Vision: To be recognized leaders in Technology & Sustainable Design in partnership with industry and community

Statement of End Goal #1: Implement our specialty niche (Technology & Sustainable Design Leaders in Partnership with Industry and Community) including:

- Branding
- Identity
- Technology
- Resources
- Curriculum
- Research

Rationale for End Goal:
Having a well-defined and important niche will attract more students and increase outside investment in our research.

Timeline and Outcome Measures:
The measures of success will be:

- Increase the number of undergraduates from 347 to 450
- Increase the number of graduate students from 13 to 26 by 2020
- Increase the outside investment in DHM research from $60349 in 2013 to $1.2 million a year by 2020.

<table>
<thead>
<tr>
<th>Interim goals</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduates</td>
<td>362</td>
<td>390</td>
<td>420</td>
<td>450</td>
<td>450</td>
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<tr>
<td>Graduate</td>
<td>15</td>
<td>17</td>
<td>20</td>
<td>23</td>
<td>26</td>
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<tr>
<td>Research</td>
<td>$250K</td>
<td>$500K</td>
<td>$750K</td>
<td>$1000K</td>
<td>$1200K</td>
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Strategies to Reach the End Goal #1:
A task group has been established to develop the approach for implementing the niche and addressing: branding, identity, technology, resources, curriculum and research. First we will fully define the niche and create the DHM brand and identity. Next we will add this to DHM communications, both print and electronic, and create advertising pieces and improve our web presence. We will use these for recruiting events and activities and to send with faculty when they attend conferences or workshops to capitalize on the networking opportunities.
Undergraduate recruitment activities:
We will update our website and our option area pamphlets as needed with information about our niche and the career opportunities it provides. We will work with Cody Cramer to participate in all possible recruiting activities and events including, but not limited to:

- July 4-H Round-up:
  - DHM faculty taught a total of four workshops at the 2014 4-H roundup.
  - Follow-up emails were sent to each student participant with information about DHM.
- September OSU Experience:
  - DHM had table at 2014 OSU Experience with demonstrations on functional clothing.
- October OSU “Majors Fair”:
  - DHM had a table at 2014 OSU “Majors Fair” for current undecided OSU students.
- November Cowgirls Class at the Court:
  - DHM had a table at 2014OSU sponsored Cowgirls Class at the Court.
- November OSU Up-Close

Graduate Recruitment Activities:
We will develop a new graduate program brochure to use in all recruiting efforts to reflect our new niche and incorporate faculty bios and research interests. We will update, as needed, our graduate manual and upload it to our website for prospective and current students use. We will meet regularly with Jennifer Smith from Graduate College to discuss DHM desire to be involved in any and all recruitment events and activities. Activities include:

- Informational emails about the MS program in DHM by using STAR system identified seniors with 3.0 or higher GPA on the OSU campus from the following Eight majors: Art, Mechanical and Aerospace Engineering, Landscape Architecture, Strategic Communications, Theatre, Management, Marketing and Industrial Engineering.
- Informational meetings with DHM undergraduates to learn about our graduate program.
- Sponsoring an ad in the International Textiles and Apparel Association (ITAA) Annual meeting program about our graduate program, sponsored a table for recruiting at the ITAA career fair.
- Informational emails to three Chinese professors teaching at the two schools current graduate students came from.
- Having a recruitment table at the American Society of Interior Designers (ASID) symposium in Texas and had a

Finally we will identify and prioritize technology, resources, curriculum and research needs to strengthen the niche, and pursue opportunities to meet the needs.

The members of the task group are:

- Cosette Armstrong, Chair
- Tilanka Chandrasekera
- Aditya Jayadas
- Gina Peek
- Semra Peksoz
- Adriana Petrova
- Chris Smith
Statement of End Goal #2:

Implement a global education program in DHM which includes:

- Internships
- Technology
- Semester abroad/global experience
- Student exchange
- Research
- Outreach

Rationale for End Goal:
To ensure our students emerge as global citizens with the world view needed for tomorrow’s global design & merchandising environment.

Timeline and Outcome Measures:
The measures of success will be:

- One annual semester abroad program that does not extend time-to-degree
- A true exchange program that brings students from other countries here
- 100% of DHM students have a study abroad or cultural emergence experience

<table>
<thead>
<tr>
<th>Interim Goals</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
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</thead>
<tbody>
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<td>First MOU</td>
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<td>GD Goenka Univ.</td>
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<td>Others</td>
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<td><strong>Professor</strong></td>
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<tr>
<td><strong>Annual Summer Study Tour</strong></td>
<td>Summer</td>
<td>Summer</td>
<td>Summer</td>
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Strategies to Reach the End Goal #2:

A task group has been established to develop the approach for establishing the global education program and addressing internships, technology, semester abroad/global experience, student exchange, research and outreach. There are four parts to our strategy: 1) developing off-campus study abroad programs, 2) developing on-campus pairing and sharing between people of different nationalities/ethnicities together either face-to-face or virtually, 3) documenting and communicating international experience opportunities and creating courses on campus around those experiences and 4) identifying new faculty position needs to grow our global education program.

For the first part we will examine curriculum and identify places to enhance global/cultural awareness. This includes choosing and prioritizing which universities we wish to work with and which study abroad
and degree options to consider for each. Several universities are under consideration including: Hanze University in The Netherlands, GD Goenka University in India, Regents University in London, and the College of Design Rome Italy Program of Iowa State University. We will also decide which summer study program we would like to make an annually repeating program and determine how to make it self-sustaining.

For part 2 we will examine ways to bring other countries and cultures here to give opportunities to students who may not be able to afford to travel. For example, have a class here and a class in another country offered together at the same time via Skype or Web-X, with multi-country student teams for class projects.

Part 3 is about raising awareness regarding international study opportunities, benefits, scholarships etc. Dr. Hebert is a Fulbright scholar which brings an opportunity for international research to fund travel for students and faculty. She is also a new Humphries Chair bringing knowledge and potential funding for long-term student abroad student experiences (longer than 8 weeks). She plans to offer a one hour DHM 4810 special topics course: Global design and merchandising, in Spring Semester 2015 and subsequent semesters to raise awareness and understanding of study abroad.

Finally, we will propose a new faculty position in the area of global sourcing to bring in needed expertise and experience in the global purchasing, manufacturing, and merchandising fields. This also has the potential for helping our students compete for international paid internships.

The members of the task group are:

- Greg Clare
- Cynthia Goudeau
- Paulette Hebert
- Mihyun Kang, Chair
- Diane Limbaugh
- Mary Ruppert-Stroescu

November 21, 2014