



AIHE Summit  
April 22nd, 2017  
9AM – noon  
SUNY Oswego  
Tyler Hall  
Room 11  
Oswego, NY

# Arts in Higher Education Consortium

Year 3: Assessing Impact of the Arts & Strengthening the Consortium

MEETING MINUTES

## **ACTION ITEMS FOR AIHE CONSORTIUM & CNY ARTS**

Action items decided at meeting, where relevant volunteers listed. Please contact Paula Kinev [paula@cnyarts.org](mailto:paula@cnyarts.org) with any questions/for any help getting started on listed action items.

1. **AiHE Consortium Logo/Badge:** 6 voted for option A. 3 voted for B.
  - a. Further edits requested from SU on option A before adopting it as a logo: thicken font, integrate CNY Arts logo into puzzle, make sure it's scalable.
  
2. **AiHE Consortium: Increasing Number of Schools**
  - a. One-on-One reach out to contacts at schools
    - i. David Neal @ SUNY Cortland?
      1. Michael Flanagan- knows SUNY Cortland gallery director, will talk to them
    - ii. SUNY Morrisville—Heather Buchman
    - iii. MVCC & Htriple3—Carol Dumka
    - iv. Broaden region outside 6 counties-- Ithaca: Cornell, Ithaca College. —Heather Buchman will look into it
      1. HobartWS—got a new president, Sam Krall can reach out to a choral director there
      2. Well's College- Aurora, NY (Cayuga Lake) Amy Bartell look into it
    - v. SUNY ESF—Erica Blust
  - b. Best way to get to faculty is through chairs of department: **all summit attendees email Paula their list of department chairs & she'll make sure they are on mailchimp**
  - c. Orientation packets that go out to adjuncts: **create a handout/slide to go into presentations for new adjuncts at schools**
  - d. **Edits of Consortium Services Handout:**
    - i. The **network** is the big thing: rather than a laundry list of things we are pitching the network, strengthening the connectedness of this group. *Communication, Cooperation, Collaboration, Consortium.*
    - ii. **Communication:** monthly newsletter—inform consortium of news from member schools, [artsinhighereducation.org](http://artsinhighereducation.org) & [cnyarts.org](http://cnyarts.org) inform public of higher ed arts events, summits develop networks for junior faculty/access to colleagues/form professional connections & a regional network, FB group for direct communication (fulfills listserv)
    - iii. **Cooperation:** Matilda Joslyn Gage project (counts for both cooperation & collaboration) ideas sharing & grant-writing cooperation, but the project itself is collaboration. Internship opportunities, spousal hire, regional impact of getting word out.
    - iv. **Collaboration:** The Acting Company residency, Matilda Joslyn Gage project
    - v. **Consortium:** NEA advocacy letter—impact of regional statement

### 3. Metrics:

- a. **Encourage more campuses to get administrators to fill out surveys**
  - i. Paula will contact people one- on- one now to remind them to please send survey to their admin
  - ii. Neva Pilgrim: Paula send her admin assessment survey, she can help with Colgate admin
- b. **Everyone present: email Paula metrics you do have that pertain to the survey questions** (links to those metrics)
  - i. Heather: we have different sources of existing info, each school produces summary of what is available to us & pool that together. List of info we'll need from people for later.
- c. Longer term/non-immediate action item: Miranda Traudt: we should hear from students, survey them: what the impact of the arts is on them? CNY Arts can't do that survey, but schools can do that individually. Julie Pretzat: do we want to make that survey as a group for students & work on disseminating it ourselves?
  - i. Amy Bartell: if we can cite students' personal experiences that will give us weight as an advocacy group

### 4. NEA Support Statement

- a. Steve Butler: list of NEA programs, ENGAGE stats
- b. Write a preamble—Amy Bartell & Heather Buchman
- c. John Shaffer write up something about Acting Co.
- d. Neva will forward the email SNM got about FY 17 budget cuts

### 5. SUNY Oswego Project

- a. Consortium can help: get word out to campuses to participate either with projects to present & also just attending, or giving a chance to grad students to present. In particular there is a need for: theater & music disciplines, & also private schools.
- b. Steve Butler: have the AiHE Summit during this event? Or have consortium host a reception? We can help bring more disciplines, privates, non-profits.
  - i. Cynthia Clabough: This is also a chance to bring young faculty in since main target of conference is junior faculty.
- c. Amy Bartell: maybe consortium can play a role in generating an on-site collaborative project during this conference?
- d. Julie Pretzat: I will send the grant out to all, & stay in touch as more details unfold

### 6. Other News Action Items:

- a. **Gage project:** email either Heather Buchman or Neva Pilgrim if you're interested in participating w/your classes. The project is starting this summer w/commissioning funds, & the premiere is slated for (aprox.) Nov. 2017.
  - i. Amy Bartell would like to work w/her illustration class. **Request for Neva Pilgrim:** please email digital copy handout
  - ii. Also want to engage non-arts classes such as history, political science, etc.
  - iii. Maybe this project would be a good presentation for the SUNY Oswego April 6-7 2018 conference?
- b. **Listserv: CNY Arts will create FB group for AiHE Consortium**

Related Thoughts:

### **Metrics**

Julie Pretzat: SUNY Oswego is very tied to strategic plan (5 impacts)—every argument they make for anything has to hang on one of those, framing what you do in terms of your school’s strategic plan is very helpful.

Heather Buchman: we track enrollment trends in private lessons & ensembles. We have also tracked prelim data on alumni: career center was able to filter list by music in people’s job titles--a lot of our students are arts administrators now (did not major in music) & we otherwise wouldn’t have known.

