

OVERALL STRATEGY – We will engage in a *growth strategy* designed to strengthen our position as a College and to support the SUU strategic plan. We will successfully achieve this growth by increasing our total enrollments and retention, and by recruiting, developing, and graduating high quality and talented students who go on to successful careers in the arts and education. We will also produce art exhibitions, theatre, dance and concerts for the campus and community of increasingly high quality.

REVISED Mission of CPVA - The educational mission of the College of Performing and Visual Arts (CPVA) is to acquaint SUU students with the fine and performing arts in general, and to specifically educate and train students to develop careers and a life-long involvement in the arts. Our mission also helps guide us in our goal of making the arts visible and accessible, exciting and innovative, and an integral part of the intellectual and cultural life of Southern Utah University and the surrounding communities.

The mission is fulfilled in two major ways: through the CPVA's academic departments offering a comprehensive undergraduate curriculum, and the programming of frequent performances, exhibitions, and related events designed to give students opportunities to develop as artists and scholars and to enrich the campus and community.

CPVA GOALS

1. Ensure the overall curriculum, productions, concerts, exhibitions, facilities, and other projects of the departments are successfully fulfilling our educational mission. **ONGOING**
2. Increase our visibility by doing the following:
 - Implementing a marketing, PR and press plan by Dec 2004 - **DONE**
 - Create a Marketing & PR Committee to set policy and monitor activities promoting CPVA and the departments - **DONE**
 - Create graphics logos and develop graphics plan and process for CPVA events and publications. - **DONE**
 - Revamp CPVA website - new look, new content – **DONE**
 - Publish and distribute either a CPVA newsletter or monthly calendar - **DONE**
 - Create “Quick Facts” Sheet on CPVA and its departments. **IN PROCESS**
3. Ensure CPVA has input on SUU planning process
 - Suggest budget and resource revisions to better support the CPVA
 - Revise the budgeting and funding allocation model within CPVA
4. Develop fundraising plans for CPVA
 - Develop & Fundraising – Create priority lists and develop action plans - **DONE**
 - Work with SUU grants and development office seeking support for projects – **IN PROCESS**
 - Advisory Board – Assess need for and solicit possible members – **ON HOLD**
5. Increase enrollments:
 - In all arts GE classes by 10% overall by fall 2005 – **IN PROCESS**
 - Increase the total number of majors in each department between 5 to 8% by fall 2005 – **IN PROCESS**
6. Develop better data management of arts alumni of SUU by working with arts departments and SUU Alumni Office. **IN PROCESS – new Excel files created spring 05**
7. Reassess and revamp affiliation relationships with USF, Braithwaite Gallery, and the American Folk Ballet. Create new professional music ensemble within the Music Dept. **IN PROCESS**
8. Continue assisting departments in their progress toward accrediting all programs. **IN PROCESS**

ART & DESIGN DEPT MISSION & GOALS

Mission: The primary mission of the art department is to integrate a university liberal education with professional training in art. We contribute to the liberal education of all students by providing classes in art history, art appreciation, and visual design, which foster appreciation and critical awareness for the visual arts.

Goals:

1. Foster excellence with national standards.
 - A. Initiate name change to Dept of Art and Design - **DONE**
 - B. Develop BFA degree program in Art & Design – **DONE**
 - C. Work on NASAD accreditation – **NOT STARTED**
 - D. Enhance and continue to grow graphic design program – **IN PROCESS**
 - E. Reassess space and equipment needs for the department – **IN PROCESS**
2. Develop funding plan for department
 - A. Assess needs - **DONE**
 - B. Develop funding plan - **DONE**
3. Revamp existing curriculum and develop BFA in Art degree for the fall of 2005. Seek BOR approval and implement. **DONE**
4. Better promote and publicize Art department events, faculty, and students – **IN PROCESS**
5. Revise mission and affiliation relationship with Braithwaite Fine Arts Gallery - **DONE**
6. Develop and implement recruitment and retention plans for dept – **IN PROCESS??**
7. Remodel existing space in Centrum to house a slide library and centralize art dept faculty offices – **APPROVED**
8. Add a faculty position specializing in the art history area – **SEARCH IN PROCESS**
9. Secure additional studio space for foundation and studio classes and to provide working space for senior art majors. **IN PROCESS**
- 10.

