

# ACADEMIC VISION AND MASTER PLAN

ACADEMIC AND STUDENT AFFAIRS



# Academic Vision

**A statement that communicates a value added expectation of academic excellence and the defining attributes**



# CHARACTERISTICS OF AN ACADEMIC VISION

- **Communicates values and passion**
- **Creates a mental picture**
- **Aspirational, but realistic**
- **Distinguishing**
- **Brief and clear**



## EXAMPLE OF ACADEMIC VISION STATEMENT

“San Diego State University seeks to be a nationally renowned university. . . SDSU will distinguish itself academically through research, scholarship and creative activities; community engagement; and internationalization of programs.”



## EXAMPLE OF ACADEMIC VISION STATEMENT

“Northern Michigan University will become the university of choice in the Midwest for students seeking a quality academic program with individualized attention in a high-tech learning environment.”



## EXAMPLE OF ACADEMIC VISION STATEMENT

“Xavier University, a comprehensive university in the Jesuit tradition, excels at educating students intellectually, morally and spiritually by challenging them to become men and women of integrity and compassion.”



# ACADEMIC MASTER PLAN

## A FIVE-YEAR PLAN (WITH ANNUALIZED EDITIONS) FOR REALIZING THE ACADEMIC VISION

- Goals
- Measureable Outcomes/Deliverables
- Strategies/Action Steps
- Needed Resources



# ACADEMIC VISION AND MASTER PLAN

THREE PHASES OF DEVELOPMENT





# THREE PHASES AND TIMELINE

Phase 1	Determine Academic Focus and Write Academic Vision	Completed by 5.30.14
Phase 2	Answer broad questions related to the vision: 1. Who (students) is our target audience? 2. What (degrees, certificates, general education) will we teach? 3. How (using high impact strategies) will we teach? <b>(Quality Enhancement Plan (QEP))</b>	Completed by 12.31.14
Phase 3	Develop a five-year Academic Master Plan with goals, measureable objectives, strategies, and needed resources; Develop the initial annualized plan in concert with 2015-16 budget development	Completed by 3.31.15



# ACADEMIC MASTER PLAN

*How?*

**BROAD INPUT FROM:**

- **INTERNAL (FACULTY, STAFF, STUDENTS)**
- **EXTERNAL (EMPLOYERS, ALUMNI, DONORS, COMMUNITY LEADERS)**

**STAKEHOLDERS**



# ACADEMIC MASTER PLAN

*How?*

**AMP LINK ON THE A&M-TEXARKANA  
HOME PAGE**

*Who?*

**FACULTY COMMITTEE**

**CHAired BY DR. CRAIG NAKASHIAN**



# QUESTIONS?

ACADEMIC VISION AND MASTER PLAN