

2011-2012 Herron School of Art

Section

Document Name

Mission

Mission Statement

Herron School of Art and Design's mission is to provide professional education in the visual arts for degree seeking students and offer opportunities for creative exploration for the broader community. Herron's programs add value to our culture and economy, enhance quality of life and contribute to the development of society at all levels.

Vision Statement

Herron School of Art and Design's vision is to prepare its graduates to become leaders in a world that requires a unique combination of creativity, conceptual skills and technical abilities. Through its distinctive academic programs, unique community collaborations and faculty research and creative activity, Herron will expand its role as a leader in the visual arts for the State of Indiana, across the country and throughout the world.

Curriculum Statement

Herron is dedicated to fostering an educational environment that is professional, practice-oriented and rooted in history and critical theory. The curriculum is flexible, integrative and designed to serve the needs of students, stimulating new and innovative ways of thinking and creating.

Goals and Objectives

▶ 1. Continue to develop Herron's national and international reputation

☑ Be recognized as a top quality professional school and a contributing force to the cultural and economic development of central Indiana.

OBJECTIVES: Provide support and recognition for faculty research and creative activity / Offer high-quality graduate and undergraduate academic programs / Recruit more non-resident and international students / Host outstanding exhibitions in the Herron galleries and sculpture gardens / Host lectures by nationally and internationally recognized artists, designers, art critics and historians / Engage neighboring museums, cultural organizations and businesses in collaborative programming / Collaborate with cultural organizations to establish partnerships on the Indianapolis Cultural Trail.

Campus Planning Theme: Teaching and Learning, Research, Scholarship and Creative Activity, Best Practices, Civic Engagement

Secondary Goals:

Sub Unit:

Time Frame: 2011-2012

Actions taken for 2011-2012:

- Herron faculty members earned \$351,618 in funding for research and creative activity through 29 individual competitive grants including 12 New Frontiers Faculty Research Grants funded by Lilly Endowment, Inc., and administered by the IU Office of the Vice Provost for Research and five IUPUI Arts and Humanities Grants.
- Promotes faculty recruitment, faculty hiring and faculty support
- Promotional emails were sent to the US News & World Report list of art school deans
- Taken a more proactive stance regarding social media network

- Continued communication campaign directly targeting top administrators of Herron's *U.S. News & World Report* peer institutions
- Continued Herron awareness advertising targeting readers of top circulation art world magazines—*Sculpture* and *Art News*
- Worked with faculty by program to develop a suite of low-cost cards for faculty to give at national/international conferences and speeches where they appear—to drive traffic to Herron's website and build brand recognition
- Touted faculty as subject matter experts for journalists to rely upon for expert opinion
- Began featuring blog posts from faculty and student
- Print ads highlighting the Basile Center were placed in national publications
- New Faculty Advisory Committee established to support Basile Center activities
- Herron presented 35 exhibitions within our five galleries over the past year which were visited by more than 7,000 guests. Exhibits included Nigerian-born artist Nnena Okore's *Twisted Ambience* and *Couched Constructions*, which brought together artists from across America for a show spotlighting the trend of repurposing ordinary items to create environmentally responsible art.
- Robert Horvath, assistant professor of painting and Jennifer Lee, associate professor of art history and associate dean led 11 students on a nine-day study-abroad trip in Paris.
- Student in sculpture, Rebecca Franklin received a scholarship to participate in a program at the Danish Institute for Study Abroad in Copenhagen.
- Assistant Professors Anila Agha and Stefan Petranek received an Overseas Study Program Development Grant from the IU Office of the Vice President for International Affairs. This led to a new program proposal for a program in Spain, currently under review by the Overseas Study Advisory Council (OSAC).
- Assistant Professor Robert Horvath received an Overseas Study Program Development Grant from the IU Office of the Vice President for International Affairs to develop a proposal for a program in Eastern Europe
- `<!--[if !supportLists]--> • <!--[endif]-->`Helen Sanematsu, assistant professor of visual communication design, was selected as a TRIP-Translating Research Into Practice-faculty members at IUPUI
- `<!--[if !supportLists]--> • <!--[endif]-->`The museum of Merida, Mexico (Museo de la Ciudad de Merida), chose installation work by Assistant Professor of Painting Daniele Reide for its *Effect Biennale - Merida 2012* exhibition, which celebrated the equinox. The show ran from March 19 through 25th.
- Young Bok Hong, Associate Professor of Visual Communication Design received two grants from the IUPUI Solutions Center for work with the IUPUI Democracy Plaza program and for the Chase Legacy Center, created as part of the Super Bowl 46 events.
- Assistant Professor of Photography Flounder Lee was selected to participate in a rotating exhibition *Window Works* in London in October 2011.
- Works by Professor of Printmaking David Morrison recently were on display at the Gardiner Art Gallery of Oklahoma State University in Stillwater.
- Professor of Photography Linda Adele Goodine's *A Retrospective*, curated by Ohio Dominican University Assistant Professor of Art and Design Herb Peterson, opened on November 4, 2011 and ran thru January 5, 2012 at the university's Wehrle Art Gallery in Columbus, Ohio.
- Work by Stephanie Doty, lecturer in Art History, was featured in *Small Works*, the 35th Harper College Juried National Art Exhibition
- Adjunct Instructor Karen Baldner explored themes associated with post-WWII German-Jewish healing in an exhibition at Loyola University Maryland, which ran from February 29-April 4, 2012.
- Assistant Professor of Photography Stefan Petranek received a \$21,160 grant from the Genetic Portrait Project for his artwork documenting genetic coding
- Assistant Professor in Visual Communication Design Helen Sanematsu received a \$19,011 grant from the Indiana State Department of Health to help design materials for their Pregnant and Parenting Adolescent Support Services (PPASS) program.
- Associate Professor of Furniture Design Cory Robinson was selected by the faculty of Maine College of Art (MECA) for its *A Perpetual Present: 2011 MECA Faculty Selects* exhibition that ran November 16 – December 23, 2011.
- Herron Professors Jean Robertson and Craig McDaniel read selections accompanied by slides from their co-authored book, *Themes of Contemporary Art: Visual Art after 1980, Second Edition*, at the IUPUI Faculty Club on Feb 16 2012. Their appearance was a part of the *Reading at the Table* series which provides a forum for

members of the IUPUI community to celebrate published books written by faculty members.

- Faculty have developed combined studio/lecture international programming for students that allows multiple areas to work together in advancing Herron's international profile and educational opportunities.
- Increased faculty support effort to promote the research of both faculty and students across the discipline.
- U.S. News and World Report ranked Herron's graduate program 45th in the nation among more than 300 art and design schools.
- The Eleanor Prest Reese and Robert B. Berkshire Galleries hosted six exhibitions featuring work by nationally prominent artists.
- Herron faculty exhibited their work nationally and internationally, and presented at numerous professional conferences.
- Collaborated with Indianapolis businesses on art and design projects created by students as part of the curriculum and professional practice
- Students participated in professional practice and community-based projects that receive significant local attention which are used to promote Herron nationally
- Faculty served on professional boards, community boards, and steering committees

Evidence of Progress for 2011-2012:

- Eleven students participated in Herron's study abroad program in Paris.
- Under the leadership of Associate Professor Vance Farrow, Herron's minority student group, Spectrum, exhibited artwork in the Cultural Arts Pavilion at the 41st annual Indiana Black Expo, an event attended by more than 250,000, and increase of 5 percent from last year (diversity of faculty, diversity of students)
- Associate Professor Vance Farrow co-directed a four-day workshop with Herron alumna Carol White prior to the Indiana Black Expo Summer Celebration in July 2011 (diversity of faculty).
- Attendance to our 2012 recruitment MFA Open House (November 03) nearly 60 attendees.
- Developed a new scholarship for Marwen students and hosted representatives from Marwen in an effort to promote Herron to Marwen students (diversity of students)
- Enrolled 162 "new to IU" students (beginning freshmen and external transfers) in the fall of 2012-in the past 6 years is has ranged from 149 – 178.
- Enrolled the largest number of out-of-state undergraduate scholarship recipients in the fall of 2012 since the inception of the program.
- Completed a re-design of the undergraduate and graduate recruitment materials.
- Launched the new MA degree in Art Therapy in fall 2012
- Positive comments have been received by external constituents about Herron's website, and is a good tool for faculty recruitment that also shows diversity of faculty.
- Herron faculty quoted in publications from the *Indianapolis Star* to the *New York Times* to *Huffington Post*
- Herron's Facebook fans have increased from 2,169 to 2,502
- Herron's Twitter followers have increased from 478 to 652

