UICA
Kendall College of Art and Design of Ferris State University (KCAD)
2019-2020 Expectations
July 19, 2019

These expectations guide the work of the Urban Institute for Contemporary Arts for the 2019/20 academic year. They are informed by the Ferris State University-wide 2019-2020 expectations and the Ferris State University Strategic Plan, the KCAD/UICA Strategic Plan, and the Ferris State University Diversity and Inclusion Plan.

Expectation: Student Recruitment and Retention
• Relations to 2019-20 University-wide Expectations: Enrollment

UICA will collaborate with KCAD Academic Affairs and Student Success to increase student recruitment and retention. UICA will expand the current framework of prospective student tours, and work with Admissions to incorporate UICA’s building, staff, and content into recruitment and retention initiatives. UICA will work with Academic Affairs to support design and fine art courses with both content and facilities.

Expectation: Campus Community
• Relations to 2019-20 University Expectations Campus Climate
• Relations to FSU Strategic Plan – APO 5.1, PC 1.3
• Relations to KCAD Strategic Priority – Build a Community Culture
• Relations to 2019-2020 University Expectations Stewardship

UICA staff will use their unique skills and backgrounds to assist KCAD with increasing enrollment and retention (see above). UICA leadership will continue to further integrate UICA as a part of KCAD while supporting collaborative efforts and institutional success internally and externally.

Expectation: Diversity and Inclusion
• Relations to KCAD Strategic Priority – Build a Community Culture

A primary focus at UICA is to engage both artists and audiences from underserved communities with exhibits and programs that are culturally expansive and representative of distinct voices whose experimental or risk-taking work empower the audience. Continue programming that focuses on using the lens of artistic and audience equity – in race, ethnicity, religion, physical ability, socioeconomic standing, and gender. UICA will update its mission to include a long-term vision of equity and accessibility. Outreach to diverse communities will continue, as will our community-based Exhibitions Committee’s oversight of programming.