovative course on sustainable textile products.
- Identify and explore potential partnerships that support instruction, research and outreach.
- Continue Design, Housing and Merchandising Advisory Boards and increase membership in both boards.
- Encourage faculty to interact with industry in various ways (including externships) to support our missions.
- Seek funding from business and industry partners to support OSU as hosts for the fall 2004 Air France Fashion Competition to be held at OSU-Stw.

Objective 1.6: Strengthen the Design, Housing and Merchandising physical infrastructure to support a learning environment.

Strategies

- Renovate large studio to incorporate various technologies and to demonstrate environmentally sustainable interior products.
- Seek expanded Computer Aided Design and other computer facilities for Design, Housing and Merchandising programs in Human Environmental Sciences.
- Seek larger and better equipped office space for DHM faculty.
- Acquire additional office space for new Design, Housing and Merchandising faculty positions.
- Update the Lighting and Technology Laboratory.
- Improve number and quality of Design, Housing and Merchandising graduate assistant offices.
- Acquire additional research space for DHM faculty and graduate students.
- Consider acquiring retail space to support the merchandising program.

Goal Two: Develop a learning environment for Design, Housing and Merchandising faculty and staff that fosters creativity and problem solving through the discovery, dissemination and application of knowledge.

Critical Success Factors:

- Tenure track faculty will average a minimum of one refereed publication or juried exhibition per year. Faculty whose primary scholarship output is design, will average a 1-3 ratio of publications to exhibitions in the mix over a 4-year time frame.
- Tenure track faculty will average a minimum of one proposal per year.
- Achieve a 2/2 teaching load for all faculty with externally funded research/scholarship programs.
- Achieve ongoing source of faculty development monies by working with the College Development Director.
- Design, Housing and Merchandising staff will participate in OSU, College, Design, Housing and Merchandising and other professional development activities with at least one staff member participating in one activity per year.

Objectives:

Objective 2.1: Strengthen and develop Design, Housing and Merchandising human resources to enhance scientific, outreach and instructional capabilities.

Strategies

- Hire additional faculty for Stillwater and Tulsa campuses.
- Continue to use Faculty Scholars as a means of strengthening new faculty in their multi-dimensional roles.
- Maintain senior faculty mentoring junior faculty.
- Increase travel support for faculty to attend professional meetings.
- Participate in all CHES professional development activities.

Objective 2.2: Increase knowledge discovery.

Strategies

- Tenure track faculty will maintain an active program of research/scholarship.
- Encourage graduate students to complete high quality theses, creative components, design projects and dissertations capable of juried dissemination.
- Maintain a 2/2 teaching load for all faculty participating in externally funded research/scholarship projects.

Objective 2.3: Encourage holistic development of faculty.

Strategies

- Encourage faculty to apply for sabbaticals, Big 12 fellowships, and/or other professional development activities.
- Use the Salmon Endowed Professorship to provide faculty development opportunities.
- Seek ongoing financial support for faculty development activities.

Objective 2.4: Enhance staff members' professional competencies.

Strategies

- Encourage DHM staff to participate in university and other staff enrichment workshops.

Objective 2.5: Continue development of an environment that encourages optimal productivity.

Strategies

- Participate in CHES advising plan in order to focus faculty efforts on mentoring.
- Streamline procedures to minimize duplication of effort.
- Continue to strengthen communication among the administration, faculty and staff.

Goal Three: Generate resources in support of Design, Housing and Merchandising's mission through sponsored programs, fundraising, and engagement with the broader community.

Critical Success Factors:

- All tenure track faculty will seek external funds to support their scholarship programs.
- Seek private funds to support instruction and research/scholarship infrastructure and activities.
- DHM will support CHES publicity efforts.
- Increase support of restricted and unrestricted funds by 5%.

Objectives:

Objective 3.1: Continue to strengthen image and public recognition of Design, Housing and Merchandising.

Strategies

- Promote Design, Housing and Merchandising students, faculty and staff accomplishments.
- Review Design, Housing and Merchandising, Human Environmental Sciences and OSU printed materials to achieve optimum market image and communication.
- Promote Design, Housing and Merchandising activities to attract positive public relations to the department.
- Host the 2004 Air France Fashion Competition in fall 2004 as a means of strengthening the image and public recognition of the Department of Design, Housing and Merchandising in Oklahoma and around the world.