USN&WR

| Recipients/Delivered | Unique Opens | Total Opens |
|----------------------|--------------|-------------|
| 223/220 | 91/41.4% | 332 |
| 221/219 | 63/28.8% | 164 |
| 218/217 | 67/30.9% | 168 |
| 218/216 | 57/26.4% | 124 |

- Enrolling national and international graduate students who heard of us through magazine ads
- Exhibitions hosted by Herron include

- o <!--[endif]-->2011-2012 Main Gallery Exhibitions:
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Art Collections of Dorit and Gerald Paul and Robert B. Berkshire
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Multiple Propositions
 - <!--[if !supportLists]--> ▪ <!--[endif]-->M.F.A. Exhibition
 - <!--[if !supportLists]--> ▪ <!--[endif]-->The New Naturalists
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Couched Constructions
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Undergraduate Student Exhibition
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Indy Collects
- <!--[if !supportLists]--> o <!--[endif]-->2011-2012 Marsh Gallery Select Exhibitions:
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Asynchronous Salon – group show
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Menz Award exhibition – featuring work by the 9 Menz Award finalists
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Farming Optimism – documenting work by students in VC Design
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Coming Home – Herron alumni
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Silent No More – collaboration with the IUPUI campus LGBT Heritage Month
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Major Malfunctions/Delicate Disasters – Herron’s printmaking program
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Wishard Painting Competition Exhibition
- <!--[if !supportLists]--> o <!--[endif]-->2011-2012 Basile Gallery Select Exhibitions:
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Pedagogy – Those Who Teach Can – works by Herron Art Education students
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Coming Home – Garrett Hansen, alumnus
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Terra Vita – sabbatical work by Kathleen O’Connell
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Geneotropes – works by Stefan Petranek
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Collections Notice – student works from Art History
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Intangible Enchantment –works by Robert Horvath
 - <!--[if !supportLists]--> ▪ <!--[endif]-->MFA Collaborative Practices Class
- <!--[if !supportLists]--> o <!--[endif]-->2011-2012 Visiting Artists/Events:
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Paul Nudd
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Dragan Crnjak
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Nnenna Okore
 - <!--[if !supportLists]--> ▪ <!--[endif]-->David Adamko
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Marianna Amatullo
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Dawna Schuld
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Amy Stein
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Chris Johansson & Jo Jackson
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Buzz Spector
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Johnny Swing
 - <!--[if !supportLists]--> ▪ <!--[endif]-->Jens Hoffmann
 - <!--[if !supportLists]--> ▪ <!--[endif]-->John Himmelfarb
 - 50th Anniversary of Glass Art in America Panel

Activities planned for 2012-2013:

- Herron will break ground on new construction to expand Herron’s sculpture and ceramics facility on Indiana Avenue. The \$3.2 million addition will support the new graduate degrees programs and the public art program
- Determine whether or not we get improved ranking with U.S. News & World Report and plan accordingly. continue

- Determine whether or not we get improved ranking with U.S. News & World Report and plan accordingly, continue cultivating top peer institution administrators through select messaging
- Target student advisors in key undergraduate art programs so they will refer their students to Herron for graduate study
- Continue strengthening Herron's social media strategy, which is in early implementation
- Continue seeking philanthropic support to endowed chairs and other funds which add to the prestige of a school
- Develop a suite of recruitment materials to be sent to prospects and influencers
- Find relevant online directories to have Herron listed in
- Recruit for new MFA programs in the areas of Painting and Drawing, Photography and Intermedia and Ceramics.
- Launch recruiting for first graduate students to enter Herron's new M.A. in Art Therapy program
- Utilize our new advisory council for the Basile Center to address the issue of national reputation
- Visual Communication faculty to attend National Portfolio Day in Chicago and New York City to establish Herron as a peer institution in these venues
- Jean Robertson, professor of art history, along with Craig McDaniel, associate dean and professor of fine art, co-chairs of Open Forms session panel, "No Talking Allowed: Making a Visual Argument about Art History," College Art Association's 100th Annual Conference, Los Angeles, California, Feb. 22-25, 2012.
- Jean Robertson, professor of art history, along with Craig McDaniel, associate dean and professor of fine art, co-authors, *Painting As a Language: Materials, Techniques, Form, Content*, Chinese translation to be published by Cengage Publishers, U.S. with Jiangsu Fine Arts Publishing House, China: forthcoming in 2012
- Upcoming Gallery Exhibitions hosted by Herron include

<!--[if !supportLists]--> o <!--[endif]-->MFA Exhibition (late spring 2013)

<!--[if !supportLists]--> o <!--[endif]-->Biennial Faculty Show (late summer 2012)

<!--[if !supportLists]--> o <!--[endif]-->Papercuts (fall 2012)

<!--[if !supportLists]--> o <!--[endif]-->Undergraduate Student Show (fall 2012)

<!--[if !supportLists]--> o <!--[endif]-->3x3 (winter 2013)

<!--[if !supportLists]--> o <!--[endif]-->Owen Mundy (spring 2013)

<!--[if !supportLists]--> o <!--[endif]-->Furniture Design Showcase –faculty, students & alumni (summer 2013)

- Partner with the Kelly School of Business and the Law School to host a lecture and panel discussion for the Liebman Lecture.
- Invitation of the region's most recognized artists/educators to contribute to our visiting artist lecture series. By inviting the areas most recognized artist/educators the school hopes to inform the influence of these instructors when they are speaking to their respective undergraduate students about choosing graduate school.
- Attend National Portfolio Days and Graduate Portfolio Days and follow up with prospective students via email and invitations to open houses and information sessions.
- Continue strong follow-up with prospective students through email, Facebook, phone calls, campus visit promotion and invitations to student shows.
- Promote Herron's Public Art Program and the community collaborations and projects being executed by undergraduate and graduate students through the Basile Center for Art, Design and Public Life.
- Create a faculty research brochure for promotion and recruitment of the MFA degree programs
- Support faculty research initiatives through, travel grants, matching funds for LAHI grants, reduced teaching loads, press releases and other marketing initiatives.

2.Enhance the overall strength of Herron's undergraduate programs

☑ Be nationally recognized for high-quality undergraduate academic programs

OBJECTIVES: Prepare graduates for professional careers in art and design / Increase diversity and quality of academic programs / Attract more non-resident, international and minority students / Expand efforts to internationalize the curriculum / Identify and promote Herron's unique academic strengths / Develop a more effective means of tracking learning outcomes / Modify curriculum to keep pace with ongoing changes in the art and design professions / Focus on best practices in teaching studio art, art history, visual communication, and art education / Develop stronger connections and relationships with alumni

Campus Planning Theme: Teaching and Learning, Best Practices, Civic Engagement, Collaboration

Secondary Goals:

Sub Unit:

Time Frame: 2011-2012

Actions taken for 2011-2012:

- A faculty-led Study Abroad to Paris had 11 student participants, with 7 students receiving scholarship support from the Fraser Travel endowment.
- Herron awarded \$250,000 in undergraduate and graduate scholarships Three key faculty positions were filled with Department Chair of Visual Communication Design, Eva Roberts, Director of the Foundations Studies Reagan Furquerson, and the founding faculty member for the new Master of Art Therapy degree program, Juliet King.
- Curricular changes were made to the B.F.A. degree in Visual Communication; these changes added additional elective options, thereby increasing flexibility of the degree to serve the educational needs of students majoring in V.C.
- Initiation of summer coursework designed to provide additional support for sophomores who intend to major in Visual Communication who were in need of additional instruction to be better prepared to succeed at the junior level and advance through Sophomore Review
- Hosted a Retreat for VC Faculty to discuss program goals; included discussions with Dean Eickmeier & Foundation Studies Director Reagan Furquerson
- Added half-time student advising position in Student Services
- Capstone course for Art History majors began in Spring 2011 using E-portfolio.
- New assessments of student learning outcomes implemented in Sophomore Advancement Review for Fine Arts.
- New assessments of Principles of Graduate Learning incorporated into semester reviews of Fine Arts M.F.A. students.
- Refined eligibility requirements for Sophomore Advancement Review
- Established a summer course for VC students deemed "probationary" at Sophomore Review to maintain progress toward graduation in 4 years.
- Revised VC curriculum for sophomore year to facilitate 4-year graduation
- Visual Communication curriculum was revised to allow students more flexibility to take studio electives and explore other majors within the school.
- Herron students participated in Indiana Black Expo's Cultural Arts Pavilion for the eighth consecutive year. Herron contributions featured the work of the Spectrum Club, a faculty-mentored group that provides support to minority students.
- Herron hosted 13 lectures by national and internationally significant artists, curators, designers, and art historians. Internationally known curator and writer Jens Hoffmann was the 2012 Christel DeHaan Family Foundation Lecturer.
- Fundraising efforts for merit-based scholarships, RISE initiative, minority students and international travel programs have been successfully implemented.
- Developed a classroom poster for high school art teachers in a five-state region
- Hosted National Portfolio Day and supported attendance with posters, enews and cards and sent faculty and staff to attend additional NPDs armed with low-cost print materials for to hand out at these events to drive prospects to Herron Website
- Developed a strategy to continue contact with interested students after open houses and other visits, such as personal invitations to Undergraduate Gallery Exhibition

