

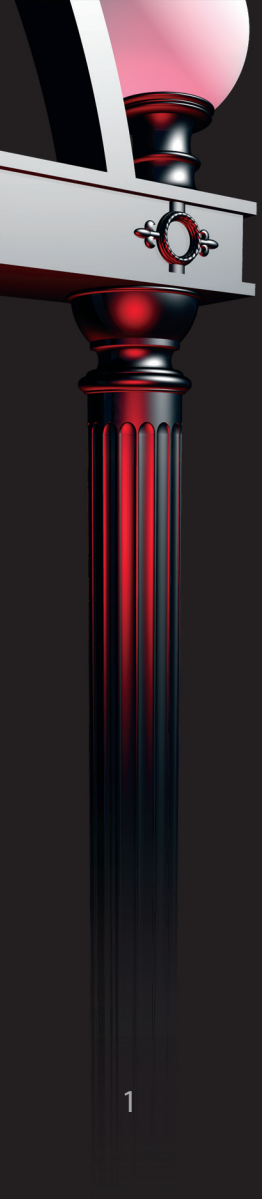
*FACS*

College of Family and Consumer Sciences

**Strategic Plan**

**2010-2020**

The University of Georgia



## The Strategic Planning Process

**B**eginning in 2008, input was sought from multiple sources regarding the 2010-2020 FACS Strategic Plan. Students attending the annual Leadership FACS retreat, FACS alumni officers, the college's administrative team, and the faculty and staff of the college as a whole, engaged in a series of environmental scans as a way of identifying the needs, wants and aspirations of the college.

In fall 2010, the faculty affairs committee teamed with the college's executive committee to begin the process of incorporating the wealth of information gathered from others into a single document. The strategic planning committee chose the University of Georgia's 2020 Strategic Plan as its blueprint and used the seven strategic directions as its starting point. Dividing into groups of two and three, committee members developed a series of benchmarks and strategies for meeting each goal.

Following completion of the goals, strategies and benchmarks for the FACS strategic plan, the committee met as a whole to review its progress. In order to ensure that the process was as inclusive as possible, an online survey was sent to all of the college's faculty and staff, asking them to rank their preferences. The results of the survey were then shared with the College Assembly, the governing body of the college. Using clicker technology, members of the College Assembly voted on whether to keep, drop or revise each goal, strategy and benchmark. A final revision of the strategic plan incorporated information gathered from the College Assembly.

## **A Brief History of FACS**

The roots of the present-day College of Family and Consumer Sciences date back to 1918 and the admittance of the first female undergraduates at the University of Georgia. As part of an effort to meet the growing demand for home economists who were working throughout Georgia as a part of Cooperative Extension, these young women were admitted to the Division of Home Economics, which was then a part of the College of Agriculture. In 1931, the Division of Home Economics and the Department of Home Economics at the Georgia State Teachers' College were merged into the UGA School of Home Economics, which became the College of Home Economics in 1978. In 1990, the College of Home Economics was changed to the College of Family and Consumer Sciences as part of a nationwide trend to better reflect the field of study.

In the nearly 90 years since its founding, the college has grown and expanded and now comprises four departments. Each department offers undergraduate, master's and PhD degrees. The college has long enjoyed a reputation of being student centered while also producing internationally recognized research and outreach programs.

The College of Family and Consumer Sciences is currently housed in 12 buildings. A new building, to be located on Lumpkin Street, has been designated to house the college.



**GOAL 1:** Build on excellence in undergraduate education by increasing student involvement, enhancing academic advising, providing the learning environment necessary to ensure that programs of study are relevant to today's needs, extending student recruitment to reflect a diverse student body and recruiting the best and brightest students.

**Benchmark 1:** Create innovative programs of study:

- A: Evaluate the need for new majors, minors and emphases in the college.
- B: Provide increased experiential learning opportunities such as the Legislative Aide Program, student organizations, service learning, and internships.
- C: Integrate opportunities for undergraduate research into the curriculum.
- D: Evaluate existing study abroad programs and explore adding new programs.
- E: Increase student participation in study abroad.
- F: Integrate global and diverse perspectives into course goals.
- G: Develop and strengthen collaborations with other schools and colleges.
- H: Maximize class enrollments while maintaining the effectiveness of instruction.

**Benchmark 2:** Enhance the effectiveness of academic and career advising:

- A: Foster student-to-student mentoring.
- B: Implement findings from the UGA advising survey completed by students.

**Benchmark 3:** Strengthen student recruitment to reflect a diverse student body:

- A: Increase undergraduate enrollment by recruiting the best and brightest undergraduate students.
- B: Increase the diversity of the college's undergraduate enrollment.

**Benchmark 4:** Increase student involvement in curricular and co-curricular activities:

- A: Increase student membership in professional organizations.
- B: Foster opportunities to socialize between majors and organizations within the college.
- C: Increase opportunities for students and faculty to interact outside the classroom.
- D: Maintain leadership roles in campus organizations.
- E: Provide appropriate space for student meetings.



**GOAL 2:** Build on excellence in graduate education by increasing funding, providing flexible course offerings, and establishing collaborations across colleges.

**Benchmark 1:** Increase enrollment by increasing funding for graduate education:

- A: Increase the number of assistantships.
- B: Increase the amount of assistantships.
- C: Increase the number and amount of travel awards.

