Mission

The mission of Herron School of Art is to provide exceptional educational opportunities for college students committed to careers in the visual arts (i.e., ceramics, drawing, painting, printmaking, photography, sculpture, visual communication, woodworking design, art education, and art history), and for students and the public as they seek greater understanding of the visual arts. This is accomplished through a variety of courses, and creative specialty programs and activities.

Goals and Objectives

I. Herron will attract and retain highly qualified, highly engaged faculty.

☐ Increase faculty salaries to competitive levels.

Campus Planning Theme: Research, Scholarship and Creative Activity

Secondary Goals:

Sub Unit: None

Time Frame: On-going

Actions taken for 2003-2004:

NASAD self-study and visitors’ report validated that faculty salaries are not competitive. Dean has discussed salary needs with the Chancellor and Dean of Faculties annually since 1999. Salary equity studies have been conducted comparing Herron salaries to peer art departments and institutions (both public and private) as well as IU Bloomington and IUPUI generally.

Evidence of Progress for 2003-2004:

null

Activities planned for 2004-2005:

Through funding from campus reallocations and private funding for endowed professorships the dean hopes to be able to elevate faculty salaries.

II. Herron will serve increasingly as a resource in the arts, locally, regionally, and beyond.

☐ Expand Herron’s engagement with the community and campus through art and design related projects and partnerships.

Campus Planning Theme: Civic Engagement

Secondary Goals:

Sub Unit: None

Time Frame: On-going
Actions taken for 2003-2004:

The school has been engaged with numerous community partners and projects including: "A Woman's Heart" exhibition with Clairan Heath, "We all flow together in the river of time" mural in the IUPUI library corridor, creation of the Brickyard 400 logo for 2005, public sculptures for the 140th anniversary of Crown Hill Cemetery, faculty on committees for the Indianapolis Cultural Development Initiative, faculty member was co-chair for the international conference of the National Council on Education for Ceramic Arts. Created a shared position with the Indianapolis Arts Council.

Hired a public scholar faculty member as a joint appointment with Museum Studies for community exhibition partnerships.

Collaboration with Eli Lilly and Co. and the City of Indianapolis for major public sculpture. Provide design work for Cultural Development Commission.

Evidence of Progress for 2003-2004:

The school has worked with partners such as the Lilly Corporation, Kite, the City of Indianapolis, and Herron alum Don Gummer to create a major public sculpture. New programs have been developed with EarthWatch -- an organization that supports science, research, and learning in middle schools and high schools, and the Buffalo Bill Historical Center in Cody, WY. Several faculty members and students in a foundation course are involved in the Chair Kids (paint a chair for charity) project; several of the artfully decorated chairs are on display at the IUPUI University Library.

Partnering with the White River State Park Cultural District on public art programming.

The Saturday School enrollment in fall 2004 (non-credit courses in studio arts for middle and high school students and adults) was the highest it has ever been and for spring 2004 was the highest since 1991.

May 2005 Biennial National Sculpture Exhibition activities planned for Herron's grand opening.

Activities planned for 2004-2005:

The first annual Leibman Lecture, a collaboration of Kelley School of Business-Indianapolis, IU Law School-Indianapolis, and Herron School of Art, will occur November 5, 2004 and will attract students, staff, faculty and the community.

Design students competed nationally by submitting film clips through the American Democracy Project; two made the top ten.

New weekend workshops (non-credit) are being developed for the community for the month of January, 2005. Initial workshops will be in ceramics and photography.

The summer youth art camp will be held in partnership with the IUPUI Sports Camp during the summer, 2005.

Plans continue for developing a Center for Art, Design and Public Life. It is anticipated that the center will double Herron's externally funded research and creative activity as well as community engagement opportunities for students and faculty members.
III. A highly qualified faculty will provide exceptional educational opportunities to a diverse array of students.

1. Provide students, faculty and staff with a world-class facility that is conducive to teaching, learning, research, and creative activity.

