Beyond Coral Gables

Strategic Planning Sub-group
Faculty Retreat
February 2, 2018
Our primary goal is to propose ways to increase the College’s impact, from local to global.
Enhancing Visibility

- Promotion of the A&S internally and externally:
  - as a leader in interdisciplinary endeavors
  - as a tool to fundraise
  - as a means of expanding on UM’s academic reputation and increase rankings
  - to recruit the highest caliber students
  - to increase our traction on social media outlets

- We need to reach out locally, hemispherically, and globally, and create a culture of information sharing. At present, we are understaffed in this area.

- *Outcome:* Hiring a visibility/marketing specialist to lead this charge. Consider hiring student social media ambassadors to increase outreach.
Local Influence

• Miami is a “living lab” for many social and environmental challenges facing the world today (e.g. climate change, disaster response, relief and recovery).

• We need a place to connect researchers on these topics across the A&S departments to:
  – provide a means for faculty to intersect with each other in their research
  – map out the common research connections across departments
  – increase student retention
  – increase our engagement with local stakeholders
  – increase our brand visibility with local media outlets

• **Outcome**: Establishing a Miami Think Tank as an interdisciplinary research initiative and home for faculty collaboration and community contact to tackle global issues locally.
Global Reach

- A&S is positioned to make an impact at the hemispheric level throughout Latin America and globally through our existing research endeavors in Europe, Africa, and Asia. Using UM as a venue to:
  - disseminate A&S research to the community
  - increase our capacity to influence global policies (UN and others)
  - assist in measuring our impact in Latin America and beyond
  - partner with similar units and members of President Frenk’s Hemispheric University Consortium
  - establish a wider variety of funding sources for A&S initiatives

- **Outcome:** Host high profile conferences on global/regional topics that highlight A&S research agendas with both internal and external calls for proposals.
Enhancing Existing Initiatives

• With the Office of Civic and Community Engagement, which fosters initiatives for students (UM Civic Scholars) and faculty (Engaged Faculty Scholars)

• Through additional collaboration with Study Abroad Programs

• The College hosts the Miami Institute for Advanced Study of the Americas (UMIA) and the European Union Center of Excellence.

• We are working toward a Brazil Initiative and a Center for Caribbean Studies.

• Funding for a new Center for Tropical Conservation or Center for Tropical Science.
Innovative Ideas

- Partnering with Royal Caribbean (or another cruise line) to host an intersession cruise charter to select ports in Latin America that align with research initiatives. A large-scale endeavor like this would:
  
  - Provide students with the unique opportunity of taking intersession courses at sea, for credit, in a focused/themed environment, with hands-on study abroad experiences

  - Involve community members or alumni, who might come on this cruise charter to learn from UM experts (e.g. Osher Life Long Learning audience)
Indicators and Potential Goals

Our impact can be measured across several dimensions:

• **Learning**: Increase the number of A&S students involved in Study Abroad, Civic Engagement, Miami-based projects.

• **Branding our Research**: Increase our visibility as global hub seeking to understand and tackle global problems.

• **Policy**: Demonstrate how knowledge created in the College translates into public policy.

• **Development**: Increase donor funds to achieve our global, hemispheric, and Miami-based work.