

# Goals for the CPVA Dean 2004-05 and beyond

This is a working document that is undergoing changes, updates, and revisions on a continual basis.

*Bill Byrnes*

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**Here are the top priority items I am working on:**

1. Work with Chairs and Directors to establish priority needs list for faculty, staff, curriculum, programming, facilities and equipment for the CPVA over the next five years.
  2. Coordinate the marketing and PR for CPVA and the implementation of a new CPVA website.
  3. Continue working with the Development Office and Sponsored Research to identify funding support and grant opportunities for CPVA and faculty.
  4. Continue working with Alumni Relations Office to develop a systematic contact process with the arts alumni of SUU and CPVA.
  5. Work with Chairs and Directors to develop a CPVA Master Calendar and develop a transition process to centralized scheduling for the CPVA in the Dean's Office.
  6. Work with USF to streamline reporting and oversight of the festival with the Dean's Office.
  7. Continue developing ideas and gathering input on how to best increase the professional opportunities and exposure of our faculty.
  8. Work with student Senators on establishing more effective communication process for all CPVA students and CPVA administration.
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# STATUS REPORT AS OF END OF JULY 2005

**1. To be an effective spokesperson, advocate, and representative for the CPVA and to increase our visibility as a college regionally, nationally and internationally.**

## **INFORMATION PLANS**

- Develop press plan for 04-05 and implement with the coordination of the CPVA Dean's Office, department Chairs and the SUU Marketing & PR Office **[DONE]**
- Work with Art and Design Dept graphic design faculty, CPVA Department Chairs, SUU Marketing and PR office and the campus webmaster to develop new CPVA logo and overall unified graphic look for all CPVA publications and the website **[DONE]**
- Create and publish a CPVA Newsletter 3 time a year (Fall, Winter, Spring) **[DONE]**
- Develop a CPVA "Quick Facts" sheet covering key information about the CPVA and accomplishments of its faculty, staff, and students **[IN PROCESS]**
- Work with campus Marketing & PR office to develop, print, and distribute a CPVA color recruitment brochure **[DONE]**
- Create and print 2000 CPVA recruitment poster (11x17) with tear-off reply cards **[DONE]**
- Mail new recruitment posters to high schools and high school arts teachers in the Rocky Mountain area and the SW **[IN PROCESS]**
- Create and print 10,000 CPVA bookmarks to help promote the arts at SUU **[DONE]**
- Create new SUU arts website and Arts Hotline phone number to promote the CPVA department events **[DONE]**
- Redesign the CPVA website as well as the information postings by departments **[DONE]**
- Develop consistent information flow for postings on the current CPVA website and the SUU Arts & Entertainment Online Calendar **[DONE]**
- Develop a new season plan for CPVA events and create new marketing brochure and plan **[IN PROCESS]**

## **PROGRAMMATIC PLANS**

- Assess the current operational status of the Braithwaite Fine Arts Gallery and propose revised mission, and new vision statement. Establish an operational plan and revise the budget to restore the Gallery to its position of prominence in the arts scene of SW Utah. **[DONE]**
- Assess the current operational status of the American Folk Ballet and revisit the mission and vision of the company. Seek energetic leadership and financial resources to revitalize the company. Establish a master plan that includes a budget, calendar, and staffing for 2005-06 and beyond. **[BEING RE-EVALUATED AFTER INPUT FROM DANCE FACULTY – IN PROCESS]**
- Establish a named faculty concert ensemble comprised of SUU faculty who will tour the Southwest and the nation as their schedules permit. Select a name for the ensemble and designate its membership from among the music department faculty, adjuncts and spouses. Post booking information and fee structure on the CPVA website and actively seek bookings for the performers. **[DONE – Halverson String Quartet established June 2005]**
- Participate in SUU International Programs with arts study abroad programs. **[IN PROCESS]**

**2. To keep the communication channels open in CPVA with the SUU administration and USF. –**

- Meet with Chairs, faculty, and staff on a regular basis **[DOING]**
- Meet with students on a regular basis **[DOING]**
- Meet with senior administration and other Deans of SUU on a regular basis **[DOING]**
- Meet with USF staff on a regular basis **[DOING]**
- Meet with Braithwaite Friends of the Gallery, OSU, Neil Simon Festival and Cedar City Music Arts Association **[Partially doing – still need to interface with off campus organizations]**
- Meet with Iron County and Cedar City community leaders on a regular basis **[NOT DOING YET]**
- Participate as a member in the Iron County Arts Council **[NOT DOING YET]**

### **3. To ensure the CPVA point of view is represented in the strategic planning process of SUU.**

- Actively participate on the development and revisions to the SUU Strategic Planning documents (Fall 2004) **[IN PROCESS]**
- Coordinate CPVA and departments planning documents and align with SUU strategic plans **[IN PROCESS]**

