

School of Home Economics Unit Plan 1990 - 1993

VISION STATEMENT

The School of Home Economics is committed to improving the quality of life for individuals and families through teaching which prepares students for competent and dedicated professional practice, research which adds to understanding the needs of individuals and families, and service which enables practicing professionals to enhance their contributions to the well-being of society. As families in this society have turned increasingly to agencies outside the home for goods and services, the field of home economics has shifted its focus to those segments of business and industry, health care, education, and human services that respond to the needs of individuals and families. This shift is reflected in the undergraduate and graduate programs currently offered in the School of Home Economics, programs that address child development and care, relationships in families, marriage and family therapy, the design of spaces for commercial and residential use, the production and merchandising of apparel, the management of food service and lodging operations, and nutrition services for all age groups.

During the planning period, the School of Home Economics will focus on enhancing the quality of these programs.

ELEMENTS OF DISTINCTION

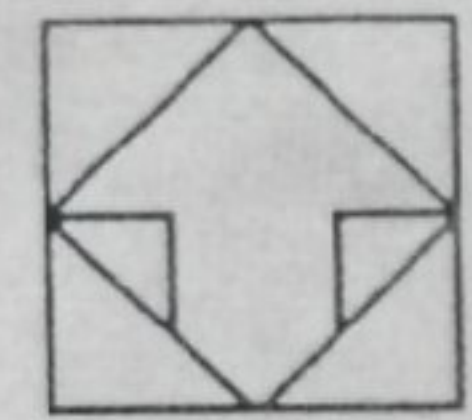
- ◆ Accreditation by the American Home Economics Association of all programs offered in the School of Home Economics
- ◆ A graduate degree program in marriage and family therapy that is the first such program in the State of North Carolina and a candidate for accreditation by the American Association for Marriage and Family Therapy

- ◆ A program in hospitality management that is one of only two such programs in North Carolina and shows significant promise for responding to the emergence of travel and tourism as the State's number one industry
- ◆ A child development laboratory program that is well recognized throughout eastern North Carolina as the model for developmentally appropriate practice for programs serving preschool children
- ◆ A Marriage and Family Therapy Clinic that offers services to families and continuing education for mental health professionals that are largely unavailable elsewhere in eastern North Carolina
- ◆ The first child life program in North Carolina and one that meets the standards set by the Association for the Care of Children's Health

PRIORITIES FOR ACTION

1. Achieve distinction in undergraduate education

- a. Maintain or pursue accreditations and approvals of programs for which a respected national accreditation exists:
 - maintain accreditation by the American Home Economics Association and approval by the American Dietetic Association
 - obtain accreditation of the marriage and family therapy program by the American Association for Marriage and Family Therapy
 - complete revisions to the interior design curriculum and facilities to meet the accreditation standards of the Foundation for Interior Design Education Research
 - obtain approval of the child development program and laboratory by the National Association for the Education of Young Children
- b. Ensure appropriate orientation and assistance to students, especially those students at-risk for academic difficulty



Strategies for Distinction

- c. Incorporate experience with writing in each course offered and require research papers or reports in at least three courses in each program offered
- d. Set consistently high expectations for student performance in all classes offered in the School of Home Economics
- e. Initiate the undergraduate research methods course approved in Fall, 1989
- f. Evaluate the preparation and success of graduates through regular alumni and employer surveys
- g. Incorporate a senior problem or case study in the internship experience required in each program
- h. Establish advisory boards for selected programs of study
- i. Decrease the contact hours of faculty who teach laboratory courses and lower the student-faculty ratio in the merchandising and interior design programs
- j. Increase recognition of excellence in advising through the establishment of an annual award
- k. Foster among students in the School of Home Economics a strong professional identity and esprit de corps
- l. Increase the number of dietetics graduates who take and pass the American Dietetic Association Registration Examination
- m. Implement the approved preprofessional practice program in dietetics
- n. Implement the newly approved child life program
- o. Establish additional internship sites for students in merchandising, interior design, community services, and hospitality management

2. Strengthen the commitment to excellence in teaching

- a. Further enhance annual faculty development programs and activities to foster teaching excellence

