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

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