

Fall 2021 Five-Year English Department Strategic Plan

Department or Program:	English
Unit:	College of Liberal Arts and Sciences
Date:	1/26/2022

Department/Program Mission (Optional):	We promote all pursuits related to creative writing, linguistics, literature, pedagogy, popular culture, and technical/professional communication in a variety of media (print and digital).
Department Vision (Optional):	We envision a world where Humanities-inspired scholarship and creative work shape the consciousness of the local community, nation, and world.

Goal 1:	To educate a diverse student body through an integrated academic experience		
	Objective 1.1	Promote and build the Major and Minors	
		Action 1.1.1	Review and track enrollments in the concentrations and minors to evaluate continued success of integrated content.
		Action 1.1.2	Increase the visibility in how our courses support university-defined core competencies (critical/creative thinking, communication, data analysis, and intercultural understanding).
	Measures and Performance Outcomes (for the Objective)	Department Undergraduate Director and Professional Advisor will provide the Chair with enrollment data. Professional Advisor should help identify students enrolled in ENGL courses (or Gen Ed courses taught by ENGL faculty) who have not declared a major and direct faculty to recruit.	

		Costs:	With existing resources, the Communications, Marketing, and eResources Committee (CMeR) in tandem with the Undergraduate Committee will review/revise the ways we promote our undergraduate offerings. With existing resources, our Professional Advisor will track enrollments and record in what way (or ways) new majors and minors learned about our offerings. With new tenure-line faculty members in creative writing, technical/professional writing, and other programs needing more support to meet student enrollment demands, we could grow the Major.
	Objective 1.2	Expand and enhance our English Learning Community, Honors Experience, and Graduate programs	
		Action 1.2.1	Continue to recruit qualified students for our Honors program with special attention to BIPOC students.
		Action 1.2.2	Update faculty profiles to reflect our specific interests.
		Action 1.2.3	Continue to recruit qualified students with special attention to BIPOC students for our MA and MA/MFA with Kingston University.
		Action 1.2.4	Track enrollment in the MA concentrations, dual degree program, and Grad Certificates to identify growth opportunities
		Measures and Performance Outcomes (for the Objective)	The CMeR will maintain webpages for these programs. Faculty should provide recent pictures and updated biographies that discuss current research and teaching.
		Costs	With the addition of new full-time tenure-line faculty members (with graduate faculty status) in creative writing, we could better meet the demand in the concentration and grow the numbers in the dual degree program. These new faculty would also expand the research opportunities for Honors students.
	Objective 1.3	Support the Urban Literacies concentration of the PhD in Curriculum and Instruction	
		Action 1.3.1	Review enrollment growth in the PhD program to assess current and potential future course offerings.

		Action 1.3.2	Work with the co-coordinators of the Urban Literacies concentration and the Curriculum and Instruction PhD Program Director to examine the Advanced Standing option as a pipeline from MA degrees to the PhD program.
		Action 1.3.3	Educate current UNC Charlotte students (with special attention to BIPOC students) about the benefits and opportunities of UNC Charlotte graduate education and recruit them to continue their education at UNC Charlotte.
		Measures and Performance Outcomes (for the Objective)	The English education area faculty and our Director of Graduate Studies will track enrollment growth in the PhD and develop strategies for recruiting. In conjunction with the COED stakeholders (the co-coordinators of the Urban Literacies concentration and other COED faculty), faculty will identify potential students.
		Costs	With existing resources, we can provide the Chair with enrollment data. With our existing relationships with COED faculty, we can identify high-achieving students and invite them to continue their education at the PhD level.

Goal 2:	Support initiatives in Diversity, Equity, Ethics, Inclusion/Race, and Social Justice		
	Objective 2.1	Document and promote the current diversity commitments in our program	
		Action 2.1.1	Review current syllabi to assess diversity, equity, and inclusion offerings.
		Action 2.1.2	Record and clearly communicate to the public the Diversity, Equity, Ethics, Inclusion/Race, and Social Justice curricular, service, and community initiatives in which we engage.
		Action 2.1.3	Revise existing courses to enhance our diversity offerings that will better engage our diverse student body to advance educational success in culturally relevant ways.
	Measures and Performance	The Diversity Committee in consultation with the Undergraduate Committee will review syllabi to prepare tables of initiatives, attributes, and goals we currently enact through our pedagogy. The CMeR will highlight or provide the social media intern with important information regarding courses, events,	

		Outcomes (for the Objective)	anniversaries, etc. to promote diversity, equity, ethics, inclusion/race, and social justice directly and indirectly related to the Department.
		Costs	With existing resources, we can provide the information on our initiatives related to this Objective. With additional funding for graduate study, we could recruit and support students from traditionally underrepresented groups. With the addition of full-time faculty members who specialize in diversity, equity, ethics, inclusion/race, and social justice areas, we could offer additional courses and mentors for Honors and Graduate students pursuing projects in diversity and disability studies.
	Objective 2.2	Build global offerings and experiences for students	
		Action 2.2.1	Continue and expand study abroad options for students and maintain the MA/MFA. dual degree program with Kingston University London.
		Action 2.2.2	Seek award funding for study abroad.
		Measures and Performance Outcomes (for the Objective)	Faculty will expand our study abroad opportunities beyond the Shakespeare in England spring break course. The Department will promote available study abroad/study away scholarships and encourage students wanting to study abroad or do research that requires travel to apply for them.
		Costs	With existing resources, we can continue to provide students with the current study abroad opportunities offered by the Department. With current faculty contacts, we could provide students with virtual “study abroad” options and/or international communication. With additional funding, we could award more students or make bigger awards for their study abroad programs. With the addition of a full-time faculty member who specializes in or has interests related to global education, we could offer new study abroad opportunities. With the addition of full-time tenure-line faculty in creative writing, we could grow the MA/MFA. dual degree program with Kingston University London.

