

The Institute for Creative and Collaborative Arts: Art, Communication, Music, and Design (ICCA)

MISSION

ICCA is an inclusive, intellectually curious, and diverse community that embraces creative inquiry, expression, and collaboration across disciplines. Our community of educators strives to foster access to the arts and communication, empowering our students to become educated global citizens and leaders in the 21st Century.

VISION

The ICCA will be a leader in promoting collaboration across disciplines by fostering critical and creative thinking, artistic expression, technological innovations, effective communication, cultural awareness, and community engagement.

PROPOSED PLANNING OBJECTIVES

1. **Teaching/Collaboration:** *The ICCA will foster creative projects that reflect successful teaching, collaboration among the Institute's disciplines, and the university's commitment to diversity.*
 - a. **Measures:** The ICCA will develop three collaborative creative projects within the Institute per academic year. Examples include creative events, courses, projects that incorporate different facets of the institute and serve our service region.
Criteria/KPIs: Quantitative criterion: Development of three collaborative projects per year. Qualitative criterion: Collaborative projects will be evaluated annually by the ICCA Assessment committee and recommendations for improvement will be shared with the ICCA faculty and staff.
 - b. **Measures:** Faculty will review eXplorance Blue in courses with enrollment of 10 or more as well as the secondary department evaluation method. (Link to [Criteria for Promotion and Tenure Document](#))
Criteria/KPIs: Faculty will provide a yearly comparison of *Raw* and *Adjusted* scores that average at least a 3.5 for the overall quality of the

course and instructor and demonstrate an overall positive pattern with either recommendation for action or conclusion of satisfaction with no adjustment required.

- c. **Measures:** The ICCA will investigate and adopt one new type of teaching evaluation to be used in conjunction with eXplorance Blue. This method will utilize current best practices in teacher evaluation.

Criteria/KPIs: The ICCA Tenure and Promotion committee will suggest an evaluation method by the end of the Fall 2021 semester; the faculty will vote on adoption of the measure by the end of February 2022.

2. Advising Effectiveness: ICCA advisors will provide quality advising to improve student success.

- a. **Measures:** A questionnaire or survey will be distributed to all ICCA students regarding their participation in and effectiveness of advising.
Criteria/KPIs: Results of the questionnaire will be evaluated to determine whether improvement is needed or if results are satisfactory. The ICCA goal is for 85% of students to describe their experience as “satisfied” or “very satisfied” overall.

- b. **Measures:** The ICCA will develop advising resources for faculty to encourage retention.

Criteria/KPIs: Online resources will be created by the Recruitment Committee and promoted for faculty by the beginning of the Spring 2022 semester. Training opportunities will be developed and initiated by the end of the Fall 2021 semester. Resources and training will be evaluated by the Recruitment Committee in even years.

3. Recruitment and Retention: *Re-evaluate on a biannual basis the institute’s recruitment and retention strategy designed to include all ICCA programs and establish specific recruitment and retention goals.*

- a. **Measures:** The ICCA, led by the Recruitment Committee, will develop a comprehensive and collaborative strategy for recruitment and retention.

Criteria/KPIs: The ICCA will complete an initial recruitment and retention strategy by the end of the Spring 2022 semester. The strategy will be evaluated by the ICCA’s Recruitment Committee every odd year. Retention numbers will be reported to faculty by each semester. The raw numbers of retained and recruited students will be the measure.

b. **Measures:** The ICCA will develop advising resources for faculty to encourage retention.

Criteria/KPIs: Online resources will be created by the Recruitment Committee and promoted for faculty by the beginning of the Spring 2022 semester. Training opportunities will be developed and initiated by the end of the Fall 2021 semester. Resources and training will be evaluated by the Recruitment Committee in even years.

4. **Facilities:** The ICCA will maintain classrooms, studios, laboratories, performance and streaming venues with up-to-date innovative technology that enhances the education of our students and serves the greater ECU community.

a. **Measures:** The ICCA will ensure alignment to facilities requirements of accrediting bodies (NASM, PUB).

Criteria/KPIs: Review annually in accordance with the accreditation and institutional guidelines. The criterion will be met by the completion of review with either recommendation for action or conclusion of satisfaction with no adjustment required.

b. **Measures:** The ICCA will invest at minimum \$10,000 per FY to support technology and software updates.

Criteria/KPIs: Budget appropriation will be assessed annually to ensure that the \$10,000 investment is being made.

c. **Measures:** The ICCA will seek at minimum \$5,000 in grants and outside funding to support technology and software updates.

Criteria/KPIs: Budget appropriation will be assessed annually to ensure that the \$5,000 goal is being reached.

5. **Diversity:** ICCA will increase diversity within the student and faculty recruitment, as well as in our curricular, co-curricular, and extra-curricular programs. Establish the institute as a destination of choice for underrepresented Minority (URM).

a. **Measures:** The ICCA will provide faculty development to promote awareness of diverse cultures and inclusive pedagogical practices to improve the Institute climate of inclusion.

Criteria/KPIs: The ICCA will host at least one faculty development opportunity each AY to promote awareness of diverse cultures and inclusive pedagogical practices to improve the Institute climate of inclusion.

b. **Measures:** Each academic program will improve the effectiveness of curriculum and educational programs with regard to diversity and inclusion.

Criteria/KPIs: Each academic program will identify and document one curricular or co-curricular area per AY.

c. **Measures:** The ICCA will feature collaborative projects to increase outreach and engagement with external communities/schools with large proportions of underrepresented minorities.

Criteria/KPIs: The ICCA will feature at least one collaborative project each AY.