- Developed a series of videos of students speaking about their Herron experience for recruitment
- Targeted Indiana high school art teachers with ads in Art Education Association of Indiana publications
- Using Facebook as a means of building relationship with high school students
- Established a new Book Arts minor to be open to Herron and all IUPUI students.
- Sophomore Review Process was revised to increase the GPA for students going through review from 2.0 cumulative to 2.5 GPA.
- Worked in partnership with IUPUI's Honors College throughout the year to represent Herron at Honors College events, tours and interview processes.
- Continued to promote Herron House as an exciting option for on-campus housing for art students through email, postcards and recruitment events on and off campus.
- Promoted Herron at the Marwen College Arts program in Chicago.
- Mailed a general poster about Herron's undergraduate programs to high school art teachers in Indiana and the surrounding states.
- Promoted Herron at Indianapolis' Scholastic Art and Writing Awards event at Clowes Hall through a scholarship presentation and booth.
- Invited all prospective students to undergraduate student show in May 2011.
- Attended National Portfolio Days in Vincennes, Cincinnati, Chicago, Milwaukee and Cleveland.
- Fine Arts Department evaluated the capstone curriculum for revision.
- Professional practice opportunities are provided for select undergraduate and all graduate students through the Basile Center for Art Design and Public Life
- The BFA Curriculum Committee is assessing the feasibility and benefits of 4 credit studio courses
- Faculty are reviewing the General Fine Arts degree requirements
- Implemented a very effective means of tracking PUL outcomes.
- Degree programs are focused on best practices in teaching studio art, art history, visual communication, and art education.

Evidence of Progress for 2011-2012:

- Successful move away from print to electronic media—strategy works as evidenced by uptick in web, other electronic media visits—in a typical month there are nearly 13K unique visits to our website, for example. Now more than 2500 Facebook followers—and 652 on Twitter—starting from zero. Many of them high school students.
- Videos are among our most popular modes of communication to undergraduates as we can tell by click-through rates—and are permanently housed in VIMEO.
- Record number of Rise and other undergraduate scholarships established.
- Students began enrolling in the new Book Arts minor. All students passing Sophomore Review had at least a 2.5 cumulative GPA.
- Visual Communication students have reported the exposure to other disciplines is really enhancing their education as well as their design skills. (Fall 2011)
- Enrolled 1 new Bepko Scholars for the fall of 2012
- Offered an Honors Section for H101 and 20 Honors College students took it. We also offered an Honors Section of H102 and 14 enrolled in this class.
- Herron House was filled and students had to be waitlisted to live in this campus housing facility. Herron is a supporting member of the Foundations in Art Theory and Education. FATE is an organization that focuses specifically on first year curricula. Foundations faculty regularly attend FATE's professional conference.
- The Foundation Program at Herron continues to utilize a curriculum that works with an established list of core objectives for all first year courses.
- Foundation Program faculty members presented at national conferences: The 20th Annual School of Visual Arts National Conference on the Education of the Artist and Liberal Arts, The Mid-America College Art Association, Southeastern College Art Conference

- Faculty members are active in professional development and the scholarship of teaching and learning by attending workshops and conferences.
- The Visual Communication Department is working with the IUPUI Center for Service and Learning under the Engaged Department grant for Commitment to Excellence.
- The Basile Center for Art, Design and Public Life has successfully developed community partnerships to support undergraduate student projects in all academic programs in the school.

Activities planned for 2012-2013:

- Undertake research, planning, and writing of Self-Study Report for Herron's Reaccreditation from National Schools of Art and Design
- IUPUI Program Review will be conducted for the Visual Communication Department
- Visual Communication to begin preparing for NASAD study / visit
- Launch search for one new Visual Communication tenure track faculty
- Visual Communication consolidation of sophomore courses / Type & Image 1 for F2011, Type & Image 2 for S2012
- Expand programming around recruitment open houses to include city and art scene info and more showing off of the campus, think about overnight guests new to IUPUI, not just day of event.
- Track increased response if any to see if invitations to Herron gallery shows keep interest alive
- Continue scholarship fundraising during final phase of impact campaign
- Sophomore Review will be converting to an electronic form this year utilizing Oncourse in preparation for converting the E-PDP in the near future. This will require students to post their materials and eventually to digitize their work. As an essential component of being a professional artist, we hope to require students to digitize their work into a portfolio space on the E-PDP. Phase one: using Oncourse in the Sophomore Review Process. Phase Two: Using the E-PDP in the X102 classes and requiring students to put up work, an artist statement, and resume. Phase Three: Utilize the E-PDP for Sophomore Review. This will NOT replace students presenting their physical work, but will allow them to be sure they have an online presence as an artist before entering their majors.
- Due to an increase in Honors students attracted to our school, the Art History department will establish two stand-alone Honors classes (H101 and H102).
- Continue to build upon relationship with Honors College and promote Herron as a destination school for students eligible to enroll in the Honors College.
- Continue to promote Herron House and enhance promotions through Facebook, email, and documentation of activities conducted by Herron House R.A.
- Accept applications from students from the Marwen program.
- Travel to high schools to present information about Herron and raise awareness.
- Attend National Portfolio Days and Graduate Portfolio Days and follow up with prospective students via email and invitations to open houses and information sessions.
- Attend DuPont Manual College and Career Day in Louisville Kentucky.
- Continue strong follow-up with prospective students through email, Facebook, phone calls, campus visit promotion and invitations to student shows.
- Visit larger numbers of high schools to deliver PowerPoint presentations about Herron.
- Continue to establish community partnerships through the Basile Center for Art, Design and Public Life that will benefit undergraduate learning experiences.
- Integrate new digital technology into Fine Arts studio curriculum.
- Continue to develop recruitment strategies for non-resident, international and minority students
- Continue to review and make changes to the BFA degree requirements to promote an increase in the four-year graduation rate.

3. Expand Community Learning Programs and outreach activities

☑ Enhance community relations and provide programming for campus and community

OBJECTIVES: Increase enrollments for Saturday School, Honors Art Program, Youth Art Camp / Promote the Herron galleries and sculpture garden programming / Promote visiting artist lectures to campus and community / Offer international travel opportunities beyond Herron students.

Campus Planning Theme: Teaching and Learning, Best Practices, Campus Climate for Diversity, Civic Engagement, Collaboration

Secondary Goals:

Sub Unit:

Time Frame: 2011-2012

Actions taken for 2011-2012:

- Targeted advertising during drive time to WFYI radio listeners to encourage registration for Summer Camps, Saturday School, and other Community Learning Programs
 - Took advantage of free calendar listing
 - Changed cycle timing so that recruitment for Summer Camp began much earlier
 - Registered www.herroncommunity.org as a more easily remembered (marketable) URL to be used in promotional materials.
 - Raised awareness and private support for Community Learning Programs resulting in \$20,000 total fundraising support
 - For the eighth consecutive year, Indiana Black Expo's Cultural Arts Pavilion featured work created by members of the Herron Spectrum group. Spectrum offers creative outlets and collaborative artistic and academic support to underrepresented students attending Herron.
 - Community Learning Programs including Youth Art Camp, Honors Art, Saturday School, and Evenings At Herron served more than 500 youth and adult community members.
 - More than 200 youth in grades 2 to 10 attended Herron's Youth Art Camp.
 - Through collaboration with IUPUI's Urban Garden and Growing Places Indy's Wishard Slow Foods Garden, Youth Art campers in 2011 learned about sustainability and created art for and about the two community gardens.
 - Youth Art campers also worked with visiting artists, including Indianapolis' People for Urban Progress to learn about urban design.
 - Submitted proposals for support to Herron galleries and visiting artist program
 - Anita Giddings supervised the creating of an online version of A261 Digital Imagery to reach out the IUPUI community to take an Elective Arts class.
 - Submitted several proposals for external funding for gallery operations, Youth Art Camp, Honors Art Program and Saturday School.
-

Evidence of Progress for 2011-2012:

- Youth Art Camp earned support from Lilly Endowment, Inc., the Indianapolis Foundation and the Christel DeHaan Family Foundation through the Summer Youth Program Fund. Additional support came from the PNC Foundation, the Rotary Foundation of Indianapolis, the PeyBack Foundation, the Joseph Maley Foundation and Prism: The Artist's Supply Store.
- Secured new scholarships for underserved children and youth to attend Saturday School and Summer Youth Art Camp
- Herron's Youth Art Camp partnered with Herron Galleries to give campers the opportunity to work with visiting artists Barbara Zech and Kyle Ragsdale, both who had murals as part of the Arts Council of Indianapolis "46 for XLVI" mural project.. Herron Galleries featured 35 exhibitions in the Robert B. Berkshire, Eleanore Prest Reese, Dorit & Gerald Paul, Marsh and Frank & Katrina Basile Galleries including Nnena Okore's "Twisted Ambiance," "Multiple Propositions," "Couched Constructions," and the 2012 M.F.A. Exhibition, which attracted more than 600

attendees on opening night.

