MISSION STATEMENT:
The Department of Merchandising, Apparel, and Textiles is committed to excellence in merchandising, apparel, and textiles in an increasingly diverse and technological world. Teaching, research, and service programs support student development and contribute to the economic and social well-being of the Commonwealth, the nation, and the world.

Goal 1
Prepare Students for Leading Roles in an Innovation-Driven Economy and Global Society

Most Significant Challenges
- The Department of Merchandising, Apparel and Textiles has experienced a significant increase in undergraduate enrollment. The student-to-faculty ratio is one of the highest in the College of Agriculture. Additional growth is not possible without additional resources.
- The graduate program has also experienced significant growth. Current levels of graduate student support (2.5 teaching and 0 research assistantships) are not adequate to meet the needs of current and future graduate students.
- Classrooms and laboratories are inadequately equipped.

Strategies
- Integrate experiential education into the curriculum by partnering with business and industry professionals.
- Actively promote student participation in personal and professional development opportunities including student research; student conference presentations; student and professional organization memberships; and international and domestic travel experiences and internships.
- Increase web-enhanced and technology-enriched courses.
- Pursue funding from diverse sources for graduate program.
- Implement strategies to enhance timely graduation of students.
- Increase faculty recognition for excellence in teaching, research, advising and extracurricular activities.
- Seek better classroom facilities and laboratories.

Key Indicators
1. Increase percentage of entering freshmen that graduate within six years of entering the program.
2. Graduate 75% of full-time graduate students within two years.
3. Reduce the ratio of majors to faculty to less than 30/1.
4. Implement learning outcome assessment process.

**Unit Goal 2:**  
Promote Research and Creative Work to Increase the Intellectual, Social and Economic Capital of Kentucky and the World Beyond its Borders

**Most Significant Challenges**  
- High percentage of DOE allocated to teaching.  
- Majority of faculty hold nine-month appointments.  
- Limited external and internal funding opportunities.

**Strategies**  
- Pursue extramural and internal research funding from state and federal sources.  
- Develop inter- and multi-disciplinary research teams within the College and School.

**Key Indicators**  
1. Publication of at least 2 refereed journal articles per research FTE per year.  
2. Increase total amount of external and internal awards.

**Unit Goal 3:**  
Develop the Human and Physical Resources of the College to Achieve Top 20 Stature

**Most Significant Challenges**  
- Extended absence of a permanent department chair.  
- Retention and compensation of highly skilled staff members remains a challenge.  
- Recruitment, retention, and development of faculty are severely limited due to lack of resources.

**Strategies**  
- The department will strive to recruit, develop and retain nationally distinguished faculty and a chair.  
- The department will improve recruitment, retention and remuneration of staff.  
- The department will continue to review, evaluate, and coach all employees.

**Key Indicators**  
1. Increase faculty from seven (2000) to 14 (2014).  
2. Receive one local, regional, national, or international faculty honor per two years.
Goal 4:
Promote Diversity and Inclusion

Most Significant Challenges
- Undergraduate male enrollment is low.
- Undergraduate racial diversity is low.
- Undergraduate student body has limited experience with diversity.
- No gender diversity among faculty members.

Strategies
- Actively recruit students from underrepresented groups.
- Utilize alumni from underrepresented groups to assist in recruitment of students.
- Actively pursue international graduate students, post docs, and faculty exchange programs.
- Utilize undergraduate and graduate curriculum to provide students with diversity experiences.

Key Indicators
1. Increase male enrollment.
2. Increase African-American undergraduate enrollment at or above 6.6% (state's population).
3. Increase the number of male faculty.
4. Encourage faculty participation in an international experience each year.
5. Increase number of students participating in an international experience.

Goal 5:
Improve the Quality of Life for Kentuckians through Extension, Outreach and Service

Most Significant Challenges
- Lack of MAT extension specialist.
- Operating funds for extension activities are non-existent.

Strategies
- Sustain existing and promote new Extension collaborations within and outside UK.
- Increase collaborations and projects with local community via The Kentucky Plaid Project, experiential learning projects, internships, and other research projects.
- Educating community on weight issues via “Becoming Body-wise Project.”

Key Indicators
1. Hire a full-time extension specialist for MAT by 2014.
2. Community and Extension-based projects will contribute educative material to the community.
3. Increase county level programming in MAT.