Our science transforms the human experience and inspires leaders. Whether at the cellular scale via brain scans or at the global scale like climate change, our science is aimed at people. Our scholars and students seek to understand and predict behavior and to develop effective policy and real-world solutions given those understandings.

This strategic plan advances our land-grant and world-grant legacy, and guides our investments to ensure that we lead in discovering and disseminating essential patterns of social interactions and decisions.

This plan was developed via an extremely participatory process. Our Strategic Planning Steering Committee was chaired by Department Chair Walter Hawthorne (History) and School Director Mary Finn (Criminal Justice). This group included one tenure-system faculty from each Department and School, many of whom are also affiliated with Centers/Programs/Institutes, as well as two fixed-term faculty, one staff member, three alumni, one undergraduate student, one graduate student, and two representatives from MSU as a whole.

The committee met monthly to debate, disagree, and eventually fight for consensus. The discussions were directly informed by a College-wide survey, ably synthesized by the Faculty Advisory Committee, regular consultation with Chairs and Directors, and a series of strategic questions explored by the Associate Chairs. In addition, we held two College-wide retreats, together drawing over 450 participants, to solicit feedback and guidance.

I especially want to thank our facilitator, Dr. Alan Glassman. Dr. Glassman planned the meetings, kept the group on track, and continually challenged us to work together for the improvement of the College.

Developing this plan involved making choices. Implementing it will involve even more choices. Our Vision, Values and Mission will guide us in these choices. Equally importantly, we commit to preserving the spirit of the Steering Committee in working together to realize our College-wide identity and to advance the common good.

RACHEL T.A. CROSON
Dean, College of Social Science
VISION
Our science transforms the human experience and inspires leaders.

MISSION
We will be global leaders in top-tier research while advancing engaged learning and societal well-being.
VALUES

QUALITY
We hold ourselves to the highest standards to achieve lasting influence.

INCLUSIVENESS
We foster a culture in which all individuals are valued, respected and engaged so that diverse voices can enrich our work.

CONNECTIVITY
We link with campus and external communities to leverage our strengths and collectively realize our shared goals.

INTEGRITY
We are honest, transparent and courageous in our discovery and dissemination of knowledge.

CREATIVITY
We imagine innovative approaches to understand and improve the world.

EMPOWERMENT
We equip individuals and communities to make informed and just decisions.

FACULTY

Stephanie Nawyn
SOCIOLoGY

Jiaguo Qi
GEOGRAPHy, ENVIroMENt & SPATIAL SCIENCES/CEntER FOR GLOBAl CHAnGE & EArTH OBsErvAtIONS

Mark Roehling
HUMAN RESOURCES AND LABOR RELATIONS

Mark Wilson
SCHOOL OF PLANNING, DESIGN AND CONSTRUCTION

Andrea Wittenborn
HUMAN DEVELOPMENT AND FAMILY STUDIES

Gabriel Wrobel
ANTHROPOLOGY

Jinhua Zhao
ECONOMICS

Sharon Zhong
GEOGRAPHy, ENVIroMENt, AND SPATIAL SCIENCES

STUDENTS

Demetrice Jordan
GRADUATE

Leigh Rauk
UNDERGRADUATE

Pero Dagbovie
ASSOCIATE DEAN, THE GRADUATE SCHOOL (HISTORY)

Karen Klomparens
SPECIAL ASSISTANT TO THE PROVOST (PLANT BIOLOGY)

Joe Hollis
SOCIETY

Mike Morrow
ECONOMICS

Ann Tomlanovich
SOCIETY

MSU REPRESENTATIVES

Pero Dagbovie
ASSOCIATE DEAN, THE GRADUATE SCHOOL (HISTORY)

Karen Klomparens
SPECIAL ASSISTANT TO THE PROVOST (PLANT BIOLOGY)