Peter Tschirhart: there are national assessments that can be tailored slightly, it just depends on what you are looking for. At Colgate we would have more luck getting info from an existing survey & pulling data out for consortium use (ex. NSSE)

Julie Pretzat: As a group it would be a lot stronger for us to pool data, rather than each one of us approaching admin by ourselves. Heather Buchman: we could start w/what recent alumni are doing & how much we actually helped them, it would be interesting to see what alums from all our schools are doing

Amy Bartell: look at donors/legacy donations

Heather Buchman: this may be an internal PR project, to develop a block of strategic arts alumni

Steve Butler: for example theater alumni at Oswego have listserv, annual picnic etc. that actually is a tightly connected group

### **NEA Support**

Access—NEA equalizes access, so art doesn’t just happen where there are wealthy donors (very important to CNY)

Sam Krall: highlight what the NEA impacts for people who wouldn’t be impacted otherwise, individual artists can get grants for commissions from local organizations

1 project per county. Steve Butler: In our local examples, try to pick examples that are more easy to grasp if you are not well-versed in all the arts. Maybe also we can add up cumulative impacts/jobs for each district.

Heather Buchman: timetable important—collective statement is important, but also mobilized calls for Tenney, Katko—to show there is a local constituency of the arts. Get local info to constituents to arm them. We can quickly come up w/that type of info & disseminate it.

NEA grants: --# of projects cny totaling #of dollars reaching X amount of people in X districts

Return on Investments: how much is that generating in the economy? we can use standard arts multipliers from Americans for the Arts

- The Acting Company project: we have great photos etc. something that grabs their attention
- Censorship: authoritarian move to censor free expression, they find ways to stifle ideas. Freedom of expression needs to be a central point.
- How arts impact all ages
  - Needs to be arts equivalents of “boots on the ground”, arts impacts
- Cultural vibrancy, keep people in city, engaged & employed—it’s quality of life that matters, people are moving towards urban centers & the arts are a part of that.
  - Quality of life & economic perspectives
- Lack of education in community, we need to educate community so that they know their programs are funded through NEA
- Focus on veterans & kids

### **SUNY Oswego Project**

Cynthia Clabough—president of SUNY-wide council of art department chairpersons

Because this conference is attached to an annual meeting, there is already an audience of ~50 from visual art

This conference is also a way to support younger faculty & artists in the community—showcase work that people are doing

While this is hosted by SUNY & there is a wide SUNY buy-in, also intentionally want to invite people from community & from other schools, not just SUNY

Celebration of what we’re doing & help each other network & brainstorm for things that can happen across a number of campuses

- \*Showcase successful arts projects intersection of tolerance & intolerance
- \*Aim is diversity: student, class, outside, combo of all those
- \*Work that is comfortable being uncomfortable
- \*Need Performance Art

Example: FIT—student project to transform abandoned buildings & they learn about the community through that project

# Agenda

8:45-9:00 meet & greet, coffee & snacks

9:00-9:05

1. Welcome, AiHE Consortium background (handout)

--Steve Butler, Executive Director, CNY Arts

9:05-9:15

2. Brief Introductions

-- Julie Pretzat, Summit facilitator & Dean C-CMA, SUNY Oswego

9:15-9:25 —Presentation— Paula Kinev, Arts in Education Coordinator, CNY Arts

3. Vote: Consortium Logo & Badge (handout)

**Previous Agenda Item:** create AiHE Consortium logo & badge for multi-use, including schools to place on their websites

**A. Action Taken:** SU drafted logo possibilities, logo task force narrowed down for a vote at summit

I. Questions?

II. Vote on which logo to adopt from 2 options

III. Logo will be sent out to all dues-paying consortium members

9:25-9:50 --Facilitated Discussion—Julie Pretzat, facilitator

4. Increase Number of Colleges in AiHE Consortium (handouts)

**Previous Agenda Item:** sustainability of AiHE Consortium

**A. Action Taken:** Members pay dues to sustain consortium & receive consortium benefits

I. Discussion of member benefits & brainstorming ideas to communicate/develop/enhance those benefits

II. Funding materials included in folder

9:50-10:45—Metrics for Assessing Impact of Arts on Campuses—Facilitated Discussion, Julie Pretzat, facilitator

5. Presentation/Update: Metrics Task Force (handouts)

**Previous Agenda Item:** establishing metrics (Feb. 11 2017 Dean Meeting)

**A. Action Taken:** volunteer group metrics task force- begun literature review, survey of administrators, & collating overlapping mission & values

I. Discussion & feedback

10:45-11:00 Break

11:00-11:15 Facilitated Discussion—Julie Pretzat, facilitator

6. Statement of Support for National Endowment for the Arts, National Endowment for the Humanities, and Institute of Museum and Library Services

A. Example Statements Provided From Group (handouts)

B. Volunteers for co-writing template that can be used by all schools?

11:15-11:40 Presentation—SUNY Oswego: Creative Expression as Transformative Agent –Julie Pretzat, facilitator

7. **Project Background**

A. **Action Item: Consortium support of project**

B. Questions?

11:40-12:00 Julie Pretzat, facilitator, SUNY Oswego

Summary: Action Steps on Agenda Items

A. AiHE Logo/Badge

B. Increasing Number of Members

C. Metrics for the Arts on Campus

D. SUNY Oswego: Creative Expression as Transformative Agent

E. Statement of Support for NEA/NEH

F. Any further news from consortium members?

Thanks and Close