- Herron hosted 13 visiting artist and scholar lectures including Jens Hoffmann, Paul Nudd, Nnena Okore, Johnny Swing, Buzz Spector, Chris Johanson & Jo Jackson.
 - The Herron Galleries received support from The Great Frame Up, Prism: The Artist's Supply Store, and the Penrod Society.
 - Several community learning programs sold out for the first time ever
 - Increased enrollment overall in all Community Learning Programs
 - The course Intro Computer Imagery I had strong enrollment in the summer, and the online version (never offered before) was full for Summer 2011.
 - Developed new promotional materials for the Community Learning Programs
-

Activities planned for 2012-2013:

- Develop a summer Design Camp for HS students
- Expand offerings of Visual Communication courses available to community
- Visual Communication working with the Solution Center: Supporting Near Eastside Legacy Initiative (NELI); Youngbok Hong developed a community asset based research project within a course setting
- During the spring semester of Pamela Napier's VC course: Designing People-Centered Services, a team of senior visual communication design students worked with representatives from the Office of Neighborhood Partnerships and residents from four Near Westside neighborhoods in Indianapolis in an effort to develop, design and facilitate the creation of The Growing Near West Urban Community Gardens Project: four distinct urban gardens in each of the neighborhoods. This project provides a unique opportunity to foster community engagement, capitalize on existing assets, and build community's capacity to address food access issues.
- Increase advertising within the IUPUI community
- Developing comprehensive Community Learning Program video
- Planning for Saturday School anniversary
- Designing a CLP poster targeting junior high and high school students to be posted in high school art classes and art centers around the state.
- Develop marketing to home-schoolers
- Elective Arts Coordinator Anita Giddings in coordination with Stephanie Doty, Art Appreciation Coordinator, will be holding an event for advisors across campus on December 2. There will be a selection of 2-hour workshops to allow advisors to engage in a sample class. There will be information provided about Art Appreciation, the Art History minor, the Book Arts minor, elective arts classes, and other Herron outreach programs.
- Will code academic advising report for the Book Arts minor to allow all students at IUPUI to see the minor requirements and plan for it. (This was completed October 2012) Checklist was also developed for promotional reasons.
- Increase Summer Elective Arts offerings with short workshops and unique courses.
- In the Summer, Stephanie Doty will be offering two online courses (H221 Art of the Past and Present (for non-majors)) that were not offered last summer to see if it will increase enrollment and also offer a good option to students who want to take 12 credits in the summer, but have a difficult time fitting all the courses in their schedule due to the 6-week model.

- Explore off-campus locations to offer Community Learning Programs
- Increase the education component of the Herron galleries to better serve the campus and community
- Schedule gallery talks with curator/artists

4. Expand the new MFA programs and Launch new Master of Art Therapy

Be nationally recognized for quality graduate programs.

OBJECTIVES: Build upon Herron's strengths and unique characteristics to enhance graduate programs / Launch a new MA Art Therapy master degree program / Recruit non-resident and international students / Increase the school's research and civic engagement through graduate student activities / Develop more campus/community collaborations.

Campus Planning Theme: Teaching and Learning, Best Practices, Civic Engagement, Collaboration

Secondary Goals:

Sub Unit:

Time Frame: 2011-2012

Actions taken for 2011-2012:

- Enrolled students in the three new Master of Fine Art programs in Ceramics, Painting and Drawing, and Photography and Intermedia. The new offerings join Herron's existing, 60-credit-hour M.F.A. programs in Furniture Design, Printmaking, Sculpture and Visual Communication, along with the Master of Art Education and the new Master of Art in Art Therapy.
- Hired Art Therapy degree program director, developed the courses and obtained grants to support this new program
- Herron sent representatives to National Graduate Portfolio Days in New York City, Los Angeles, and Chicago to recruit potential graduate students for Herron's MFA programs in Visual Communications and Visual Art (Sculpture, Printmaking, Furniture Design, and the new MFA tracks in Ceramics, Painting and Drawing, and Photography and Intermedia).
- Herron organized and hosted two Open Houses at Herron for potential graduate students.
- Under the coordination of Herron's Basile Center, provided graduate students with opportunities for community based art projects and professional practice
- Further developed marketing and recruitment strategy to recruit top quality graduate students in all graduate programs
- Continued development of plans for the launch of the graduate program in Art Therapy, including planning for selected coursework to be taken at the IUPUI School of Education
- Raised funding to help support the launch of an Art Therapy degree program, including an endowed graduate Fellowship
- Raised funding for the expansion of the sculpture and ceramics building to support MFA programs and public art program.
- Fall 2012 enrolled 32 new graduate students in M.F.A. degree programs (including 10 in the new M.F.A. in Art Therapy)

- <!--[if !supportLists]--> • <!--[endif]-->Submit grant proposals to help support the launch of an Art Therapy degree program
- <!--[if !supportLists]--> • <!--[endif]-->Submit grant and donor proposals for the expansion of the sculpture and ceramics building to support MFA programs and public art program.
- <!--[if !supportLists]--> • <!--[endif]-->Bolstered faculty profiles on website since graduate program decision is driven by who is teaching
- <!--[if !supportLists]--> • <!--[endif]-->Created simple and low cost cards for faculty to hand out at conferences and open houses to drive traffic to our website
- <!--[if !supportLists]--> • <!--[endif]-->Facebook and Twitter notices about upcoming graduate recruitment events, prominent feature of masters program offerings on home page of website
- <!--[if !supportLists]--> • <!--[endif]-->Press release regarding launch of new masters programs
- <!--[if !supportLists]--> • <!--[endif]-->Target advertising in national art publications *Sculpture* and *Art News*
- <!--[if !supportLists]--> • <!--[endif]-->Created elegant, two part business cards for faculty to carry, second part is a perforation where faculty member can capture info on prospective grad students
- <!--[if !supportLists]--> • <!--[endif]-->Sent faculty in new program areas to conferences to promote the programs, such as the Society for Photographic Education conference and NCECA.
- <!--[if !supportLists]--> • <!--[endif]-->Added the new MFA programs to CAA's Graduate Program Directory.
- <!--[if !supportLists]--> • <!--[endif]-->Made application process almost completely on-line in order to streamline application process and handle influx of additional applications using Slideroom.com.
- <!--[if !supportLists]--> • <!--[endif]-->Hosted Graduate Information Sessions.
- <!--[if !supportLists]--> • <!--[endif]-->Herron sent representatives to National Graduate Portfolio Days in New York City, San Francisco, and Chicago to recruit potential graduate students for Herron's MFA programs in Visual Communications and Visual Art (Sculpture, Printmaking, and Furniture Design).
- <!--[if !supportLists]--> • <!--[endif]-->Herron organized and hosted Open Houses at Herron for potential graduate students.

Evidence of Progress for 2011-2012:

- Secured two new endowed scholarships in support of the Art Therapy program
- Secured \$3.2 million in private support for the Sculpture and Ceramics expansion project
- IUPUI Graduate Affairs Committee approved new tracks in Painting and Drawing, Ceramics, and Photography and Intermedia for the M.F.A. degree in Visual Art
- Concluded a successful search for the first faculty member and Director of Herron's Art Therapy degree program
- Completed a successful search for the new Chair of the Department of Visual Communication
- Herron Galleries hosted the second MFA Thesis Exhibition
- Graduate students are highly engaged in professional practice, research and creative activity as evidenced in the numerous community partnerships, grants, and public projects.
- Launched the Photography and Intermedia M.F.A. in the fall of 2011.
- Recruited 13 out-of-state students of the 32 new students for the M.F.A. programs entering in the fall of 2012
- <!--[if !supportLists]--> • <!--[endif]-->Graduate students are highly engaged in projects that require community partnerships with business and non-profit organizations.