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

   **Secondary Goals:**

   **Sub Unit:** None

   **Time Frame:** spring 2005

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   **Actions taken for 2003-2004:**

   The new Eskenazi Hall is more than 70% complete. Hired a marketing director, restructuring staff and administration to better serve students.

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   **Evidence of Progress for 2003-2004:**

   Herron has raised all but $3.3 million of its $29.5 million capital campaign.

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   **Activities planned for 2004-2005:**

   The dedication of Eskenazi Hall is set for June 3, 2005. Herron will move into the new facilities in late spring 2005.

2. Update and formalize Herrons long-range plan.

   **Campus Planning Theme:** Teaching and Learning, Research, Scholarship and Creative Activity, Campus Climate for Diversity, Civic Engagement

   **Secondary Goals:**

   **Sub Unit:** None

   **Time Frame:** end of 2004

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   **Actions taken for 2003-2004:**

   Herron completed its self-study for the National Association of Schools of Art and Design (NASAD), had its site visit, and was fully re-accredited for 10 years.

   Faculty and administration held a planning retreat to update the school plan. The fine arts department has drafted a departmental plan. A recruiting plan has been drafted. Eight priorities were determined and include: 1) Relocate Herron to the IUPUI campus; 2) Create a Center for Art, Design and Public Life; 3) Increase enrollments and develop new courses for non-art majors; 4) Expand community outreach programs; 5) Launch MFA programs in visual communication and studio arts; 6) Resolve faculty salary equity issues; 7) Build endowments for the school; 8) Enhance the overall strength of Herron’s undergraduate programs.
Evidence of Progress for 2003-2004:

A part-time Community Learning Coordinator was hired. The position is being converted to full-time. The incumbent will help to build enrollments in the non-credit programs.

Activities planned for 2004-2005:

A new marketing director was recently hired and will develop a comprehensive marketing plan for the school.

3. Continually increase the quality and relevance of teaching and learning activities, and student support services.
   Campus Planning Theme: Teaching and Learning
   Secondary Goals:
   Sub Unit: None
   Time Frame: On-going

Actions taken for 2003-2004:

Two new faculty members and a visiting assistant professor were hired (ceramics, art history, and a public scholar with Museum Studies in visual communication.

Two lecturer positions were filled, one in art history and one in elective arts.

Additional part-time assistance is being developed for the Student Services Department.

Evidence of Progress for 2003-2004:

NASAD site visit and re-accreditation report commend Herron program and services -- particularly curricular plans in Visual Communication, study abroad opportunities, breadth of offerings in the curriculum, Herron Design Center project opportunities for students, community involvement, and the library collection, among others.

We are concluding a 2 year curriculum review in Foundation Studies and Visual Communication Programs.

Students report, in the Herron Graduating Student Survey, that they believe they are achieving the Principles of Undergraduate Learning, as taught through Herron courses and programs.

The Visual Communication Department Chair has been appointed to lead the national Curriculum Taskforce, Design Education Committee, of the American Institute of Graphic Arts (AIGA) and was named editor of their national student newsletter. He was also appointed chair of the Education Committee for the Indiana Chapter of AIGA.

Visual Communication Department has routinely incorporated "second looks" assessment each of the past three semesters, utilizing findings to improve the program.
Activities planned for 2004-2005:

The gallery director and faculty are planning gallery exhibitions, lectures, and educational opportunities for the campus and community.

4. Provide the optimal Foundation (freshman) Program curriculum for Herron majors.
   **Campus Planning Theme:** Teaching and Learning, Best Practices
   **Secondary Goals:**
   **Sub Unit:** None
   **Time Frame:** 1/2005

   Actions taken for 2003-2004:

   A faculty curriculum committee has spent two years reviewing the Foundation Studies curriculum, in order to recommend improvements. Their planning includes the incorporation of specific student learning outcomes, the PULs, and assessment.

   Evidence of Progress for 2003-2004:

   The Foundation Curriculum Committee has developed a comprehensive proposal to present to the Herron faculty in November 2004.

