

# College of Arts & Media

FY 2026 Strategic Plan Alignment and Budget Presentation

Interim Dean Mia Long Anderson



# College of Arts and Media

## Academic Departments

- Department of Art
- Department of Dance
- Department of Mass Communication
- School of Music
- Department of Theatre & Musical Theatre

## Centers

- Art Education Center
- Early Music Center
- Music Education Center

# CAM FY 2025 Accomplishments

## Priority 1: Prioritize Student Success and Student Access

- Boosted Enrollment Pipeline:
  - Partnered with Admissions on initiative to increase student applications, resulting in 25% increase in applications submitted for February 2025
  - Partnered with IMC to create digital campaign for MA in Emerging and Social Media, increasing fall-to-fall enrollment by 77%
- Created Innovative, Market-driven Programs:
  - Established new minor in Emerging Media and Innovation to increase workforce readiness through AI, XR, and other emerging media skill development
- Bolstered Retention Efforts:
  - Held multiple scholarship fairs for current CAM students, resulting in nearly 1,300 completed Scholarships4Kats applications

# CAM FY 2025 Accomplishments

## Priority 2: Embody a Culture of Excellence

- Expanded High-impact Opportunities:
  - Relaunched *The Houstonian*, simultaneously providing hands-on learning opportunities for students and creating a campus-wide sense of community
  - Supported national and international student travel for masterclass experiences, competitions, and career preparation opportunities
  - Secured \$165k in donor funding for film equipment and student film projects
- Continued CAM Ambassador Program:
  - Expanded representation from all CAM units and increased interaction with unit leadership
- Supported Professional Development:
  - Provided additional opportunities for unit leaders to attend external conferences related to higher education administration
  - Continued support for professional development for faculty and staff

# CAM FY 2025 Accomplishments

## Priority 3: Elevate the Reputation and Visibility of SHSU

- Expanded Internal and External Communication:
  - Launched the sixth edition of *CAM Magazine* and launched a monthly CAM newsletter for distribution to students, faculty, staff, and the greater CAM community
- Excelled in Areas of Exhibition, Performance, and Innovation:
  - Two School of Music students selected to perform at Carnegie Hall after winning top honors at the NY Golden Music International Competition
  - Professor Wojciech Lorenc won two awards from Meta's Reality Lab Division for his innovative work in a Virtual Reality (VR) competition
  - MCOM students received student production awards from the Lone Star EMMY® Educational Foundation
  - Professors Andy Noble and Dionne Noble's interdisciplinary, groundbreaking research project and performance, *Meeting of the Minds*, received a Chamber Music America 2025 Interdisciplinary Collaboration of the Year Award
  - Expanded CAM Artist Series to incorporate representation from all five CAM units
  - CAM Marketing Team and CAM Production Team supported over 200 exhibits and performances

# FY 2025 Accomplishments

## **Priority 4: Expand and Elevate our Service to the State and Beyond**

- Offered summer programming for school-aged children across multiple units (Art, Music) and increased summer engagement opportunities for current CAM students (Dance, Theatre and Musical Theatre)
- Hosted the Congressional Art reception at the National Science & Art Research Center in partnership with the Office of U.S. Congressman Pete Sessions
- Trish Ramsay (Art) is a participant in ~\$600k grant from the Gulf Research Program (GRP) of the National Academies of Sciences, Engineering and Medicine
- Huntsville Youth Orchestra completed its first year with the Powell Foundation grant
- MA in Band Studies program continues to develop band directors who teach across the nation

# FY 2026 Keep Doing

**Statement:**

The College of Arts and Media plans to keep support for summer programming across CAM units because expanded community engagement and student recruitment is aligned with the goals and outcomes of our established summer programming (workshops, campus, public events, etc.). We know these summer programs have an impact on visibility, reputation, and applications. This action aligns with Strategy 2: Embody a culture of excellence and Goal 2.2 – Align processes and resources, such as staffing, facilities, technology, and other assets to strategic priorities and will have increased enrollments in these programs and track applications in achieving Pillar 4 – Agility.

**Supporting Data:****Resources / Collaborations Required:**

Faculty, staff, CAM Production Team, Summer Camps Office, and CAM Marketing & Communications Team

# FY 2026 Keep Doing

**Statement:**

The College of Arts and Media plans to keep CAM emphasis on flexible models of instruction and modalities of delivery because students require supportive and flexible modalities of teaching (online, hybrid, term options) as appropriate to the course content. This action aligns with Strategy 1: Prioritize Student Success and Student Access and Goal 1.2 – Academic Agility and will increase enrollments, retention, and completion in these flexible programs in achieving Pillar 1 – Enrollment.