### **4. To continue building procedures and processes that ensure faculty and staff input is included on our ongoing operations and in future planning for the CPVA (AKA Shared Governance).**

- Assess and revise, as needed, the organizational structure of the CPVA **[IN PROCESS]**
- Assess and revise the place of the CPVA Dean's Office in the support system for the various Departments **[IN PROCESS]**
- Evaluate the option of creating a 1/2-time PR/Marketing staff position in the Dean's Office (costs, job description, and so forth) **[ON HOLD]**
- Assess effectiveness of the current USF reporting and supervisory relationship with CPVA Dean and SUU senior administration. **[IN PROCESS]**

### **5. To develop plans and begin to secure external funding for designated CPVA activities.**

- Develop a clear "Needs Case" for the CPVA **[IN PROCESS]**
  - Scholarships
  - Other student support
  - Faculty and staff research and creative activity support
  - Support for students attending off campus workshops, competitions, conferences or exhibitions
  - Equipment and facilities
  - Braithwaite Fine Arts Gallery
  - American Folk Ballet
  - Faculty Music Ensembles
- Work with Chairs to develop a prioritized needs list for CPVA **[INITIAL LIST DEVELOPED AND SHARED WITH DEVELOPMENT OFFICE]**
- Develop working committees to implement fundraising and alumni development plans for CPVA **[NEEDS MORE THOUGHT RELATIVE EXISTING CPVA COMMITTEE STRUCTURE]**

### **6. To develop partnerships with external constituencies**

- Develop and implement a CPVA Advisory Board – Establish meeting for group late in the school year **[ON HOLD – NOT SURE WE ARE READY FOR THIS YET]**
- Develop and implement a coordinated SUU/CPVA alumni-tracking system in the arts disciplines **[IN EARLY DEVELOPMENTAL STAGE – WAITING FOR REPORTS FROM ALUMNI OFFICE]**
- Establish contact and working relationships with Southern Utah, Iron County and Cedar City service organizations **[NO ACTION TAKEN YET]**

### **7. To exercise strong fiscal management**

- Develop multi-year budgets for all current CPVA operating budgets and revenue accounts **[IN PROCESS]**
- Develop "unmet needs budget" and estimate costs to achieve growth of CPVA (i.e. more majors and larger enrollments, new faculty and staff lines, reclassification of existing staff lines, guest artists funds and so forth) **[IN PROCESS]**

### **8. To create facility and equipment repair and replacement need lists with each department and move forward to secure funding for current renovation projects.**

- Develop master list for each department and a master list for CPVA **[NOT STARTED]**
- Establish funding request priority across CPVA departments **[NOT STARTED]**
- Secure funds for theatre design studio, Music room 209 riser removal and Art Department classroom and studio space needs in Centrum Arena building **[Room 209 and DESIGN STUDIO FUNDED AND WORK IS COMPLETED – Art & Design still needs addressing]**
- Secure funds for renovations to other related spaces in the Auditorium building **[NOT STARTED]**

## **9. To increase our overall enrollment in the CPVA**

- Assess and report on the impact the changes in General Education requirements have had on enrollment and SCH production in the CPVA **[DONE]**
- Evaluate classes being counted in the SCH formula used by the Provost's Office **[PARTIALLY DONE – Art & Design developed detailed list and same is to be done with TAD and Music]**
- Establish overall enrollment goals for each department for the next three years **[IN PROCESS]**
- Establish major and minor enrollment goals for each department relative to available faculty and facility resources and accrediting guidelines **[IN PROCESS]**
- Produce enrollment master plan for CPVA 2004-05 to 2008-09 **[NOT STARTED]**
- Evaluate changes in course offerings in Art, Music and Theatre Arts and Dance at the GE level to maximize SCH production **[IN PROCESS]**

## **10. To continue progress toward achieving accrediting of our programs in dance, theatre, and art.**

- Continue process toward achieving accrediting with the National Association of Schools of Dance (NASD) **[IN PROCESS]**
- Prepare Theatre program for National Association of Schools of Theatre (NAST) Institutional membership – develop detailed time line **[IN PROCESS]**
- Prepare Art Department for Institutional membership in the National Association of Schools of Art and Design (NASAD) – develop detailed timeline **[IN PROCESS]**
- Prepare for reaccrediting process for the Music Department with the National Association of Schools of Music (NASM) **[PROCESS BEGINNING FALL SEMESTER 2005 and continuing into 06-07]**
- Assess the feasibility and benefits of seeking accrediting for the Braithwaite Fine Arts Gallery through the American Association of Museums (AAM) **[NOT STARTED]**

## **11. To work with the faculty and department Chairs to ensure we are meeting the standards we have set for ourselves for excellence in teaching, scholarship, creative activity, and service.**

- Develop and disseminate clear agreed upon criteria for measuring how we are successfully meeting the standards we set for ourselves in the CPVA, as well as the SUU and USHE standards **[IN PROCESS]**