Objective 3.2: Increase extramural support.

Strategies

- Increase the number of and dollar value of Design, Housing and Merchandising faculty external proposal submissions.
- Develop proposals that include indirect costs.
- Increase contact with industry to obtain product as gifts-in-kind.
- Work with the College Director of Development to consider private foundations as a potential funding source.

Objective 3.3: Increase Design, Housing and Merchandising private support through development.

Strategies

- Work with CHES Development Officer to secure gifts to support DHM programs.
- Maintain industry contacts to maintain their interest in DHM.

Objective 3.4: Continue to strengthen DHM alumni and friends involvement.

Strategies

- Invite DHM alumni and friends to speak in classes and to attend at least 1 event per year.

Goal Four: Strengthen community engagement for the enhancement of human & economic development.

Critical Success Factors:

- Provide business assistance to at least 4 communities annually.
- Work to maintain and/or create 10 businesses per year.
- Maintain a website that facilitates answers to business inquiries.
- Release media stories on an on-going and regular basis.
- 50% of survey in America Saves educational programming will improve one or more financial behaviors.
- Student participation in the High School Financial Planning Program will increase by 20%.
- Train 2000 potential home buyers annually.
- Maintain home buyer education partnerships in all 77 counties.
- Increase level of home buyer educators in Oklahoma.
- Maintain high quality standards and ethics for home buyer education.
- Obtain funding for projects supporting Oklahoma economic development activities.

Objectives:

Objective 4.1: Increase workforce development activities.

Strategies

- Enhance visual marketing skills of retailers through student engagement, in a service-learning process of providing on-site visual merchandising demonstrations, through and with OCES:
- Initiate one new workforce development activity per year through UED.

Objective 4.2: Increase partnerships with other agencies/industry to develop human capital.

Strategies

- Through and with Oklahoma Cooperative Extension Service:
 - Provide educational programs in areas requested by owners, Extension educators, and outside entities.
 - Identify core set of factors of successful businesses and develop an in-depth educational program in those areas.
 - Enhance and expand youth programming that encourages entrepreneurship.

- Increase skills and abilities of Extension educators in entrepreneurship.
- Continue to partner with ODDC in support of the built environment as a vehicle to enhance functioning of caregivers and client populations.

Objective 4.3: Increase partnerships with other agencies/industries for economic development/technology transfer.

Strategies

- Through and with Oklahoma Cooperative Extension Service:
 - Assist in expansion and growth of the OSU “Healthy Communities” multi-disciplinary team concept as a response to identified communities.
 - Build a program on developing “entrepreneurial communities”.
 - Seek federal, state, and local funding to enhance economic development work.
 - Conduct focused research into business success factors and the intertwining of family and business among home-based, micro and small business owners.
 - Create and maintain an updated website that provides a source of current and research-based information for business owners.
 - Participate in existing and expand cooperative partnerships with existing non-OSU entities involved in community and economic development at local, state, and national levels.
- Through Design, Housing and Merchandising research/scholarship projects:
 - Develop project and/or project components with a potential for Oklahoma economic development.

Objective 4.4: Enhance the financial security of youth, adults and families through increased financial literacy through Oklahoma Cooperative Extension Service.

Strategies

- Through and with Oklahoma Cooperative Extension Service:
- Provide opportunities for youth to acquire and practice consumer, financial and critical thinking skills through the 4-H Consumer Judging Activities and the High School Financial Planning Program.
 - Provide fall and spring newsletters for county extension educators, principals, teachers and financial services professionals, and others to enhance the financial literacy of older youth in Oklahoma.
 - Develop and implement youth, adult and family impact programs that address critical financial literacy issues.
 - Partner and collaborate with other organizations and agencies to enhance consumer, financial and economic education in Oklahoma for youth, adults, and families.

Objective 4.5: Enhance the ability of consumers to make appropriate homebuyer/homeownership decisions through Oklahoma Cooperative Extension Service.

Strategies

Through and with Oklahoma Cooperative Extension Service:

- Conduct two homebuyer education training and certification sessions per year.
- Monitor certification process for homebuyer education professionals.
- Assist with monitoring Oklahoma Homebuyer Education Association certified service providers.
- Develop materials in support of the homebuyer education program and evaluate the effectiveness of the program.