**Benchmark 2:** Determine demand for alternative delivery of graduate courses and programs:

- A: Evaluate potential and current students' preferred times for on-campus classes.
- B: Evaluate potential and current students' preference for online classes.
- C: Consider adjusting times for on-campus classes and on-line offerings as needed.

**Benchmark 3:** Establish additional collaborations within the college, throughout UGA and with other institutions to enhance research opportunities for students.

**Benchmark 4:** Explore opportunities for international exchanges among student and faculty.



**GOAL 3:** Invest  
in current and  
emerging areas  
of research  
excellence in  
Georgia and the  
world.

**Benchmark 1:** Position the College as a hub of state, national and international excellence in family and consumer sciences related research:

- A: Increase faculty research stature through increased journal publications and presentations at national and international conferences.
- B: Increase funding for research from federal and non-federal resources.
- C: Explore opportunities for collaboration with colleagues across campus and at other institutions.

**Benchmark 2:** Hire and retain faculty with a significant focus on current or emerging excellence in FACS' areas of research:

- A: Identify emerging research areas when hiring new faculty and staff.
- B: Designate additional resources for supporting faculty in identified areas.
- C: Establish a formal mentoring program for junior faculty.
- D: Provide awards for excellence in research conducted by junior faculty.

**Benchmark 3:** Provide fiscal and technological infrastructure to conduct cutting edge research in the new FACS building.



**GOAL 4:** Serve the citizens of Georgia through educational programs and community partnerships.

**Benchmark 1:** Increase public awareness of FACS programming through Cooperative Extension and outreach programs:

- A: Address parenting and child development educational needs in Georgia.
- B: Provide educational programs in cooperation with government agencies and private partnerships to enhance financial stability in Georgia.
- C: Improve the health of Georgia citizens through nonformal education and outreach in nutrition, fitness and food safety.
- D: Provide educational programs that enhance the quality of housing and healthy living environments among Georgia households.
- E: Collaborate on developing multi-discipline programs such as the ASPIRE clinic that engage the citizens of Georgia in opportunities for strengthening families and communities.

**Benchmark 2:** Involve university students in outreach in Georgia and beyond:

- A: Engage students in service learning.
- B: Encourage internships through Cooperative Extension and other outreach programs.

**Benchmark 3:** Explore alternative funding partnerships to increase the number of FACS Cooperative Extension agents in the state.





**GOAL 5:** Improve  
faculty and staff  
recruitment,  
retention and  
development.

**Benchmark 1:** Recruit outstanding faculty and scholars:

- A: Establish additional endowed professorships and chairs.
- B: Identify top scholars in emerging areas.

**Benchmark 2:** Retain outstanding faculty:

- A: Earmark additional resources for faculty conducting research in identified areas of excellence.
- B: Increase the internal grant program funding to support research.
- C: Evaluate instructional, research and service loads to enhance productivity and achieve balance.
- D: Develop a matrix to determine productivity for merit pay increases.

**Benchmark 3:** Ensure the diversity of the faculty in the broadest sense:

- A: Continue to support racial, ethnic, and gender diversity.
- B: Recruit from a variety of institutions and areas of specialization.

**Benchmark 4:** Ensure that adequate staff are available to support the College.

- A: Provide development opportunities for staff to keep current in today's environment.
- B: Support the racial, ethnic and gender diversity of the staff.
- C: Consider current staff for promotions and reclassifications within the college.



**GOAL 6:** Enhance the physical and technological environment and capabilities to meet the needs of our students, faculty, staff and constituents.

**Benchmark 1:** Upgrade and modernize FACS buildings:

- A: Enhance technology to meet the needs of students, staff and faculty.
- B: Encourage the use of environmentally sound practices for cleaning and maintaining FACS buildings.
- C: Improve and modernize facilities (e.g., restrooms, lounge).

**Benchmark 2:** Construct a new building that will include teaching, research and outreach facilities:

- A: Design the building to support an interdisciplinary clinic (e.g., couples and family therapy, financial management, nutrition consultations and universal design).
- B: Incorporate state-of-the-art technology to enhance the College's teaching, research and outreach missions.
- C: Secure funding for furnishing the new building.



**GOAL 7:** Improve  
stewardship of  
natural resources  
and advance  
the college's  
dedication to  
sustainability.

**Benchmark 1:** Decrease energy consumption and waste in FACS buildings:

- A: Increase awareness of recycling efforts.
- B: Support initiatives to transform the campus from “high energy” to “low energy.”

**Benchmark 2:** Incorporate sustainable materials in the construction of the new FACS building:

- A: Investigate opportunities for student involvement in designing the new building.
- B: Work with university architects to ensure the new building is LEED certified.

**Benchmark 3:** Promote college and campus wide awareness of faculty and student leadership in sustainable living and learning:

- A: Increase college involvement in sustainability-related community activities.
- B: Identify and seek external funding opportunities for sustainability-related outreach and research efforts.
- C: Increase course offerings with sustainability-related content.

College of Family and Consumer Sciences

# **Strategic Plan** **2010-2020**

The University of Georgia



[www.fcs.uga.edu/college/strategic\\_plan\\_2010](http://www.fcs.uga.edu/college/strategic_plan_2010)

College of Family and Consumer Sciences

224 Dawson Hall

The University of Georgia

Athens, Georgia 30602

