

Interactive Multimedia Department Strategic Plan 2014 – 2019

Interactive Multimedia Mission Statement

The mission of the Department of Interactive Multimedia is to help students develop a diverse range of skills and experiences that serve the conceptualization, design and production of innovative digital and interactive media projects, and to build a foundation of core concepts and strategies that will empower students to acquire new skills and adapt to inevitable shifts in the field. We value collaboration and the cultivation of connections between disciplines. We encourage students to think critically and articulate their ideas about the impact of technology and media on our everyday lives and our broader culture.

Curriculum and Learning

Goal	Strategy	Assessment Indicator	Cycle / Timeframe	Responsible Parties
Evolve curriculum to reflect changes in technology, culture and current industry standards	Form an advisory group comprised of IMM alumni and working professionals	Software, tools and skills align with current industry standards and shifts in the field	End of each semester	IMM faculty and advisory group
Support the thoughtful cultivation of connections between multiple disciplines	Encourage interdisciplinary learning opportunities through the development of new and existing courses	Students learn to work collaboratively with students from other majors	Ongoing	IMM faculty
Provide students with community outreach opportunities	Encourage students to enroll in internships and to participate in community-related projects	Students are actively engaged in IMM related internships and projects. In addition, students teach courses	Ongoing	IMM faculty

		and workshops to local community organizations.		
Assist students in obtaining internships and employment opportunities.	Utilize professional networks, IMM related organizations, alumni and traditional employment websites to gather IMM related internships and employment opportunities	Opportunities page on the IMM website includes employment opportunities that are aligned with student skill sets and interests	Ongoing	IMM faculty
Attract and retain motivated students who share IMM core values	Implement a portfolio entrance exam and a sophomore review	Student work produced in IMM core courses demonstrates proficiency. Students speak with enthusiasm about their work.	End of spring semester	IMM faculty
Raise quality of senior capstone experience	Organize guest speakers, group critique and professional events	Thesis projects presented at the IMM Spring Laboratory are of professional quality	End of the spring semester	IMM faculty
Improve overall proficiency in animation, computer programming, writing and multimedia	Offer students more advanced topics in the IMM curriculum	Student work exhibited during the Winter and Spring Laboratory is of high quality	End of each semester	IMM faculty
Build a culture of constructive critique	Revise current curriculum to foster opportunities for	Student work exhibited during the Winter and Spring Laboratory is of	Ongoing	IMM faculty

	constructive feedback and critique	high quality		
Improve equipment access such as laptops, tablets and related computing devices	Develop and maintain an equipment checkout system for students to utilize for IMM related projects	Students frequently utilize website to checkout equipment for IMM related projects	Ongoing	IMM faculty
Continue to improve student learning environments and laboratories to encourage creativity, collaboration and culture	Purchase hardware, software and furniture for student lab spaces	Students frequently utilize creative workspaces to collaborate, host events and work on projects	Ongoing	IMM faculty
Educate students on available graduate school opportunities	Faculty will talk about post graduation opportunities during student advisement	An increased number of students will consider graduate school	Ongoing	IMM faculty
Increase student-scholar teaching model across the curriculum	Increase MUSE and other opportunities to foster student growth	Students are actively engaged in assisting faculty with research	Ongoing	IMM faculty

Faculty development

Goal	Strategy	Assessment Indicator	Cycle / Timeframe	Responsible Parties
Provide greater support for faculty development, research and scholarship	IMM chair will work to obtain funds to support faculty development	IMM faculty will produce creative and scholarly work	Ongoing	IMM chair
Encourage faculty to	IMM faculty will	Faculty are actively	Ongoing	IMM faculty

participate in interdisciplinary research and teaching	develop special topics courses to explore interdisciplinary interests	engaged with interdisciplinary research and teaching		
Advocate for applied research and scholarship at the college-wide level regarding promotion and sabbatical	IMM chair will revise the IMM disciplinary standards to include more emphasis on applied research and scholarship	IMM faculty will earn promotions and sabbaticals based on their work on applied research and scholarship	As necessary	IMM chair
Obtain grants and industry funding to support faculty development	IMM chair will seek grants from professional networks, organizations and commercial entities	IMM will be successful in obtaining grants and external funding	Ongoing	IMM chair

Administration

Goal	Strategy	Assessment Indicator	Cycle / Timeframe	Responsible Parties
Provide support and training for the position of department chair	The outgoing IMM chair will facilitate the leadership transition	A smooth transition to the position of chair and the ongoing functioning of the department	Every three years	IMM faculty, chair and Dean's office
Ensure that administrative and service responsibilities of the faculty are fairly distributed	The chair will delegate tasks to faculty members	The chair will follow up on assigned tasks to monitor progress	Ongoing	IMM chair
Provide additional	IMM will obtain funding	IMM program assistant	Ongoing	IMM chair

support and professional development opportunities for the IMM program assistant	to support professional development opportunities for the IMM programming assistant	engages in professional development including: conferences, workshops and course work		
Improve faculty-student ratio to align with the College's stated goal	IMM chair will closely monitor enrollment numbers and may request more faculty as needed	Faculty-student ratio is aligned with the College's stated goal	Ongoing	IMM chair
Provide additional support and guidance for adjunct faculty	IMM chair will frequently meet with adjunct faculty to assist with course development, equipment needs and transportation	Adjunct faculty are better prepared to teach in a manner that is more closely aligned with IMM teaching practices	Monthly	IMM chair
Obtain a project manager for the Creative State design center located in Trenton, NJ	IMM chair and participating faculty will request resources to assist with the daily operation of the Creative State design center	A project manager will be hired to assist with the maintenance and growth of Creative State.	As necessary	IMM chair and faculty