Activities planned for 2012-2013:

- Recruit and enroll the first entering class of graduate students in the M.A. degree program in Art Therapy; teach the first year classes in Art Therapy for the first time; secure sites and initiate internship program for Art Therapy graduate students
- Research information and write sections of Self Study report for Herron's NASAD Re-accreditation regarding all Herron's graduate degree programs

- Host prospective graduate student Open Houses in November 2013
- Continue to develop relationships with businesses, non-profits, and government organizations throughout Central Indiana as potential partners for community engagement projects
- Four graduate students will install major public art projects in the city of Indianapolis in 2010-2011
- Continue to develop marketing and recruitment strategy to recruit top quality graduate students
- Continue to hire highly qualified adjunct faculty to add to the intellectual diversity of the graduate faculty
- Continue fundraising to support the launch of new graduate degree programs
- Continue to support graduate level scholarships and fellowships through internal means and private support.
- Conduct national search for new faculty member Public Scholar of Curatorial Practices and Visual Art, a joint appointment between Herron and IUPUI Museum Studies Program
- First year grad students enrolled in Herron's MFA in Visual Art degree program plan and complete collaboration project with grad students in IUPUI Department of Music
- VC Grad Thesis poster session planned for December 9 to invite targeted members of the public to offer response to proposals made by 2nd year MFA candidates
- Approval process and formal submission of second year MFA VC courses is in progress; 10 currently approved by Herron School of Art & Design Academic Affairs committee
- Engage alumni worldwide to recommend potential graduate candidates
- Personal invitation to prospective candidates to MFA thesis show in spring
- Continue feeding and monitoring social media as buzz builds about new and existing graduate programs
- Develop a suite of recruitment materials to be mailed to prospects and influencers
- Develop a follow-up strategy to turn inquiries into enrollments
- In the coming academic year we will continue to look at how we offer courses to the graduate students to offer the greatest cross pollination between the media specific areas of the MFA in Visual Arts program. There is discussion of opening up some of the studio course to incorporate an Interdisciplinary Critique course to offer students and faculty opportunities to discuss concerns across the entire Fine Arts area.
- The MFA advisory committee has been reinstated for the 2011/12 academic year and will continue into the future as a place to evaluate the effectiveness of our MFA program in the Visual Arts.
- Open Houses planned for all programs
- Add new Art Therapy component to Info Session (this has already happened--36 attendees for art therapy)
- Send faculty to Southern Graphics Council Conference, Society for Photographic Education Conference, NCECA Conference and Furniture Society Conference in the spring to promote programs.
- Ensure faculty take MFA promotional cards with them to any other event/lecture they attend outside of Herron.
- Continue to develop marketing and recruitment strategy to recruit top quality graduate students
- Continue to support graduate level scholarships and fellowships through internal means and private support.

▣ 5.Improve retention and graduation rates of undergraduate students

☒ Increase the number of degree recipients for the Bachelor of Fine Arts, Bachelor of Art Education and Bachelor of Arts (Art History)

OBJECTIVES: Raise overall undergraduate retention rates to 86% (currently 83%) / Increase four-year undergraduate rates to 60% (currently 53%) / Award more student scholarships / Recruit more non-resident, international and minority students /

Develop more mentoring opportunities for students

Campus Planning Theme: Teaching and Learning, Best Practices

Secondary Goals:

Sub Unit:

Time Frame: 2011-2012

Actions taken for 2011-2012:

- Begin in-depth survey of students and prospects to see what they want from us, what Herron is, so that we can find

the right students

- Begin touting great campus programs, student housing, IUPUI Honors College, and IUPUI top 100
 - The Fine Arts Department continues to try and offer the most diverse amount of electives as possible. In the summer of 2011 the Fine Arts department encouraged all of the discipline areas to bolster their offerings. There was also an uptick in the amount of elective courses that were offered.
 - Review of the sophomore review process across all of Herron's program areas and the reevaluating of the criteria and requires for each of the programs as students advance towards the review in their sophomore year
 - Students put on probation in the Visual Communication review process would be allowed to complete a remedial course that would allow them to continue in Fall 2011 their studies without interruption. Without this course, in the past students would have to wait a full calendar year to move toward graduation in this major.
 - Expose freshman students to senior presentations and scholarship opportunities to enhance their own vision of where they want to be as an artist at graduation as well as connect their current work to the future, enhancing retention.
 - Student Services added a half-time, new advisor to support student planning and student learning.
 - Aligned Herron's activities and goals to reflect the RISE initiative of IUPUI
 - Provide students with opportunities for research through professional practice, civic engagement projects, experiential learning and international travel.
 - Hosted 6 IUPUI Jag Day events Scholarships were awarded to out-of-state transfer students.
 - Hosted National Portfolio Day with our largest attendance of 230 students. Participated in 6 out-of-state portfolio days.
 - Spectrum Club for minority students actively participates in community projects and exhibitions
 - Field trips have been organized to Art Institute of Chicago and the Indianapolis Museum of Art
-


Evidence of Progress for 2011-2012:

- <!--[if !supportLists]--> • <!--[endif]-->Summer course work offered as remedial support for declared VC students not accepted into the program for 2011–2012; majority continued their studies in VC at Herron
- <!--[if !supportLists]--> • <!--[endif]-->All students in Visual Communication program who were on probation and decided to take the Summer remedial course passed and were able to move toward graduation without interruption.
- <!--[if !supportLists]--> • <!--[endif]-->The senior scholarship presentation was better attended. Freshmen and were able to dialogue with seniors about what they saw and what goals the students might want to set for themselves.
- <!--[if !supportLists]--> • <!--[endif]-->Our new advisor has clearly reduced wait times in the Student Services Office for students and encouraged students to plan better for graduation as they can get in and out more quickly.
- <!--[if !supportLists]--> • <!--[endif]-->Implemented early warning rosters for all students.
- <!--[if !supportLists]--> • <!--[endif]-->The ratio of full-time to part-time students has steadily increased (full-time students reached 83%).
- <!--[if !supportLists]--> • <!--[endif]-->Student clubs have been formed in most of the academic programs
- <!--[if !supportLists]--> • <!--[endif]-->Participated in 4 Spring Preview events for directly admitted students, which was attended by 35 families. Faculty-led tours and a current student panel were offered to all participants as a yielding tool. Thirty-four of the thirty-five participants enrolled at Herron.
- <!--[if !supportLists]--> • <!--[endif]-->The Spectrum Club for minority students at Herron exhibited work at the Black Expo
- <!--[if !supportLists]--> • <!--[endif]-->There is a significant increase of the number of Herron students trying to get into Herron House campus housing.
- <!--[if !supportLists]--> • <!--[endif]-->Director of Student Services personally contacted all students who had intended to graduate but did not.
- <!--[if !supportLists]--> • <!--[endif]-->Unofficial transcripts now have indicators placed by Student Services staff to show Dean's List or Probationary status.
- <!--[if !supportLists]--> • <!--[endif]-->Student Services works with faculty to support students on probation through gathering reports and scheduling follow-up meetings.

