

SCHOOL OF DESIGN AND ART (SoDA) OPERATIONAL PLAN 2009-11

CORE ACTIVITIES

Excellent teaching that facilitates learning

FACULTY STRATEGIC OBJECTIVE	DEPARTMENT / SCHOOL INITIATIVES	MEASURABLE OUTCOMES	IMPLEMENTATION	
			WHO	WHEN
Implement initiatives to improve quality of teaching and learning				
Foster a culture of scholarship that informs teaching and learning				
Continue to support an innovative approach to teaching delivery	Art: Expansion and consolidation of OUA art courses.	Increased enrolment in OUA units	GC Ongoing	

Focus on areas of high impact, high quality research

FACULTY STRATEGIC OBJECTIVE	DEPARTMENT / SCHOOL INITIATIVES	MEASURABLE OUTCOMES	IMPLEMENTATION	
			WHO	WHEN
Increase the number of HDR students within the Faculty	Art & DESIGN: Increase number of PhD's MA's & Honours students GRADUATE STUDIES:	16 Scholarships for Art PhD's		
Develop selected research clusters				
Increase quantity and quality of research output				
Support staff engaged in research degrees				

Improve quality, efficiency and effectiveness of all activities

FACULTY STRATEGIC OBJECTIVE	DEPARTMENT / SCHOOL INITATIVES	MEASURABLE OUTCOMES	IMPLEMENTATION	
			WHO	WHEN
Focus on units and courses that meet community needs, are financially viable and are a competitive strength	ALL DEPARTMENTS: Engage with the University's C2010 initiative	All UG and PG (coursework) courses to be programmed into C2010 review Ongoing professional accreditation	HoDs HoDs	

STUDENTS AND CLIENTS

Enhance the overall experience of students through a student-centred approach

FACULTY STRATEGIC OBJECTIVE	DEPARTMENT / SCHOOL INITATIVES	MEASURABLE OUTCOMES	IMPLEMENTATION	
			WHO	WHEN
Develop and maintain a high standard of student support services by fostering a culture of student and client service	DESIGN: Improve first year experience Art Improve first year experience	Introduction of a mentoring scheme	PL NS	

Engage in productive national, international and community partnerships

FACULTY STRATEGIC OBJECTIVE	DEPARTMENT / SCHOOL INITATIVES	MEASURABLE OUTCOMES	IMPLEMENTATION	
			WHO	WHEN
Maintain and further develop strategic partnerships with business, industry, government and other universities, both national and international	ALL DEPARTMENTS: Engage industry input into course development and management	Departments to establish and hold course advisory board meetings		

Engage with indigenous communities

Continue commitment to Australia's Indigenous communities to enhance equity and access to higher education				
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Internationalisation

Improve internationalisation within the Faculty – programs, students, staff	<p>ALL DEPARTMENTS: Expose UG and PG students to international study overseas</p> <p>ALL DEPARTMENTS: Increase exposure of courses to international comparison</p>		
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Identify and meet emergent demands

FACULTY STRATEGIC OBJECTIVE	DEPARTMENT / SCHOOL INITIATIVES	MEASURABLE OUTCOMES	IMPLEMENTATION	
			WHO	WHEN
Identify and develop market opportunities in local, regional and international markets.	<p>ART: Develop new markets to diversify sources of international students</p> <p>DESIGN: Establish links with European Art and Design Schhols</p>	<p>Increase in enrolment of students from India</p> <p>DF undertook marketing trips to Europe/China to establish links.</p>	DF	Ongoing

CULTURE

Shared vision and values

FACULTY STRATEGIC OBJECTIVE	DEPARTMENT / SCHOOL INITIATIVES	MEASURABLE OUTCOMES	IMPLEMENTATION	
			WHO	WHEN
Improve cross-discipline and cross-divisional integration, collaboration, and consistency in teaching, research, administration and management	<p>ART: Expose School research strengths and interests to broader University community</p> <p>DESIGN Collaborative initiatives with Computer Science</p>	<p>Establish research symposium series to which University wide researchers are invited</p> <p>Joint teaching and research initiatives with CS</p>		

Recruit, develop and retain excellent staff

FACULTY STRATEGIC	DEPARTMENT / SCHOOL INITIATIVES	MEASURABLE OUTCOMES	IMPLEMENTATION	
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OBJECTIVE			WHO	WHEN
Increase recruitment and retention of staff with PhDs and teaching qualifications	DESIGN: Initiate search process for potential new ongoing staff	Employment of New staff with appropriate qualifications	LI	2011

FINANCIAL SECURITY

Diversify revenue streams and undertake efficiency reforms resulting in financial viability and sustainability

FACULTY STRATEGIC OBJECTIVE	DEPARTMENT / SCHOOL INITIATIVES	MEASURABLE OUTCOMES	IMPLEMENTATION	
			WHO	WHEN
Expand and diversify income sources	ART: Expand short course programs in art Art & Design: Summer School	50 enrolments into short courses in	JG	1

Implement and embed the new organisational structure

FACULTY STRATEGIC OBJECTIVE	DEPARTMENT / SCHOOL INITIATIVES	MEASURABLE OUTCOMES	IMPLEMENTATION	
			WHO	WHEN
Develop programs consistent with new schools				