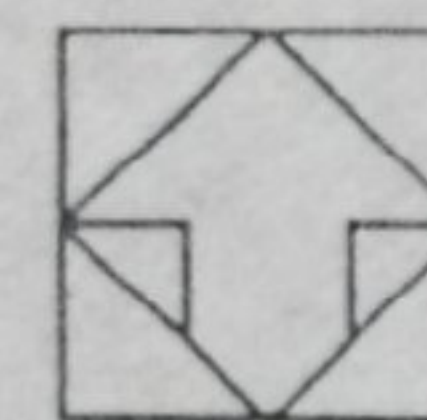
- b. Evaluate teaching more effectively, using a variety of methods for this evaluation and incorporating feedback from evaluations to improve instruction
- c. Adopt an additional survey instrument for student evaluation of instruction
- d. Provide encouragement and incentives for experimental, nontraditional teaching methods
- e. Increase recognition of excellence in teaching through the establishment of an annual award
- f. Provide released time of one course per year for a faculty member to pursue teaching innovations
- g. Improve teaching laboratories

3. Develop a university culture based on respect for individual rights and human diversity

- a. Increase the diversity of the student body through recruiting and retaining more male, minority, and non-traditional students
- b. Increase the representation of males and minorities among the faculty
- c. Increase the attention in each program of study to cultural, ethnic, racial, socioeconomic, and gender differences

4. Expand doctoral programs

- a. Recruit nationwide for outstanding master's degree candidates
- b. Revise the curricula in the graduate programs in nutrition and dietetics and child development and family relations
- c. Investigate the need for a master's degree program in hospitality management
- d. Further enhance the quality of instruction and research in the master's degree programs
- e. Work with the Graduate School to increase assistantship support for graduate student research



5. Strengthen the commitment to research, scholarship, and creative activity

- a. Support faculty development of research, grants, and publication skills through workshops, mentoring, in-house review, and other means
- b. Increase the number of proposals and refereed articles submitted and accepted
- c. Ensure that tenure-track faculty have minimum teaching and service assignments in order to allow them time to establish research programs
- d. Provide released time for research and creative activity, including the development of proposals for external support
- e. Provide research funds for new and tenure-track faculty
- f. Enhance laboratories to support research
- g. Increase recognition of excellence in research through the establishment of an annual award
- h. Increase undergraduate student involvement in research

6. Improve teacher education and stimulate improvement in public schooling

- a. Provide assistance for the revision of the home economics education program in the School of Education
- b. Develop a curriculum that will meet requirements for preschool teacher certification when this credential is established by the State Department of Public Instruction
- c. Offer concentrations in child development and nutrition science as options for education majors

7. Recruit and support academically proficient and talented students

- a. Recruit selectively for programs in the School, giving particular attention to attracting more male, minority, and older-than-average students, as well as students in all groups who show promise of academic distinction

- b. Review admission and progression requirements and revise in selected programs as appropriate

- c. Offer an honors course each year

- d. Increase scholarships for students in the School of Home Economics

8. Advance the University effectively to external publics

- a. Change the name of the School of Home Economics

- b. Aggressively publicize the activities and accomplishments of faculty and students in the School of Home Economics

- c. Involve recent graduates more actively in the development and advancement of the School of Home Economics

- d. Increase external funding for the School through grants, contracts, and contributions

- e. Support the goals in Focus 2007 and contribute to the development of Pitt County and the immediate region through assistance with planning for child care and preschool education, family services, housing, nutrition services, hotel and restaurant management, and the manufacture and marketing of apparel

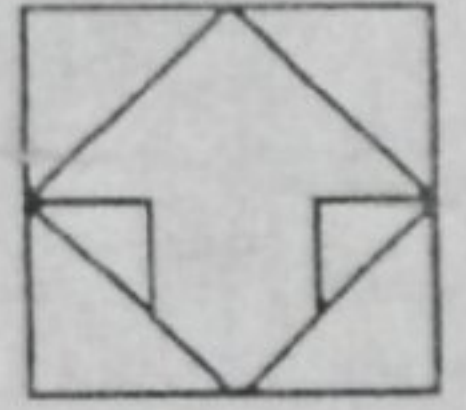
9. Develop and use expanded information resources

- a. Work with Joyner Library to expand holdings to support new program initiatives in the School of Home Economics

- b. Provide computers with word processing and electronic mail capability for all faculty

- c. Establish a computer-aided design laboratory to support the Interior Design program

- d. Increase the proficiency of faculty, students, and staff with word processing, data base management and data analysis



Strategies for Distinction

10. Provide effective stewardship of the University

- a. Work collaboratively with faculty from other disciplines on research, instruction, and service
- b. Evaluate programs regularly, giving particular attention to educational outcomes and accepted educational practice at the national level
- c. Enhance the appearance and utility of facilities in the School of Home Economics
- d. Plan for the addition of a third floor to the existing building
- e. Establish the new off-campus Marriage and Family Therapy Clinic