Activities planned for 2012-2013:

- Continued review of Visual Communication undergraduate sophomore curriculum to facilitate flexibility so that students not accepted into Visual Communication have other options to study at Herron
- Examine the potential for new tracks in Visual Communication or new programs under Visual Communication
- Incorporate findings into marketing materials so that students recruited are the best match possible for Herron.
- Market new reduced tuition summer offerings
- Develop a more robust student section of the Herron website that would include quick access to valuable resources for current students.
- Fine Arts will continue to bolster its summer offering with the running of multiple sections of Art Appreciation both online and in the classroom. The studio areas have responded to a prompt and nearly every area has some level of upper level required coursework being offered in the summer.
- There are plans to digitize the sophomore fine arts review process in an effort to make it more accessible to the students and to expedite the entire process.
- We will implement a new academic probation system utilizing intrusive advising practices and the access we have to the new FLAG system. Students on probation will have a hold placed on their record stopping them from registering for Spring until they complete a mid-term "Personal Academic Assessment" online through survey monkey. In the assessment students are asked to assess their current progress, set goals, reminded about important, on-campus support services (AES, CAPS, Bepko Learning Center, Herron Student Services), and to set three specific goals for the rest of the term. Students are then individually contacted by the Director of Student Services with a personal response to the survey as well as reminded of any recommendations given by the faculty on the FLAG rosters.
- We will have a large increase in the number of Summer 2013 course offerings including new required courses that have not been offered before. We intend to bundle some courses (especially Foundations courses) to allow clear planning for students who hope to get ahead in the Summer. This will hopefully increase our Summer enrollment and help students move more quickly toward graduation.
- X101 will have presentations by the Basile Center for Arts and Public Life to allow all incoming students in this freshman seminar class to be exposed to projects, proposal writing, students working on commissions, and the unique resources the center provides. (This was completed in October 2011)
- Coded academic advising report for the Book Arts minor to allow all students at IUPUI to see the minor requirements and plan for it. A checklist will also be developed for promotional reasons.
- Encourage more undergraduate students to enroll as full-time students
- Fundraise for student scholarships
- Continue to provide students with opportunities for RISE initiatives
 - Director of Student Services and Advisor attended a 2-day workshop on supporting student veterans through to graduation (Operation Diploma)

6. Increase fundraising for endowments, special projects and annual operating

 Improve financial stability for the school's academic programs, student scholarships, faculty research, the Herron galleries, and community learning and outreach programs

OBJECTIVES: Increase financial stability of Herron / Secure funding for the Sculpture Building Expansion / Provide more support for students / Increase funding for capital equipment, faculty research and travel, student scholarships and community outreach programs / Continue to expand the John Herron Society (annual unrestricted giving society) / Broaden external constituent base / Develop relationships with local corporations, businesses and foundations / Identify and cultivate new donor prospects and new grant opportunities / Cultivate external champions

Campus Planning Theme: Best Practices, Civic Engagement

Actions taken for 2011-2012:

- <!--[if !supportLists]--> • <!--[endif]-->Unified marketing and promotion activities with development strategic plan.
 - <!--[if !supportLists]--> • <!--[endif]-->Quarter-page ad placed in the Indiana Business Journal to potentially reach new donor prospects
 - <!--[if !supportLists]--> • <!--[endif]-->Registered www.basilecenter.org to be used as a more memorable URL for marketing
 - <!--[if !supportLists]--> • <!--[endif]-->Began implementation of a planned giving communication plan which calls for a variety of messaging, including frequent donor stories about planned gifts
 - <!--[if !supportLists]--> • <!--[endif]-->Filmed a suite of donor videos which include personal stories of gifts to stimulate like-minded individuals
 - <!--[if !supportLists]--> • <!--[endif]-->Formed alliances with estate planning professionals
 - <!--[if !supportLists]--> • <!--[endif]-->Supported fundraising through updated website content, press releases to announce gifts, and on-line newsletter stories
 - <!--[if !supportLists]--> • <!--[endif]-->Continued solicitations of top prospects for major gifts
 - <!--[if !supportLists]--> • <!--[endif]-->Continued cultivation of potential major donors and members of John Herron Society to support Impact Campaign
 - <!--[if !supportLists]--> • <!--[endif]-->Continued solicitation and stewardship of the John Herron Society helping to build Herron's unrestricted endowment
 - <!--[if !supportLists]--> • <!--[endif]-->Hosted donor recognition event to recognize major gift donors and recruit new members to John Herron Society
- <!--[if !supportLineBreakNewLine]-->
<!--[endif]-->
-

Evidence of Progress for 2011-2012:

- A total of \$2.2 million was raised during fiscal year 2011-2012
- Herron is currently at 85 percent of its \$8.5 million IUPUI's IMPACT Campaign goal. Funding priorities include creating endowments for faculty chairs, scholarships, fellowships and operating funds. Matching dollars are available during the campaign.
- Herron announced that its soon-to-be expanded sculpture and ceramics facility will be named the Sidney and Lois Eskenazi Fine Arts Center in recognition of their lead gift.
- Dorit and Gerald Paul, through a multi-year pledge and an estate provision, endowed a gallery programming fund. The Dorit and Gerald Paul Gallery was named in their honor.
- An estate gift from beloved professor emeritus, alumnus and artist Robert B. Berkshire provided painting scholarships, operating funds for the Herron Galleries and support to Herron's endowment.
- The family of Frank C. Springer endowed the Frank C. Springer Family Innovative Faculty Research Award – the first of its kind at Herron.
- Jane Fortune significantly increased the Jane Fortune Outstanding Women Visiting Artist Lecture endowment – bolstering the means to attract women artists of the highest caliber to lecture at Herron.

- Donors provided \$250,000 in scholarship support at Herron's Honors and Awards ceremony.
- Since the IMPACT Campaign began, 39 endowed scholarships have been established, including Herron's first graduate fellowship and 12 R.I.S.E. Scholarships.
- Herron's faculty and staff demonstrated their commitment to Herron's mission by giving nearly \$9,000 to programs and scholarships
- New follow up appointments made with estate planners who had no previous connection to Herron
- The award of our first sponsored graduate fellowship in Art Therapy is a direct result of a concerted effort to find donors who can contribute directly in support of our graduate programs.
- \$71,600 was given by members of the John Herron Society, the school's leadership giving society.
- Wayne Zink and Randolph Deer were honored during the annual Spirit of Philanthropy Luncheon.

Activities planned for 2012-2013:

- Herron will continue to participate in IUPUI's IMPACT Campaign in an effort to exceed its \$8.5 million goal and reach it's internal goal of \$12 million
- During the campaign, fundraising priorities will include: endowments for faculty chairs, scholarships and fellowships, academic programs, faculty research, gallery and visiting artists and operating endowment
- Plans for building Herron's operating endowment will be implemented (short-term and long-term)
- Plans for Phase II of the Eskenazi Fine Arts Center will be completed
- Secure funding for Herron's sculpture garden along the Cultural Trail and on the grounds of Eskenazi Hall
- Continue seeking annual support for gallery exhibitions and lectures
- Actively seek funding for Endowed Chairs, RISE Scholarships and International Travel Scholarships
- Actively seek funding for faculty research
- Raise start-up funding for a new MA degree program in Art Therapy
- Host a summer gallery exhibition featuring local art collectors and artists/photographers who are key supporters of Herron
- Continue seeking annual support for Herron's Community Learning Programs
- Submit proposals to foundations and other funders and submit final reports
- Strategically promote planned giving to Herron's audiences via website, newsletter and printed materials
- Engage with estate planning professionals and advisors to inform them of Herron's activities, needs and opportunities for philanthropic giving
- Create donor stories that inspire others to give to be placed on website and in e-newsletter
- Recruit new members to serve on Dean's Advisory Board
- Work closely with Dean's Advisory Board in identifying, cultivating, soliciting and stewarding major gift donors
- Increase the number of new major gift prospects
- Continue to successfully steward annual and major gift donors resulting in new and upgraded gifts
- Continue to keep donors informed about scholarship recipients (in person or via letters)
- Nominate alumni, volunteers and donors for various awards and recognition (both internally and externally)
- Engage volunteers and donors in hosting events on Herron's behalf
- Host an event each semester specifically for the John Herron Society

- Host an event each semester specifically for the John Herron Society
- Engage current and retired faculty and staff regarding opportunities to support Herron
- External Affairs designing a promotional packet to be given to potential clients
- Work on developing Case Studies into compelling narratives to include on VC website
- Work to add gallery of undergrad student work to website
- Continue methodical and frequent mention of planned giving to Herron via established channels (website and newsletter)
- Continue monitoring activities to correlate to expected long-term uptick in planned gifts
- Engage the Dean's Advisory Board in identifying new potential donors

7. Promote Civic Engagement Activities and the Basile Center for Art, Design and Public Life

Objectives: Increase externally funded Research/Creative Activities / Promote the Basile Center to enhance Herron's national reputation / Increase the number of professional practice opportunities and RISE courses / Increase the number of student internships through community partnerships / Enhance Herron's reputation as a vital community resource and partner for civic engagement.

