

# CAS 2020-21 Winthrop Plan SMART Goals

## Goal One: Being Student Ready

The College of Arts and Sciences (CAS) will **identify, assess, and implement** current best practices for **being student-ready**.

Winthrop Plan: [Enrollment and Retention \(Strategic Initiative 1.1\); Facilities, Technology and Programs that support Winthrop Students \(4.2, 4.3\)](#)

## Goal Two: Telling Our Story

CAS Deans and Departments **will update** digital and other marketing materials to 1) **tell the story** of our programs and institutional strengths and 2) **increase enrollment** in CAS programs.

Winthrop Plan: [Enrollment and Retention \(Strategic Initiative 1.3, 1.4\); Advancement and Fundraising \(Strategic Initiative 5.4\)](#)

## Goal Three: Supporting Faculty & Staff

CAS will **increase professional development support** for faculty and staff.

Winthrop Plan: [Faculty and Staff Recruitment and Retention \(Strategic Initiatives 3.1, 3.2, 3.3\)](#)

## Goal Four: Offering Dynamic Programs

CAS will **support and update existing and propose new** curricular and co-curricular programs that **align with** changing student access, labor market demands, and our commitment to produce informed and engaged citizens.

Winthrop Plan: [Culture of Innovation and New Programs \(Strategic Initiatives 1.2, 2.1, 2.2, 2.3\)](#)

## Goal Five: Increasing Efficiency and Sustainability

CAS will **increase efficiency and sustainability** in processes related to college advisement, communication, record keeping, budgeting, course scheduling, and collaboration with other units on campus (Grants and Sponsored Research, Foundation, etc.).

Winthrop Plan: [Ensure Financial Stability and Sustainability \(Strategic Initiative 5\)](#)