Goal 3:	Continue to support Charlotte’s aspiration to become a top-tier research institution									
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Goal 4:	Support General Education and the variety of Interdisciplinary programs in CLAS and the University		
	Objective 4.1	Support General Education redesign	
		Action 4.1.1	Provide feedback for General Education redesign.
		Action 4.1.2	Create ENGL-specific courses for the new General Education themes.
		Measures and Performance Outcomes (for the Objective)	Faculty who attend meetings and provide feedback on the next phases of the General Education redesign should provide that information to the Undergraduate Committee. Current LBST courses will be redesigned to fit the new Gen Ed Fundamental Themes 1) Inquiry into Global Intersections and Engagement #1 and #2 2) Equity, Community, and Identity #1 and #2 Faculty will also report this work in their annual Professorial Faculty Activity Report.
		Costs	With existing resources, we can attempt to provide new courses, and we can continue to train and mentor our teaching assistants to teach general education courses. With new tenure-line faculty members in creative writing, professional writing, and other programs needing more support to meet student enrollment demands, we could expand the number and type of courses offered in the newly designed Gen Ed program.
	Objective 4.2	Foster the Interdisciplinary programs in CLAS and the University	
		Action 4.2.1	Continue offering seats in ENGL courses to cross-list with other departments and programs.
		Action 4.2.2	Engage in conversations and strategize with other units regarding new and established programs.
		Action 4.2.3	Consult with the MALS director to determine useful courses for that program's writing and research methodology requirements.
		Measures and Performance	The Undergraduate Director will report to the Chair the cross-listed courses for the semester and track the number of seats offered. Our Professional Advisor will maintain a record of cross-listed courses. Either the MALS

		Outcomes (for the Objective)	Advisory member or an ad hoc committee can review potential courses that may fit the MALS writing or research methods course. Specifically, we will review potential courses that align with the MALS writing or research methods course and actively promote those courses to MALS students through the MALS advisor.
		Costs	With existing resources, we can continue to support the above initiatives.

Goal 5:	Engage with local and global communities as well as our diverse professional organizations		
	Objective 5.1	Sustain local outreach and community engagement	
		Action 5.2.1	Continue nominating faculty for the CLAS Personally Speaking series and participating in the event as speakers and committee members.
		Action 5.2.2	Continue leading workshops and giving talks at organizations such as the Charlotte Mecklenburg Public Library and Charlotte Center for Literary Arts as well as at schools and businesses.
		Action 5.2.3	Continue to collaborate with other English Studies departments; educators and nonprofits; and arts and literature organizations in the local community, region, and state.
		Measures and Performance Outcomes (for the Objective)	Document the department's contributions in the Chair's monthly newsletter and further acknowledge and incentivize by including them in annual reviews.
		Costs	With existing resources, we can continue to support the above initiatives.
		Objective 5.2	Strengthen our curriculum supporting global engagement
	Action 5.2.1		Support students going abroad, including those in the MA/MFA dual degree program with Kingston University London.

		Action 5.2.2	Maintain and expand our current course offerings related to global awareness.
		Action 5.2.3	Advertise and promote the Department's commitment to global English Studies.
		Measures and Performance Outcomes (for the Objective)	Through print and digital means (e.g. brochures, social media, webpage, etc.), we will promote our global initiatives.
		Costs	With existing resources, we can maintain our current level of support for these initiatives. With new full-time tenure-line faculty members in creative writing, we can grow the enrollment in the dual degree program.
	Objective 5.3	Serve the Department, College, University, and Profession	
		Action 5.3.1	Review department service commitments to CLAS, the University, and the profession for issues of equity and alignment with teaching and research demands.
		Action 5.3.2	Reassess Communications, Marketing, and eResources Committee (CMeR) role in promoting the Department's undergraduate offerings through print and digital media.
		Measures and Performance Outcomes (for the Objective)	Faculty report their service to the Workload/Salary committee for the Chair's annual report. CMeR will regularly update the webpage with pertinent information; our social media intern will add information (awards, publications, upcoming classes, conferences, etc.) to our social media accounts; faculty should provide CMeR with information and regularly update their profiles.
		Costs	With existing resources, we can continue to provide service and reassess the CMeR Committee's duties. The CMeR Chair will maintain consistency for all Department eResources, including social media. With a new lecturer specializing in technical/professional communication, we could maintain a more active online presence and provide students with learning/internship opportunities that will be professionally beneficial.