Campus Planning Theme: Teaching and Learning, Research, Scholarship and Creative Activity, Civic Engagement, Collaboration

Secondary Goals:

Sub Unit:

Time Frame: 2010-2011

Actions taken for 2011-2012:

- The Basile Center for Art, Design and Public Life accepted 29 community-based professional practice projects for Herron students this year involving 271 students working in a variety of media.
- Dow AgroSciences has commissioned a senior in sculpture to create a piece for the entrance to their new facility, which will open in May 2012.
- IUPUI's Campus Center held a competition with junior painting students. Mariana Bell's painting *Common Thread* was selected and is hanging on the fourth floor of the Campus Center.
- IU Foundation received 43 original prints created by senior printmaking student Tom Thongphay that were framed and given as gifts to the recipients of the Spirit of Philanthropy awards.
- Anthony Deak, a senior photography student, produced promotional videos for CHAMP Camp, a NFP that brings children with respiratory challenges and severe mobility issues into the outdoors for a weeklong camp experience.
- Five printmaking students received commissions to each create eleven original prints in recognition of the 10th anniversary of Shrewsberry, an engineering and environmental consulting firm.
- The IU/Kenya project received a new logo and branding guidelines from two Visual Communications students.
- VCD students designed a promotional booklet marketing the summer sports and academic camps for children for the IU Natatorium and Sports
- VCD students designed a promotional poster and creative give-a-way for Girls Rock, Inc. who is dedicated to building positive self-esteem in girls and encouraging creative expression through music.
- VCD students developed an awareness campaign to direct youth in the 46205 zip code area to an event to be tested for HIV/AIDs on World AIDS Day. This project was for the Marion County Health Dept.
- VCD students partnered with Crime Stoppers of Indiana and Target to develop a campaign to engage a more youthful audience to participate in Crime Stoppers.

VCD students assisted in the development of effective communications and marketing for the following

- VCD students assisted in the development of effective communications and marketing for the following organizations: Girls Rock, Inc., Northwest Community Gardening, Keys to Work Inc., Greenwood Senior Citizens Center, National Library Bindery of Indiana.
- VCD students worked with the George Washington High School, which is celebrating 10 years of being reopened as a public high school. Students will assist in developing effective communication/presentation about “lessons learned” over the past 10 years and GWHS is anxiously wanting to “tell their story” to a local, regional and national audience.
- Worked with partners including Borshoff, Wishard, City of Lawrence, and Governor’s office to coordinate press releases announcing projects
- Developed videos to document projects and build a body of evidence about the cumulative impact of these projects on education and the cultural vibrancy of the community
- Developed stories about individual students to send to their hometown newspapers
- Created Basile Center ad targeting readers of the IBJ to run in supplement available at Start with Art event
- Registered www.basilecenter.org as a more easily remembered (marketable) URL to be used in promotional materials.
- Herron’s Basile Center for Art Design and Public Life coordinated professional practice opportunities for students, including competitive commissions, civic engagement projects, campus collaborations and community partnerships.

Evidence of Progress for 2011-2012:

- Record number of Basile Center projects (12) in the works for current semester – I have asked Abbey to review the information I had for Basile projects in 2011-12 and make any update or changes.
- “Works of Hope & Healing,” a collaborative project of the Wishard Hospital Pharmacy Department, the Wishard Foundation and Herron School of Art and Design senior painting students, entered its fourth year.
- The Indianapolis Chamber Orchestra partnered with the painting students for the second year. David Schmitt’s work, “Concerto in Paint for Violin and Orchestra,” won first place in this year’s competition.
- M.F.A. student Michael Kuschner’s public art proposal was selected, through a competitive process, for the Indianapolis Cultural Trail at the corner of Indiana Avenue and St. Clair Street.
- Anthony Deak, B.F.A. ’11, won the Best of Show prize in Borshoff’s third annual art competition. His four-panel, silver gelatin prints, titled “Welcome to Indianapolis,” captured the new Indianapolis International Airport.
- Austin Reavis, B.F.A. ’11, installed “CALLSTATION,” fabricated partly with material from the roof of the Hoosier Dome, in the IUPUI University Library. By listening to one of the eight sets of headphones that are part of the work, callers are directed to find one of ten hand-made artist books in the library stacks.
- Westfield, Lawrence and Avon municipalities have commissioned four public art projects proposed by undergraduate and graduate sculpture students.
- Herron visual communication students created a resource book for United Way of Central Indiana. “Connected by 25” serves young people who are transitioning from foster care to independence. The project is so successful that the model may be expanded statewide.
- Marcia Stone, lecturer, visual communication design, lead students in developing an iPad application to help autistic children learn language skills experientially.
- Helen Sanematsu, assistant professor of visual communication design, served as the creative director and project manager of “Fun With Facebook: the Impact of Focus Groups on the Development of Awareness Campaigns for Adolescent Health,” funded by the Indiana Coalition to Improve Adolescent Health.
- New Advisory Committee established to support Basile Center activities
- Christel DeHaan sponsored two sculpture commissions for her personal property. Fifteen proposals were submitted and two undergraduate students were selected for the commissions.
- Riley Hospital for Children/Ball Gardens - Four students were awarded commissions for outdoor sculptural benches that were created for the Suite Dreams Play Garden at Riley Hospital.
- Keep Indianapolis Beautiful - Public art project created by a graduate student was installed along I-70 and the Holt Road interchange and two more installations by MFA students at two other interchanges as part of “A Greener

Welcome.”

- City of Lawrence - A three-year partnership has been established to install public works of art along Pendleton Pike between I-465 and 56th St. Two students have already been selected for their proposals to be commissioned. The first installation will take place in December 2010.
- Imani Workshops - students developed and presented proposals for institutional identity, exhibit identifiers, and marketing communications.
- Domestic Violence Network of Central Indiana - Herron students performed research and created outreach materials to aid in fundraising and public engagement with the DVNCI including a Power Point presentation to be given at local schools and community groups, an outreach brochure and a table tent for school lunch rooms. Students photographed kids and adults to represent victims and perpetrators as part of this project.
- Midwest Food Bank - Students performed research and created outreach materials to aid in fundraising and public engagement with the Midwest Food Bank including a volunteer water bottle, posters, an outdoor board and ‘bubble gum cards’ representing the heroic people who support the food bank.
- For the fifth consecutive year, Herron senior painting students produced work for Wishard Hospital and the Eskenazi Health Foundation as part of the “Works of Hope and Healing” collaborative project.
- Students in Illustration competed for “Best in Show” in the fourth annual Borshoff Gallery Show and Awards event. Rachel Linnemeier received the purchase prize for her piece titled *Telephone Line*, while LoriLee Andrews won the People’s Choice Award.

<!--[endif]-->

Activities planned for 2012-2013:

- Develop “thank you” ads funded or co-funded with partnering organizations
- More use of Basile Center project videos in recruitment efforts
- Develop a promotional/informational brochure to be given to potential clients
- Continue to explore ways to better integrate VC projects with Basile Center efforts
- The Indianapolis Chamber Orchestra partnered with Herron’s painting students during fall semester 2011. This is the third year for this collaboration.
- The City of Lawrence is commissioning another public art sculpture as part of a three-year agreement. The sculpture will be installed in fall 2012.
- Dow AgroSciences has commissioned three students in Furniture Design to create benches for their new facility. They have also commissioned three students in Photography, Painting and Drawing to create interior artwork for this facility, which is scheduled to open in spring 2012.
- IU Health has commissioned seniors in Ceramics to create five mosaics for nurse stations at Riley Hospital. They have also commissioned two students for interior artwork.
- IU Health has commissioned three students in Furniture Design to create benches for the new Neuroscience Center which is set to open summer of 2012.
- Students in Professional Practice are working with community partners for branding and identity issues. Clients include: AMPATH/IU Kenya Partnership, Adam’s Construction Co., Indiana Dollars for Scholars, Massachusetts Avenue Merchants Association, Indianapolis Neighborhood Resource Center/Neighborhoods USA Convention 2012, Second Helpings, The Glick Fund.
- Fourteen visual communication design students are working with the John H. Boner Center and the Near Eastside Legacy Center Communication and Public Health Project.
- Create a business plan for the activities of the Basile Center and utilize the newly established faculty advisory board
- Continue to develop partnerships that help sustain successful programs in the visual arts and contribute to the cultural

vibrancy of our community

- Implement policies and procedures whereby the Basile Center negotiates and oversees school-sponsored projects
- Continue to market the mission of the Basile Center for Art, Design and Public Life to campus and external constituents regionally and nationally
- Continue to build on the strengths of Herron's academic programs, faculty expertise, and the school's ability to form partnerships within the community and other cultural organizations
- Cultural Trail/CICF - The Central Indiana Community Foundation is sponsoring a public art commission for a Herron student to be located at the corner of Indiana Avenue and St. Clair Street.
- City of Lawrence – Now in the third year of a three-year partnership for public works of art along Pendleton Pike between I-465 and 56th St.
- The communities of Westfield and Lawrence are currently working with Herron to develop public art projects

8.Support faculty research and creative activity

Identify opportunities and increase funding for faculty research and creative activity

OBJECTIVES: Promote faculty research and creative activities regionally and nationally / Attract and retain highly qualified faculty / Provide incentives for senior faculty members to continue to be engaged in research