ALUMNI

Joe Hollis
SOCIETY

Mike Morrow
ECONOMICS

Ann Tomlanovich
SOCIETY

FACULTY

Joe Cesario
PSYCHOLOGY

Mike Colaresi
POLITICAL SCIENCE

Carl Davidson
ECONOMICS

Jeff Ericksen
HUMAN RESOURCES AND LABOR RELATIONS/INTERDISCIPLINARY STUDIES IN SOCIAL SCIENCE

Eric Jueneke
POLITICAL SCIENCE/CHICANO-LATINO STUDIES

Jay Kennedy
CRIMINAL JUSTICE/ANTI-COUNTERFEITING AND PRODUCT PROTECTION CENTER

Sheryl Kubisak
SOCIAL WORK

Walter Hawthorne
CHAIR, DEPARTMENT OF HISTORY

Mary Finn
DIRECTOR, SCHOOL OF CRIMINAL JUSTICE

Nick McLaren
SENIOR DIRECTOR OF ADVANCEMENT

Rachel Croson
DEAN

Thomas Jeitschko
ASSOCIATE DEAN

Steve Kautz
ASSOCIATE DEAN

Joe Messina
ASSOCIATE DEAN

Neal Schmitt
FORMER INTERIM DEAN

Pamela Gray
CHEF OF STAFF

Nwando Achebe
FACULTY EXCELLENCE ADVOCATE

Ann Tomlanovich
SOCIETY

Tomorrow is the future of today.
Our scholars engage in sustained research excellence that demonstrates thought leadership. We will increase national and international recognition for top-tier and impactful research that addresses societal challenges.

**THEMATIC AREAS**
The College will support 3-5 thematic areas of research that advance our ability to address societal issues and will achieve national and international recognition.

**COLLABORATIONS**
The College will facilitate and recognize collaborations within and across fields.

**FACULTY EXPECTATIONS**
The College will ensure that each unit defines, communicates, implements and supports high scholarship standards to increase our national and international reputation.

**PHD SUPPORT**
The College will prioritize and support successful and effective doctoral fields.

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**GOAL AREA**

**RESEARCH EXCELLENCE**

**MEASURING OUTCOMES**

- **Faculty Research Productivity**: 50% increase to the top half of the AAU*
- **Percentage of Faculty as Principal Investigator on External Grants**: 20% increase
- **Percentage of PhD Students with Excellent Placements**: 50% increase

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*Association of American Universities
Our students acquire the communication and analytical skills needed to excel in complex and changing environments. We will enhance opportunities to develop these skills through engaged and experiential learning.

**SKILL DEVELOPMENT**
Our faculty will enhance our students’ educational and career success by developing their practical and adaptive skills.

**EXPERIENTIAL AND ENGAGED LEARNING**
The College will facilitate and recognize collaborations within and across fields.

**OPPORTUNITY GAPS**
In order to reduce differential persistence, graduation and rates of academic good standing the College will develop and improve mechanisms to support at-risk students in our ISS and large-enrollment courses.

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**LEARNING GOAL AREA**
College of Social Science students pose for a photo during the Study Away Program in Flint, MI.

**MEASURING OUTCOMES**
- **DECREASE OPPORTUNITY GAPS** for underrepresented minority undergrads
- **IMPROVE SIX-YEAR GRADUATION RATE** meeting or exceeding the MSU target
- **PLACEMENT RATES OF STUDENTS** in full-time employment or graduate or professional programs

50% REDUCTION
10% INCREASE
5% INCREASE
Our college is open and welcoming, deriving strength from a plurality of identities and lived experiences. We will build a more diverse and inclusive environment to fulfill our mission, consistent with University policies and state and federal law.

**GOAL AREA: DIVERSITY AND INCLUSION**

**INCLUSIVE CLIMATE**
The College will ensure an inclusive and welcoming environment for its students, faculty, and staff.

**FACULTY HIRING AND RETENTION**
The College will increase the proportion of tenure-system under-represented faculty utilizing aggressive recruitment, outreach and retention strategies.

**DEVELOP FUTURE FACULTY**
The College and its units will develop programs to increase the proportion of under-represented individuals in the academic pipeline utilizing aggressive recruitment, outreach and retention strategies.

**MEASURING OUTCOMES**

- Increase proportion of under-represented tenure-system faculty
- Increase proportion of under-represented PhD students

Carl S. Taylor, PhD, Professor of Sociology, teaching a class.
Our identity establishes us as a destination and a source of expertise. We will further connect with alumni and communities.

**IDENTITY**
In coordination with MSU’s central communications team, the College will leverage MSU’s brand to create a unified College identity.

**ALUMNI ENGAGEMENT**
The College will engage alumni and friends to increase support for our mission.

**EXTERNAL ENGAGEMENT**
Our faculty will engage and include academic and external communities to co-create a more visible societal impact.

**MEASURING OUTCOMES**
- **40% INCREASE** GIFTS TO THE COLLEGE
- **10% INCREASE** EXTERNAL PRESS MENTIONS of faculty research or quotes by faculty as experts

Alumnus Curtis Mack speaks with students during Social Science Week.
OUR SCIENCE **TRANSFORMS THE HUMAN EXPERIENCE**
AND INSPIRES LEADERS

College of Social Science
MICHIGAN STATE UNIVERSITY

socialscience.msu.edu

#MSUSocialScience