**Supporting Data:****Resources / Collaborations Required:**

Continued collaboration with SHSU Online to build out and support programs. Continued collaboration with Graduate Studies and IMC to market and promote graduate programs.

# FY 2026 Keep Doing

**Statement:**

The College of Arts and Media plans to keep meaningful goals and actions with University Advancement to grow financial support for academic programs (undergraduate and graduate) across CAM because without additional support CAM will not be able to meet our enrollment aspirations and maintain our culture of academic excellence across our undergraduate and graduate degree programs. This action aligns with Strategy 1: Prioritize Student Success and Student Access and Goal 1.1 – Recruit, retain, graduate, and empower students to drive sustainable growth, and will increase headcount across CAM in achieving Pillar 1 – Enrollment.

**Supporting Data:**

In the past year, we received donor gifts allowing for enhanced academic offerings, greater high-impact opportunities, and student financial support.

**Resources / Collaborations Required:**

Faculty, staff, Alumni Relations, and University Advancement

# FY 2026 Keep Doing

## **Statement:**

The College of Arts and Media plans to continue CAM recruitment efforts through partnerships with Admissions, Visitor Services, community colleges, and high schools because continuing recruitment efforts through partnerships with college admissions, local high schools, and community colleges is essential for CAM to enhance enrollment, increase student access, and boost revenue. These collaborations ensure a steady stream of prospective students, fostering a dynamic and vibrant academic community. By reaching out to students early and providing clear pathways to higher education, the college can attract talented individuals who might otherwise lack access to such opportunities. Additionally, increased enrollment directly contributes to the institution's financial stability, allowing for the expansion of programs and resources that benefit the entire student body. This action aligns with Strategy 1: Prioritize Student Success and Student Access and Goal 1.1 – Recruit, retain, graduate, and empower students to drive sustainable growth. We will track the admissions funnel for increased enrollment in achieving Pillar 1 – Enrollment.

## **Supporting Data:**

Through partnership with Admissions in waiving application fee for the month of February, CAM increased the number of applications 25% from February 2024.

## **Resources / Collaborations Required:**

Faculty, staff, CAM Production Team, Summer Camps Office, and CAM Marketing & Communications Team

# FY 2026 Stop Doing

**Statement:**

The College of Arts and Media plans to remove (stop) enrollment barriers related to curricular and prerequisite issues as appropriate to do so because so many courses are restricted to majors only, resulting access to minor students, upper-division electives, and transfer students. This action aligns with Strategy 1: Prioritize Student Success and Student Access and Goal 1.1 – Recruit, retain, graduate, and empower students to drive sustainable growth and will have increased retention and measurable progress towards degree in achieving Pillar 2 – Retention.

**Supporting Data:****Resources / Collaborations Required:**

Faculty, staff, Registrar

# FY 2026 Start Doing

## **Statement:**

The College of Arts & Media plans to start offering familiar, family-friendly productions to engage younger audiences and foster community connections. Selecting familiar, family-friendly productions will attract local families, schools, and prospective students, encouraging campus visits and building early loyalty. This strategy creates a pipeline of interest in college programs and enhances current students' portfolios. It enriches the student experience and broadens community engagement, making the university more visible and attractive to prospective students and the local public. This action aligns with Strategy 3: Elevate the reputation and visibility of SHSU and Goal 3.3 – Strengthen relationships with the greater SHSU community, including counties and municipalities and will have increased enrollment and revenue in achieving Pillar 1 – Enrollment.

## **Supporting Data:**

*FY25 KSS Submission 109:* “Offering well-known or family-friendly options each semester would effectively engage younger audiences, including high school students and families, while fostering a connection with the local community.”

- At present, many current CAM theatre productions require an “adult content” disclaimer, potentially impacting family attendance. Incorporating 1-2 family-friendly productions each year will attract families and enhance CAM’s position as the arts and culture hub of the greater Huntsville/Walker County community.

## **Resources / Collaborations Required:**

Faculty, staff, CAM Production Team, CAM

# College of Arts & Media Summary

## Keep Doing

**Keep #1:** Summer Programming

**Keep #2:** Flexible Instruction Models

**Keep #3:** University Advancement Relationship

**Keep #4:** Continuous Recruitment

## Stop Doing

**Stop #1:** Enrollment Barriers

## Start Doing

**Start #1:** Familiar, family-friendly productions

# Questions?



Sam Houston  
State University

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