Campus Planning Theme: Research, Scholarship and Creative Activity

Secondary Goals:

Sub Unit:

Time Frame: 2011-2012

Actions taken for 2011-2012:

- Herron faculty members earned \$351,618 in funding for research and creative activity through 29 individual competitive grants including 12 New Frontiers Faculty Research Grants funded by Lilly Endowment, Inc., and administered by the IU Office of the Vice Provost for Research and five IUPUI Arts and Humanities Grants.
 - Travel funding was awarded on a competitive basis determined by the Faculty Resource Planning Committee to support faculty research
 - Three faculty members were awarded sabbatical leaves
 - 14 faculty were awarded research grants totaling \$204,621
 - Feature stories developed and pushed out about faculty researchers including Helen Sanematsu and Linda Adele Goodine
 - Numerous faculty were awarded funding through the LAHI mechanism and two faculty received the New Frontiers research support (Assistant Professor Andrew Winship and Assistant Professor Lesley Baker). 2011/12 brought the award of two more New Frontiers grants in support of large faculty research projects that include graduate students and large equipment purchases (Associate Professor William Potter and Professor Linda Adele Goodine).
 - The implementation of a 2/3 teaching load has also resulted in a more focused concern that faculty are doing high level research.
 - Faculty work was featured in the Herron E-News and press releases
 - Private funds were used to match funding for faculty external research grants
-

Evidence of Progress for 2011-2012:

<!--[if !supportLists]-->

<!--[endif]-->

- Stephanie Doty had work accepted in "Small Works" 35th Harper College National Art Exhibition Palatine, IL
60067 02/26/12 04/10/12


- **Highlight:** Jason Murdock, Lecturer in Visual Communication, has been named a 2012 Trustee's Teaching Award (TTA) recipient for the Herron School of Art & Design. Recipients receive a stipend of \$2500, have their names displayed on a plaque at the Ruth Lilly Medical Library, and are recognized at award the Chancellor's Academic Honors Convocation.
- Stefan Petranek, Assistant Professor in Photography, presented an exhibition of his works in a show, *Geneotropes*, in the Basile Gallery of Eskenazi Hall, August 3 – 26, 2011.
- Robert Horvath, Assistant Professor in Painting, presented an exhibition of his works in a show, *Intangible Enchantment*, in the Basile Gallery of Eskenazi Hall, September 2 – 22, 2011.
- Stacey M. Holloway, sculpture instructor and technician, presented her work in an exhibition, *Neither Here Nor There*, at Gallery 924 December 2, 2011 – January 6, 2012. This was the culmination of her Efroymsen Contemporary Arts Fellowship.
- Meredith Setser, assistant professor of printmaking, was selected for a 2012 Efroymsen Contemporary Arts Fellowship.
- Assistant Professor of Visual Communication Lee Vander Kooi, who has been appointed to the AIGA Design Educators Community Steering Committee. AIGA is the most significant national organization for graphic designers.
- **Community Learning Program Coordinator Susan Grade** reported that her review of Ball-Nogues Studio's *Gravity's Loom* ran in the summer 2011 issue of *Surface Design Journal*, a quarterly publication which has covered the world of textiles since 1976. The work was installed in the Efroymsen Pavillion at the Indianapolis Museum of Art
- Visiting Lecturer in Foundation Studies Brian McCutcheon had a solo exhibition, *Out of this World*, at the Indianapolis Museum of Art September 9, 2011 - March 4, 2012.
- **Assistant Professor of Foundation Studies Anila Agha** and **Assistant Professor of Photography Flounder Lee** recently won second place and honorable mention awards, respectively, for their works at the 7th Annual IDADA Members' Exhibit.
- **Lecturer in Art History Stephanie Doty's** work, which deals with issues of identity, family and memories and is inspired by experiences from her own life, was exhibited at the Marian University Gallery, September 6- 29, 2011.
- **Assistant Professor of Visual Communications Helen Sanematsu** is one of more than 100 TRIP—Translating Research into Practice—faculty members on the IUPUI campus. She was one of 10 TRIP researchers whose work was featured in a community showcase at the Campus Center on Sept 12, 2011.
- Adjunct faculty member Pamela Bliss recently painted a 38-foot-tall mural of legendary Indiana author Kurt Vonnegut as part of the 2012 Super Bowl XLVI public art project
- St. Mary's College in Maryland included **Adjunct Instructor Karen Baldner** in its 16th Annual Holocaust and Genocide Lecture series.
- **Professor of Photography Linda Adele Goodine's** *A Retrospective by Linda Adele Goodine*, curated by Ohio Dominican University **Assistant Professor of Art and Design Herb Peterson**, opened on November 4, 2011 and ran thru January 5, 2012 at the university's Wehrle Art Gallery in Columbus, Ohio.
- **Associate Professor Cory Robinson** was selected by the faculty of Maine College of Art (MECA) for its *A Perpetual Present: 2011 MECA Faculty Selects* exhibition that ran November 16 – December 23, 2011.
- Assistant Professor Danielle Reide is included in a French eco-art blog and website. Imbedded in the blog is an interview with Danielle about her art and how it involves the environment. The interview is in English. <http://galerie-eco-art-edith-liegey.over-blog.com/article-les-chemins-de...>
- Herron professors **Jean Robertson** and **Craig McDaniel** read selections accompanied by slides from their co-authored book, *Themes of Contemporary Art: Visual Art after 1980, Second Edition*, at the IUPUI Faculty Club on Feb 16, 2012. Their appearance was a part of the *Reading at the Table* series, which provides a forum for members of the IUPUI community to celebrate published books written by faculty members.
- **Assistant Professor of Painting Danielle Riede** and **Lecturer in Visual Communication Design Jason Murdock** were recognized with the Trustees Teaching Award at the Chancellor's Academic Honors Convocation on April 19, 2012.

- **Professor of Art History Jean Robertson** has been named a 2012 IUPUI Chancellor's Professor Chancellor's Academic Honors Convocation on April 19, 2012. This is the most distinguished appointment an individual faculty member can attain at IUPUI.
- **Adjunct Instructor Karen Baldner** continued her exploration of themes associated with post-WWII German-Jewish healing in an exhibition at Loyola University Maryland, which ran from February 29-April 4, 2012.
- Assistant Professor **Anila Agha**'s work was featured at the Gallery at Penn College from January 10 - February 22, 2012.

Activities planned for 2012-2013:

- Craig McDaniel, author, "Rethinking Rousseau," *Midwest Quarterly: Journal of Contemporary Thought*, Pittsburgh State University, Pittsburgh, Kansas. To be published: 2012
- A research section added to faculty profiles on the website
- Seek ways to facilitate a stronger integration of faculty projects with community partners and with health science partners into grant fundable projects and/or institutional partners
- Two faculty will be awarded sabbaticals
- Herron will support reduced teaching schedules for full-time, tenure track faculty for the purpose of research and creative activity. (This means 2/3 loads.)
- Matching funds will be provided for faculty who receive the IUPUI Arts and Humanities grants.
- Faculty research "roundup" video in production for early 2012
- Incorporate faculty research into recruitment materials
- Add a research section to faculty profiles on the Herron website
- Herron will publish an annual report that features significant research and creative activity accomplishments and civic engagement activities.
- Herron faculty regularly exhibit their work in the Herron galleries
- Provide increased funding for travel to professional conferences and research
- Develop marketing materials to highlight faculty research and creative work

9.Complete Sculpture & Ceramic Building Expansion

 **OBJECTIVES:** Provide quality studio space, classrooms and technology for the new graduate degree programs and the public art projects.

Campus Planning Theme:

Secondary Goals:

Sub Unit:

Time Frame: 2011-2012

Actions taken for 2011-2012:

- Worked with Ratio Architectural Firm to finalize the schematic and construction document phases.
- Bids were released for review and awarded in two phases.
- Construction began on renovation and new addition. It is nearly complete

Evidence of Progress for 2011-2012:

<!--[if !supportLists]--> • <!--[endif]-->Secured over \$3.2 million in private support for the Sculpture and Ceramics expansion project.

- Sidney and Lois Eskenazi have been approved by the IU Trustees to name the facility the Eskenazi Fine Arts Center.
-

Activities planned for 2012-2013:

- The \$3.2 million addition will support the new graduate degrees and the public art program.
- Host a ribbon cutting ceremony and public opening on May 2, 2013 to recognize donors and showcase the new MFA studios and graduate work.
- Place donor placards throughout facility where naming opportunities have been established

Fiscal Health

Reallocation Plan

Other Question(s)