

OUR MISSION

The College of Professional Studies and Fine Arts at San Diego State University equips students to be socially conscious leaders, professionals, artists, and creators.

As the most discipline-diverse college at SDSU, we emphasize hands-on learning, meaningful scholarship, and interdisciplinary collaboration.

Our faculty and staff inspire students to be engaged citizens in local and global communities.

OUR VISION

We shape the next generation of creators and changemakers.

Through a transformative educational journey, we will impact the cultural, social, and professional landscapes of the future.

OUR VALUES



Curiosity We embrace innovation and inquisitiveness. Exploring bold ideas, we cultivate a spirit of discovery.



Resilience We nurture the holistic wellness of our students, faculty and staff to confidently adapt and lead in our ever-changing world.



Learning We believe in growth through continuous learning and professional development. Centering creativity, we empower lifelong learners.



Inclusion We foster mutual respect, open dialogue, and meaningful connection. We welcome diverse contributions, ensuring trust and equity for all.



Accountability We rely on mutual accountability and combine unique perspectives to drive us toward collective success.

STRATEGIC PRIORITY AREAS

Scaling for the Future

GOAL

Ensure faculty and staff support is proportionate with enrollment growth and institutional expectations.

Transforming Learning

GOAL

Transform learning by updating our physical spaces and digital resources so curriculum and pedagogy meet industry standards and activate our full potential.

Elevating the Student Experience

GOAL

Ensure students reach their academic and professional goals by providing and promoting comprehensive support, accessible health and wellness resources, and a smoother path to graduation.

Fostering a Dynamic and Connected Community

GOAL

Pursue interdisciplinary collaboration and industry partnerships to provide impactful educational experiences and research opportunities nationally and internationally.

Enhancing our Visibility

GOAL

Showcase student, staff, and faculty achievements and contributions to attract top talent and robust philanthropic support.



Scaling for the Future

Balance Faculty/Staff-to-Student Ratios

- Maintain appropriate staffing levels to match enrollment growth
- Ensure equitable administrative staffing across departments
- Develop staffing models that respond to program needs and student support demands

Ensure Fair and Manageable Workloads for Faculty and Staff

- Establish transparent workload guidelines for faculty teaching, research and service and staff
- Regularly assess faculty and staff workload equity across units
- Document impact of workload on retention of staff and faculty
- Provide workload relief mechanisms for staff during high-demand periods
- Retain a larger proportion of staff and faculty

Ensure Equitable Class Sizes and Distribution

- Set and maintain manageable class size thresholds
- Monitor distribution of class sizes and student loads
- Use enrollment trends to inform future course planning and hiring

Develop Ongoing Training and Development for Faculty and Staff

- Expand relevant continuing education and credentialing opportunities
- Increase access to and funding for professional development for both faculty and staff



Transforming Learning

Address Current Learning Environment Needs

- Conduct professional inventory and assessment of physical PSFA spaces including offices, classrooms, labs, studios, learning tools, and performance and exhibition spaces with regards to safety, functionality, and industry standards
- Prioritize projects and establish a timeline and detailed plan for addressing pressing physical space needs without delay

Modernize Digital Infrastructure

- Conduct professional inventory of current digital tools and resources to align with collaborative, engaged, and industry-relevant learning experience
- Prioritize digital tools and resources needed to address current gaps
- Identify potential campus partners who have current access to labs, materials, and resources and assess whether resource-sharing is an option

Collaborate for Innovation and Success

- Upgrade necessary physical resources that would support collaborative learning across departments
- Establish an Interdisciplinary Creative Collaboration Studio
- Develop a Digital Fieldwork and Community Engagement Lab
- Launch a Digital Learning and Industry Engagement Portal

Conduct Analysis of Current Course Offerings and Format

- Engage in an audit of all current course offerings, including frequency, format (online or in-person), current space(s) utilized, time of day against enrollment trends to identify if current offerings meet College needs now and in the future
- Create and/or adapt new courses that meet current industry needs and standards



Elevating the Student Experience

Assess Current Course Offerings

- Audit current course offerings to identify needs for increasing or decreasing current offerings to support students in graduating on a timeline that works for them

Improve Access to Health and Wellness Resources for Students, Faculty, and Staff

- Create a comprehensive Wellness Resource Guide that is searchable and includes information on access to resources, any applicable fees, and provider locations. The guide should highlight stress management support for all College stakeholders
- Develop and deploy Gatekeeper Training and train Faculty and Staff on how to recognize signs of distress in others and provide appropriate referrals and support. Connect College stakeholders to case managers that can facilitate short-term or long-term care

Increase Access to Financial Support

- Streamline financial aid application process by using the FAFSA Simplification Act as a model and provide video tutorials or modules that guide students through the process
- Develop and deploy targeted outreach through text message or email campaigns to encourage students to complete financial aid forms. Consider using AI tools like social media or chatbots to promote scholarship awareness, deadlines, and answer any questions

Advancing Representation and Belonging

- Increase diverse representation of Faculty and Staff to ensure students see themselves represented in those they interact with
- Amplify College and University events where students from diverse or underrepresented identities can participate with and connect others who share their backgrounds, perspectives, and unique experiences



Fostering a Dynamic and Connected Community

Expand Mentoring Opportunities

- Establish a formal mentorship network with PSFA alum and local industry leaders
- Develop a staff mentoring program to provide employees with essential guidance and information to help them succeed in their roles

Increase Opportunities for Community-Building Across the College

- Identify key interdisciplinary or cross-College learning, teaching and research opportunities
- Launch College Strategic Plan and regularly update College community about plan success, updates, and invite input
- Establish key resources for stakeholders to host discussions around the College Mission, Vision, and Values

Secure Grants, Identify Strategic Donors and Key Industry Partnerships

- Identify key partners across the College to support grant development and opportunities
- Establish a strategic partnership and taskforce within the College to build relationships with key donors and industry partners

Enhance Career-Readiness and Improve Job Outcomes

- Establish opportunities for connection across Colleges for students to access opportunities and increase visibility across the campus, such as regular open houses, a PSFA job fair, and interdisciplinary round tables

Strengthen International Engagement

- Nurture current partnerships and create visibility within PSFA
- Identify and establish additional relationships with international institutions
- Create new opportunities for global learning for students, including expanding programs, integrating intercultural perspectives into the curriculum, and facilitating access to virtual learning experiences such as Collaborative Online International Learning (COIL)



Enhancing our Visibility

Strategically Spotlight Faculty, Staff, and Student Achievements

- Identify respected academic journals, industry-specific conferences, peer-reviewed journals, significant creative/performance activities, and speaking engagements to target for Faculty and Staff participation
- Develop a multi-year plan to feature graduate students’ research, creative, and social engagement accomplishments
- Develop a communication strategy and marketing plan to participate in popular media sources such as social media, newspapers, magazines, blogs, op-eds, and booklet publishing
- Develop a strategic partnership with KPBS

Amplify College-Wide Successes and Future Plans

- Establish a regular cadence of highlighting success on Channel 8 News and other stations
- Become part of the Visitor’s Guide to Art in San Diego
- Showcase San Diego as a vibrant arts, cultural, and civic hub with the help of a PR/Marketing professional firm

Establish a Long-Term Faculty and Staff Recruitment and Retention Strategy and Plan

- Establish endowed professorships and research fellowships to attract top scholars
- Build staff retention programs that emphasize professional development and clear career pathways
- Recognize and celebrate staff contributions to build loyalty and morale internally