

**Iowa State University**  
**Department of World Languages and Cultures**  
**Strategic Plan, 2013-2016**

**Mission Statement**

The Department of World Languages and Cultures is the central resource at Iowa State University for the teaching and study of cultures in and through their native languages. The department's members engage in inter- and multi-disciplinary humanistic scholarship, including literary studies, linguistic inquiry, cultural studies, and archaeology. The department embodies the university's diversity of ideas, individuals, and cultures. The department is the central resource for and motivator of the university's world-wide research, educational, and outreach mission, because it facilitates communication, understanding, and diversity. In order to serve students and to facilitate scholarship, the department collaborates across the university to integrate its offerings with those of other disciplines, programs, departments, and colleges.

The department creates knowledge through nationally and internationally recognized original research, scholarship of teaching, and curricular innovation. The department shares knowledge through excellence and innovation in learner-centered undergraduate teaching, and through outreach to individuals, institutions, and organizations in Iowa and beyond. The department applies knowledge through its teaching mission and its advocacy of communication and language education.

**Departmental Responsibility Statement**

The Department of World Languages and Cultures is the central resource at Iowa State University for the teaching, research, and study of cultures in and through their native languages from a global perspective. The department's faculty – grounded broadly in humanistic scholarship, linguistic inquiry, cultural and visual studies, classics and classical archaeology – contributes relevant scholarship in research and teaching in these areas. The department shares knowledge through excellence and innovation in learner-centered undergraduate teaching, and through outreach to individuals, institutions, and organizations in Iowa and beyond. WLC faculty contribute to graduate education through their expertise and service on M.A. and Ph.D. Program of Study (POS) committees, by instructing courses that lead to a graduate minor in a world language, and by co-teaching interdisciplinary graduate courses. WLC applies knowledge through its teaching mission and its advocacy of communication and language education. The department provides leadership for the university's world-wide research, educational, and outreach mission by facilitating communication, understanding, and diversity. In order to serve students and to facilitate scholarship, the department collaborates across the university to integrate its offerings with those of other disciplines, programs, departments, and colleges, including WLC leadership of study abroad programs. In addition to the department's Languages and Cultures for Professions (LCP) program, WLC works closely with the Classical Studies Program, the Center for American Intercultural Studies (CAIS), International Studies, Linguistics, and the University Teacher Education Program (UTEP).

**Vision and Departmental Goals**

The department is central to the university's vision of developing culturally informed global citizens who lead. Through exploration of ideas, texts, humanistic scholarship, and critical approaches to past and contemporary culture, the department strives to prepare students in all fields and disciplines for the challenges and opportunities of global, cultural, economic, social, and political change. The department's scholarly activities explore and communicate these challenges and opportunities – and investigate their

historical, cultural, and linguistic determinants – at the highest level. The department will implement this vision through the following guiding goals:

- The department will educate culturally-informed global citizens who are prepared to lead and it will communicate the value of language study and the understanding of cultural diversity to the university, the private sector, and the people of Iowa. The department will engage in outreach efforts and collaborations with Iowa high schools and community colleges that are consonant with its educational mission and goals.
- The department faculty will continue to maintain an active research agenda including, but not limited to, humanistic scholarship, linguistic inquiry, cultural and visual studies, classics and classical archaeology, as well as other areas of scholarly inquiry relevant to departmental responsibilities, vision, and goals.
- The department will recruit and retain diverse, nationally and internationally recognized faculty through collaborations with the College of Liberal Arts and Sciences, the Office of the Senior Vice President and Provost, and university centers that support faculty (e.g., CEAH, CELT) as appropriate.
- The department will maintain and/or develop its offerings in American Sign Language, Arabic, Chinese Studies, Classical Studies, French, German, Russian Studies, and Spanish; and strive to identify opportunities to support less-commonly-taught offerings.
- The department will continue to integrate study abroad and internship opportunities into its curricula and to support and develop innovative study abroad programs.
- The department will provide means for students to integrate professional and academic goals with the systematic study of language and culture, through its Languages and Cultures for Professions (LCP) program.
- The department will foster intradepartmental collaborations such as the World Film Studies minor and cross-departmental courses (with a “WLC” designator).
- The department will continue to develop instructional technologies and online courses as appropriate to language section priorities and departmental needs.

## Priorities

WLC Goal I: Enhance recruitment and retention efforts for all WLC majors

*Alignment with LAS Goal: Recruit and retain all learners by continuously improving their educational experience, leveraging new technology and pedagogy, and preparing graduates for successful careers and lives as critically-thinking citizens*

Metrics:

- Develop effective follow-up mechanisms for campus visits (e.g., e-mail, web info)
- Enhance or increase the number of departmental and language section events or activities e.g., career day, language section events for students (including major/minor), LCP info meetings, instructor contact in classes (study abroad information)
- Increase student engagement on WLC website: develop student and alumni profiles for website
- Increase student engagement for students participating in study abroad and internships, e.g., student blogs and videos

WLC Goal II: Strengthen university-wide collaborations in Languages and Cultures for Professions (LCP)

*Alignment with LAS Goal: Increase enrollments in LAS majors, with special emphasis on areas of national need, student and employer demand, and underrepresented groups, while maintaining the highest academic standards*

Metrics:

- Launch the LCP/College of Agriculture and Life Sciences (CALs) collaboration
- Increase basic program information to faculty, students, and staff which supports recruitment and retention
- Increase face-to-face contacts and presentations with administrative leaders, including department chairs, faculty and P&S advisers, and CALs students
- Increase the number of minors and majors from CALs pursuing a minor or second major concentration in a world language in the LCP area
- Increase the student presence of LCP majors/minors on the departmental website (see above: recruitment)
- Explore new strategic LCP contacts in LAS as appropriate
- Increase efforts to reach prospective students through contacts with high school world language teachers and recruiting teams at ISU

WLC Goal III: Enhance study abroad and experiential learning programs and opportunities

*Alignment with LAS and University Strategic Plans including “student-centered education, global collaboration” (University Strategic Plan 2010-15): LAS Strategic Plan “increase the number of our students who are fluent in more than one language and who, before graduating from this institution, have participated in a meaningful international experience” (LAS Strategic Plan Goal 2, 2010-15)*

Metrics:

- Increase the diversity of offerings within existing programs or across programs, including cross-disciplinary or interdisciplinary courses. Develop strategies that will strengthen study abroad programs and support their longer term sustainability
- Increase the number of internship or service learning opportunities in areas of need
- Develop and strengthen non-credit short courses that are linked to study abroad programs in cooperation with LAS and other Colleges

(Adopted by WLC faculty Spring 2013)