

Potter College of Arts & Letters



Mission Statement

The value of humanistic study has been central to the mission of WKU since the university first welcomed students in 1906. PCAL is dedicated to providing a positive learning environment that nurtures the growth of all students, by building upon a commitment to excellence in teaching, research, creative scholarship, and service in the fields of arts, humanities, and social sciences.

Since its creation in 1965, the college has continued to develop cutting-edge academic programs focusing on adaptable and transferable skills that prepare our graduates for meaningful careers and fulfilling lives. We are committed to diversity, equity, and inclusion in the classroom, in the curriculum, in the community, and our world.

Organizational and Program Information

The college prepares students to enter a wide range of careers and programs of advanced study through its 37 undergraduate majors leading to baccalaureate degrees, 39 minors and 10 undergraduate certificates. In conjunction with the Graduate School, it offers advanced programs that lead to 8 different graduate degrees and 4 graduate certificates. It also plays a significant role in WKU's Colonnade program, so that there are very few undergraduates at WKU who do not take multiple classes in PCAL.

Academic units in PCAL include the Departments of Art & Design, Communication, English, Folk Studies & Anthropology, History, Modern Languages, Music, Political Science, Sociology & Criminology, Theatre & Dance, and the School of Media.

Goals and Anticipated Program Activities

The following list summarizes the college's priorities:

- Produce graduates that will continue to enrich their communities throughout their lives.
- Provide a diverse and equitable college experience for all PCAL students.
- Create, synthesize, and disseminate knowledge through high-level scholarship and creative activity.

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- Facilitate high impact practices, including study abroad, immersive learning in different cultures, service learning, and collaborative learning and instructional opportunities.
 - Create a portfolio of academic and pre-professional offerings that align with student and employer demand, while preparing those students for a lifetime of learning and growth.
 - Work to help students articulate how their PCAL degree has prepared them for workforce success.
 - Schedule course offerings that maximize progression and completion while appealing to individual student interests.
 - Support and underwrite the Colonnade program.
 - Research and adopt effective strategies and technologies for distance learning.
 - Nurture a culture of service to the broader university, region, and world.
 - Manage fiscal resources effectively and creatively.
 - Continue to recruit, and retain students who will benefit most from, and bring the most to, the PCAL experience
 - Change lives.