UCSB GEOGRAPHY’S VISION - LEAD THE INTEGRATION OF NATURAL, SOCIAL, AND INFORMATION SCIENCES TO UNDERSTAND AND SOLVE PROBLEMS OF PEOPLE AND THE ENVIRONMENT

Goal 1: Students
Be the Destination of Choice for High-Quality Undergraduate and Graduate Students

Staff Support: Nicole/Consuelo

Strategies:
1. Strengthen student recruitment and awareness of the Department and the field of Geography.
   - Champions: Cassels, Clarke, King

2. Strengthen curricular offerings and incentives for undergraduates.

3. Continue to provideجرى diverse educational programs that attract the best and brightest.

Tactics for #1:
1. Rename or rebrand the undergraduate degree programs to make them more searchable and easier to identify.
2. Enhance the Department’s online presence to attract undergraduates.
   - Clearly demonstrate opportunities and experiences for graduates of the Department.
   - Better illustrate cutting-edge work done by the Department.
   - Highlight activities and accomplishments of individuals on a regular basis.
3. Develop a video that promotes UCSB Geography and post it to key sites.
4. Track career outcomes for undergraduates and graduates and publicize results.
5. Highlight success stories of graduate students.
6. Leverage themes and clusters for graduate student recruitment.
   - Seek support for themes or clusters through graduate training grants (e.g., former IGERT program)
7. Increase the number of students applying for direct admission to the Department and encourage earlier declaration of major by undergraduates.
   - Develop pipeline programs targeting high school students (i.e. reach out to students taking AP Geography).
   - Strengthen presence in UCSB admissions materials to encourage more undergraduates to apply directly to the Department.
8. Launch a focused and sustained effort to improve student advising with dedicated staff and stronger, more consistent faculty.
   - Develop undergraduate curriculum around a core set of courses/areas.
   - Foster a stronger sense of community for undergraduates through geography club, competitions, etc.
9. Elevate the Departmental profile (links to Strategy 5.1).
   - Develop undergraduate curriculum around a core set of courses/areas.
   - Leverage the Department’s unique approaches to shape the national and international agenda in the discipline of Geography and allied fields.
   - Clarify and enhance graduate student financial support; expand donor-based support.

Tactics for #2:
1. Encourage faculty to serve in leadership roles in scientific organizations.
2. Be proactive with research foundations to design initiatives/programs that are aligned with the Department’s strengths and interests.
3. Build and maintain strong relationships with social sciences, humanities, and engineering at UCSB.
4. Align computational talents with other UCSB units.

Tactics for #3:
1. Increase graduate student funding through strategic teaching plans that increase TA support (e.g., more lab courses).
2. Leverage educational programs as platforms to facilitate collaboration.
   - Promote the use of multidisciplinary teams in student advising and dissertation committees.
   - Develop NSF and NRT training grants.
3. Elevate the Departmental profile (links to Strategy 5.1).
4. Publish outside the field of Geography.

Tactics for #1:
1. Make a systematic effort to identify potential collaborators within the Department and across UCSB.
   - Build and maintain strong relationships with social sciences, humanities, and engineering at UCSB.
2. Encourage faculty to serve in leadership roles in scientific organizations.
3. Build and maintain strong relationships with social sciences, humanities, and engineering at UCSB.
4. Align computational talents with other UCSB units.

Tactics for #2:
1. Align computational talents with other UCSB units.
2. Offer more lab-based classes and increase hands-on experience for undergraduates to increase learning and memory of experience and provide skills.

Tactics for #3:
1. Develop and organize undergraduate curriculum around a core set of courses/areas.
2. Offer more lab-based classes and increase hands-on experience for undergraduates to increase learning and memory of experience and provide skills.
3. Offer field-based research experiences.
4. Clarify and enhance graduate student financial support; expand donor-based support.

Tactics for #4:
1. Develop pipeline programs targeting high school students (i.e. reach out to students taking AP Geography).
2. Strengthen presence in UCSB admissions materials to encourage more undergraduates to apply directly to the Department.
3. Foster collaboration across UCSB to bolster student learning opportunities; explore shared courses, joint degrees, etc.
4. Develop and organize graduate curriculum around a core set of courses/areas.

Tactics for #5:
1. Align computational talents with other UCSB units.
2. Offer more lab-based classes and increase hands-on experience for undergraduates to increase learning and memory of experience and provide skills.
3. Offer field-based research experiences.
4. Clarify and enhance graduate student financial support; expand donor-based support.

Tactics for #6:
1. Develop pipeline programs targeting high school students (i.e. reach out to students taking AP Geography).
2. Strengthen presence in UCSB admissions materials to encourage more undergraduates to apply directly to the Department.
3. Foster collaboration across UCSB to bolster student learning opportunities; explore shared courses, joint degrees, etc.
4. Develop and organize graduate curriculum around a core set of courses/areas.

Tactics for #7:
1. Align computational talents with other UCSB units.
2. Offer more lab-based classes and increase hands-on experience for undergraduates to increase learning and memory of experience and provide skills.
3. Offer field-based research experiences.
4. Clarify and enhance graduate student financial support; expand donor-based support.

Tactics for #8:
1. Develop pipeline programs targeting high school students (i.e. reach out to students taking AP Geography).
2. Strengthen presence in UCSB admissions materials to encourage more undergraduates to apply directly to the Department.
3. Foster collaboration across UCSB to bolster student learning opportunities; explore shared courses, joint degrees, etc.
4. Develop and organize graduate curriculum around a core set of courses/areas.

Tactics for #9:
1. Align computational talents with other UCSB units.
2. Offer more lab-based classes and increase hands-on experience for undergraduates to increase learning and memory of experience and provide skills.
3. Offer field-based research experiences.
4. Clarify and enhance graduate student financial support; expand donor-based support.

Tactics for #10:
1. Align computational talents with other UCSB units.
2. Offer more lab-based classes and increase hands-on experience for undergraduates to increase learning and memory of experience and provide skills.
3. Offer field-based research experiences.
4. Clarify and enhance graduate student financial support; expand donor-based support.