

# Strategic Mission, Vision and Goals of the College of Architecture, Arts and Humanities

## VISION

In support of Clemson University's vision to become one of the nation's top-20 public universities, the College of Architecture, Arts and Humanities will achieve national distinction for its ethos of creativity, critical thinking and engaged learning through research, scholarship and teaching.

## MISSION

We are a community of students, teachers, scholars and staff focused on transformative education, knowledge development and creative expression to anticipate and meet the needs of rapidly changing local, regional, national and global environments.

## GOALS

*Creativity and critical thinking are underlying guiding principles in our three academic goals:*

- Goal 1:** To provide talent for the new economy and to drive innovation, AAH will excel in the creation and communication of ideas through teaching and scholarship.
- Goal 2:** To serve the public good, AAH will study, understand and create healthy places, civic cultures and communities.
- Goal 3:** To serve the public good by focusing on national priorities, AAH will study, understand, create and develop sustainable planning, design and building.

*Securing the resources necessary to ensure our success is the foundation of our fourth goal:*

- Goal 4:** To meet the demands of Clemson's four strategic priorities and support our college programs and initiatives, AAH will increase our resource base.