



ARKANSAS STATE UNIVERSITY  
*College of*  
Liberal Arts & Communication

## Strategic Plan

### Effective 2017-2022

**College Mission:** To provide innovative educational opportunities that will enable lifelong learning, professional leadership, and engaged lives.

1. Recruit, retain, and graduate a quality, diverse student body and prepare them for roles as leaders in a global society.
2. Enhance the educational experience of our undergraduate and graduate majors.
3. Fulfill the University's liberal arts mission through the general education core.
4. Enhance and promote excellence in faculty scholarly, creative, and professional development.
5. Increase interdisciplinary collaboration.
6. Expand diversity and global awareness.
7. Extend the outreach of our College's programs.
8. Stabilize and make best use of institutional funding, space, and facilities.
9. Develop and strengthen the pursuit of external funding.
10. Create transparent processes for determining funding priorities and allocation of resources.