

## College of Communication, Architecture + The Arts

Provides our students with the distinct experience of working closely with an award-winning faculty, in nationally ranked accredited programs, in the heart of Miami, North Miami, and Miami Beach — three of the country’s most vibrant, diverse, and creative cities! We are guided by our engaged mission to prepare our graduates for meaningful careers and leadership positions in their chosen professions.

## Miami | South Florida

Is driven by a flourishing creative economy, and our economic revitalization has transformed Miami into a global city recognized as one of the most important art, design, and media communities in the nation. Celebrated for our diversity, Miami is the 4th largest urban area in the country, and has become a model city-of-the-future as we explore innovative solutions to local challenges that have national and global relevance.

## FIU

Is Miami’s first and only public university. Just as Miami has developed into an innovative global city, so has FIU emerged as a globally engaged, innovative leader in higher education. With over 250,000 alumni, FIU has become a Carnegie very high research institution and we’ve positioned ourselves over the past five decades as one of South Florida’s anchor institutions. Guided by the FIU **BeyondPossible2020** strategic plan, we serve as an economic engine and solution center for our local and global communities. With a student body of more than 55,000 students, FIU ranks among the top-5 largest universities in the country, and awards more bachelor’s and master’s degrees to Hispanic students than any other university in the nation.

## STRENGTHS AND OPPORTUNITIES

### Academic Excellence

Build upon the success of the college’s outstanding faculty and nationally recognized accredited programs.

### Creative Economy

Support South Florida’s development as an international epicenter for communication, architecture, arts, design, and culture.

### BeyondPossible 2020

Align annual academic performance goals with those identified in the university’s strategic plan.

## MISSION

Through our teaching, engagement, research, and creative activities, CARTA drives the information, innovation, and cultural economy of South Florida and beyond.

## VISION

By 2020, the College of Communication, Architecture + The Arts (CARTA) will be recognized nationally as a preeminent college operating at the forefront of innovative teaching, learning, engagement, research, and creative activities.

## VALUES

- Freedom of thought and expression.
- Excellence in teaching in the pursuit, generation, dissemination of knowledge and creativity.
- Respect for the dignity of the individual.
- Respect for the environment.
- Honesty, integrity, and truth.
- Diversity.
- Strategic, operational, and service excellence.





**Brian Schriener**  
Dean

Through the hard work and commitment of the faculty, students, staff, alumni, and patrons, CARTA has emerged as a national model of diverse forward-thinking college that has successfully intergrated communication, arts, and design curricula while uniquely partnering with public, private, and non-profit institutions. We firmly believe,  
*Our Future Is Now!*

# STRATEGIC PRIORITIES

## INVEST IN OUR STUDENTS

- Establish nationally recognized, trans-disciplinary opportunities that prepares our graduates for seamless career opportunities, leadership roles, and further education.
- Ensure access, affordability, and success by strengthening our recruitment, scholarships, advising, online education, retention, internship, career services, alumni, and time-to-graduation initiatives.

## REINFORCE EXCELLENCE AS A PERFORMANCE CRITERION AND BRAND IDENTITY

- Foster integrated, trans-disciplinary teaching, engagement, research, and creative activities, that establish the college as a national voice in innovation, sustainability, and STEM to STEAM (A = Art + Design) conversations and initiatives.
- Sustain prominent positions in academic productivity rankings and leadership roles in national and international professional organizations that enhance the reputation and strengthen the credibility and brand of the college.

## INVEST IN OUR FACULTY, STAFF, AND INFRASTRUCTURE

- Hire, retain, and promote faculty and staff whose knowledge, skills, and experiences are strategically aligned with our critical performance indicator goals.
- Enhance our classroom, studio, performance, and exhibition facilities and establish physical footprints throughout South Florida.

## BUILD A STRONG FINANCIAL BASE

- Maximize financial efficiencies, ensure resources are invested strategically, and generate new sources of earned and contributed revenue in support of critical performance indicator goals.
- Leverage public partnerships to provide paths to externally funded grants and contributed revenues.

## CARTA by the numbers:



4,000 Majors



20% First Generation Students



70% Female



60% 6-Year Student Graduation Rate



50% Pell Grant Recipients



11% Graduate Students



70% Hispanic Students



700+ Students Participating in Internships

