

MCAD 2017: The Next Now

Plan objective: Position MCAD for national and international prominence

Offer curriculum that prepares students to become engaged global citizens

Establish identity as international center for art and design thinking

Increase MCAD's matriculation and student retention rates

Establish a solid financial foundation upon which to build a responsive and enduring institution

Strengthen current academic programs, add new academic programs, and expand online learning

Create a new interdisciplinary initiative called MCADWorks for students and faculty to apply art and design skills to solving complex economic, social, and environmental issues

Significantly increase scholarship support for students

Maximize earned revenue by achieving at-capacity enrollment in undergraduate and graduate programs

Increase the renown, competitiveness, and size of MCAD's graduate program

Increase the number and quality of DesignWorks projects

Create a comprehensive enrollment and retention plan

Communicate the relevance of and need for MCAD's art and design education

Provide unique applied learning opportunities that emphasize critical thinking, creative problem solving, and team-building skills

Conduct valuable research that informs the field and expands the definition of art and design practice and education

Provide a culturally supportive campus environment

Significantly increase contributed revenue

Provide a digital campus environment that supports the ongoing creation of new ideas and skills and effective campus-wide support services

Expand Career Services program

Build an attractive and updated campus community that supports academic programs and encourages collaborative learning

Determine feasibility of major fundraising initiative to support plan priorities and expand institutional endowment

Attract and retain the highest caliber faculty and staff

Provide outstanding Continuing Education opportunities

Provide outstanding cross-cultural teaching and learning experiences

Foster alumni pride and engagement