MUSIC DEPARTMENT MISSION & GOALS

Mission: The mission of the department of music is to provide students a personalized learning environment to foster meaningful cultural experiences in the performance, understanding, and appreciation of the discipline and art of music.

Goals:

1. Foster excellence through national standards
 - A. Closely monitor adherence to NASM standards - **ONGOING**
 - B. Develop needs list for more faculty and staff in music dept – **DONE**
 - C. Prepare for NASM re-accrediting self-study in 05-06 and onsite evaluator visits in fall of 2006. **IN PROCESS**
2. Develop funding plan for department - **DONE**
 - A. Assess needs
 - B. Develop funding plan
3. Develop and implement recruitment and retention plans for dept. - **IN PROCESS**
4. Develop musical instrument replacement plan – budget and timetable - **DONE**
5. Develop faculty performance group to tour and perform - **DONE**
6. Develop new music series and better promote and publicize department concerts and recitals. **IN PROCESS**

THEATRE ARTS & DANCE DEPT GOALS

Mission: The mission of the department of Theatre Arts and Dance is to provide a nurturing and challenging environment which celebrates our history, propels us toward our future, and excels in practical application of theatre and dance techniques. A rich diversity of idioms, theatrical disciplines and technologies combine with an ever-changing array of production opportunities and personalized mentoring by our entire faculty and staff. Central to our focus as a department is superior teaching; our classroom encompasses the studio, the stage and the technical laboratory.

Goals:

1. Foster excellence with national standards
 - A. Follow NAST/NASD standards where possible – **ONGOING**
 - B. Seek NASD **accrediting for dance degree** – **IN PROCESS**
 - C. Continue curriculum development – **IN PROCESS**
 - D. Improve facilities and equipment – **IN PROCESS**
 - E. Improve personnel resources (costume shop mgr) – **IN PROCESS**
 - F. Promote teaching/mentoring – **IN PROCESS**
 - G. Engage in professional development and evaluation of faculty - **DOING**
 - H. Improve advising/mentoring of students – **IN PROCESS**
 - I. Faculty training and development – **IN PROCESS**
2. Quality productions
 - A. Improve overall quality of all aspects of productions - **ONGOING**
 - B. Increase audience attendance - **DONE**
3. Improve outreach and community development - **DOING**
4. Be visible through DCTF, ACDF, USITT, ATHE - **DOING**
5. Improve recruitment/retention - **ONGOING**
6. Improve advising of student arts organizations – **IN PROCESS**

MFA IN ARTS ADMINISTRATION PROGRAM

Mission Statement: The Master of Fine Arts (MFA) program in arts administration seeks to provide a practical interdisciplinary education that develops well-rounded generalists, employable in any of the arts disciplines as professional arts administrators.

Goal Statement:

The MFA seeks to develop graduates who can balance administrative structure with artistic process to effectively ensure the artistic integrity and fiscal responsibility of arts organizations

1. Foster excellence in teaching by:
 - a. Continually find ways to improve faculty knowledge through participation in national conferences, seminars and research. **DOING**
 - b. Improving and refining multi-disciplinary curriculum with other arts departments, the School of Business, the college of Education and Communications department. **_ IN PROCESS**
 - c. Hosting guest lecturers - **DOING**
2. Refine MFA projects to offer the best practical experiences possible.
 - a. Reexamine the working relationships with current affiliates (USF, Braithwaite, AFB) to find better experiences for MFAs. – **IN PROCESS**
 - b. Find new projects for MFAs in local arts organizations. **??**
 - c. Find new capstone internship opportunities locally and nationally. **??**
3. Competitively recruit students nationally and regionally

