

***Kendall College of Art and Design of Ferris State University
2021-2022 Expectations***

Enrollment

KCAD will continue to use enrollment and diversity, equity, and inclusion as the filter for decision-making. KCAD will continue to work closely with the University on recruitment and retention initiatives. Working collaboratively with FSU Student Affairs, KCAD will work to align policies and practices with those of the university to increase access to shared resources in student support, student engagement, financial aid, and the admissions process. KCAD will work to be an integral part of the FSU Student Affairs division with the goal of increasing new student enrollment by Fall 2022.

Building on the active participation of the KCAD community in the university SPARC planning meetings, and university SPARC work groups on enrollment, KCAD will continue working with the university on the recruitment and retention activities with the Ferris community.

Student Success

As the university adopts a student success program, this will require KCAD to shift to a more accessible model to increase enrollment, and to offer support to improve retention and matriculation rates at KCAD.

The KCAD community will continue the hard work toward making our environment more inclusive, equitable, and diverse. Creating a bridge for KCAD students to utilize and benefit from interactions with the established identity centers at the university supports student success and expands resources to KCAD students.

Following the momentum of a student internship preparedness workshops, KCAD will expand opportunities to communicate and provide career services activities with our students. With the support of the university, KCAD will continue to expand opportunities for our students to understand their value in the workplace and the internship/employee/career opportunities available to them.

Stewardship

Following the success of the Higher Learning Commission (HLC) review this past academic year, KCAD is preparing for accreditation visits during the Spring 2022 semester from the National Association for Schools of Art and Design (NASAD), the Council for Interior Design Accreditation (CIDA), and the National Architectural Accrediting Board (NAAB). The self-study reporting assists in identifying strengths and opportunities for the programs and college. The emphasis on assessment in the curriculum and the initiative to establish college wide outcome criteria will strengthen the student educational experience.

Pride and Community

KCAD will work on building brand awareness and increasing effective messaging around career-oriented education in design and fine arts disciplines. Focusing on external communications, leveraging social media, and being a recognized part of the regional arts and design communities is a priority. Sharing our student, faculty, and alumni success; promoting

creative career opportunities; and building relationships with a variety of media channels to leverage the KCAD message is the focus of the Communications team.

Focusing on connecting to community, KCAD will direct efforts to partner and engage with the West Michigan community. KCAD is actively building partnerships with area school districts, the City of Grand Rapids, community organizations, corporate partners, and economic development agencies. The efforts of community education and engagement and the KCAD Innovation Hub will support and enhance these partnerships, while also assisting in identifying additional opportunities.