- a. Create effective marketing plan – **IN PROCESS**
- b. Raise funds to pay for assistantships from current affiliates, the college, the university and outside sources. – **IN PROCESS**
- 4. Raise the visibility of MFA program
 - a. Attend region and national arts, arts administration and culture conferences (**e.g. AAAE, USITT???**)

BRAITHWAITE FINE ARTS GALLERY PLAN 2004-06

MISSION STATEMENT

The Braithwaite Fine Arts Gallery mission is to provide dynamic and varied visual arts experiences for the people of Southern Utah. The gallery mounts educational exhibits throughout the year, offers programs related to its exhibitions, preserves and collects fine art, and serves as a resource center for the visual arts on the SUU campus and in Cedar City and the surrounding communities.

BRAITHWAITE VISION STATEMENT

The Braithwaite Fine Arts Gallery will be nationally recognized as an outstanding regional university museum and gallery through its dynamic exhibition programming and outstanding educational programs.

To realize the vision and fulfill the mission create a plan and engage in the following activities:

1. Present Exhibitions and Related Programming

Goal A: Produce a diverse range of exhibitions year

- I. One major touring exhibition each year (Fall)
- II. Rural High School Art Competition (Fall)
- III. Annual SUU faculty show (Winter)
- IV. Annual SUU student senior portfolio show (Spring)
- V. Regional artist's invitational (Summer)
- VI. USF Designers (Summer)
- VII. Other?

Goal B: Create and sustain programming that has an impact on the campus and the community

- I. Establish educational programming will be scheduled for exhibitions as appropriate
- II. Secure guest speakers and invite artists to share their perspectives about the exhibitions and coordinate speakers with Art Major Seminar class
- III. Arranged educational programs with schools in Iron County and from the surrounding area as appropriate

2. Enhance Gallery Attendance

Goal A: Develop coordinated gallery marketing and public relations plan

- I. Work with CPVA Dean's Office to develop and coordinate ongoing marketing and PR plans and efforts on behalf of the gallery (Ongoing)
- II. Promote gallery regionally and through state-wide Utah visitors information bureau (Ongoing)
- III. Budget funds to cover exhibition promotion as well as general gallery advertising (Ongoing)
- IV. Provide better signage directing the public to the gallery (Immediately)

- V. Keep the website updated about exhibitions, other educational activities and future plans (Ongoing)
- VI. Extend gallery hours to Saturdays beginning with summer 2005 (June)
- VII. Develop volunteer docent program from the community (By fall 2006)

3. Provide Adequate Operational Support

Goal A: Establish and sustain appropriate staffing level

- I. Adjust gallery director's appointment to half-time May through July (Summer 05)
- II. Designate support for a graduate assistant from the MFA Arts Administration Program to assist with gallery operations and event promotion and coordination (Begin Fall 2005)
- III. Continue to fund undergraduate assistants to provide reception and information to gallery goers (Ongoing)
- IV. Budget for a part-time staff administrative assistant/volunteer coordinator (Beginning 2005-06)
- V. Continue to develop undergraduate interns to assist in gallery operations from the Museum Practices class
- VI. Continue providing MFA graduate student rotation slots in coordination with USF and CPVA.

Goal B: Develop a long range budget plan for the gallery

- I. Create a detailed line item budget for gallery income and expenses (Winter 2005)
- II. Adopt gallery budget after discussion and review by the Braithwaite Gallery Advisory Committee (Winter 2005)
- III. Implement and monitor budget plan (Winter 2005)
- IV. Prepare annual and long term budgets and review with advisory committee

Goal C: Create long range development plan for gallery

- I. Develop needs list for gallery's future (Fall 2004)
- II. Establish funding priorities (Winter 2005)
- III. Review with Advisory Committee, amend and approve (Spring 2005)
- IV. Identify corporate, foundation, local, state and Federal funding sources and implement an ongoing plan to apply for funding as appropriate
- V. Update and revise development plans