   Activities planned for 2004-2005:

   During fall semester 2004, the foundation curriculum committee will present recommended curriculum revisions to the entire faculty, with plans to implement the changes in fall semester, 2005. We think this will pass in November 2004.

5. Herron will launch a new Master of Fine Arts (MFA) degree in Visual Communication and other fine arts disciplines.
   **Campus Planning Theme:** Teaching and Learning
   **Secondary Goals:**
   **Sub Unit:** None
   **Time Frame:** 2006

   Actions taken for 2003-2004:

   Committees have been formed to begin to formalize curriculum for future MFA proposals in studio disciplines. Meeting was held with Associate Dean of the Graduate School, Sherry Queener.

   Evidence of Progress for 2003-2004:

   Department chairs and faculty committees are working to clearly define the program and majors.
Activities planned for 2004-2005:

Curriculum to be further developed, syllabi proposed, and permissions obtained to begin the program (Visual Communication major) in fall 2006. One or more other majors in studio arts should be ready to offer by fall 2007. Recruitment, particularly of out-of-state students, will commence in 2005-06.

IV. Herron will launch new fundraising plans upon completion of the current capital campaign.

☑ Herron will launch a $5 million endowment campaign in 2006.

 Campus Planning Theme: Teaching and Learning, Research, Scholarship and Creative Activity, Civic Engagement
 Secondary Goals:
 Sub Unit:
 Time Frame: 2010

Actions taken for 2003-2004:

Initial discussions have taken place between the dean and family and corporate foundations, as well as specific individual donors who will make leadership gifts.

Evidence of Progress for 2003-2004:

Deans Board of Advisors support this initiative.

Herron has been invited to submit a major gift request to a foundation in June 2005.

Activities planned for 2004-2005:

Dean will continue to plan with her Advisory Board and the schools Development Director.

Fiscal Health

*** Fiscal health report for 2004-05 is attached as PDF file. ***

Reallocation Plan

No reallocation funds were received.

Other Question(s)

How do you plan to maintain/increase quality in the face of diminishing resources? What processes do you have in place to do this, for example, how are faculty involved in decision-making?

On-going curricular reviews and resulting changes will strengthen the quality of Herrons programs. Faculty members have become more engaged in the assessment process through the reviews and planning, as well as through the schools self-study for re-accreditation last fall by the National Association of Schools of Art and Design. Herrons relocation to Eskenazi Hall on the IUPUI campus will further enhance the schools ability to provide the highest quality...
I. Actions to change financial stability of Herron School of Art
   a. Increase elective art sections (see examples below)
   b. Increase service courses (Art History, Art Appreciation, Basic Design, Color Theory, Drawing)
   c. Increase enrollment and sections for art majors
   d. Increase enrollment in community outreach programs
   e. Increase out-of-state recruitment
   f. Hired an elective arts coordinator

II. What Herron has to offer
   a. Professional School-studio hours (3 credit hrs. = 6 contact hrs.)
   b. Arts and Cultural Community - world class reputation
   c. Brings cultural life to IUPUI campus & Central Indiana
   d. Center for Art, Design and Public Life

i. Printing Center
ii. Professional Practice
iii. Internships
iv. Community Outreach Programs
v. Community Public Art Initiatives

Herron is working toward financial stability by increasing enrollments through collaboration with other IUPUI units, increasing art and design majors, and increasing community outreach programs as clarified below:
   i. Increasing credit hour enrollment—collaboration with other units on campus
      a. Interior Design
      i. HER E103, Color and Design for non-majors, Spring 2005, Fall 2005 and continuing each fall, increasing to three sections.
      ii. HER E101, Beginning Drawing, special section, 1-2 sections each fall starting Fall 2006.
      iii. HER E300, Architectural Drawing (or other title), 1-2 sections per year beginning Fall 2007.
      iv. HER D211, Communicative Drawing (but a different content—currently used for visual design majors), 1 section beginning Spring 2005.
      b. Number of current elective courses is being increased as follows:
         i. Introduction to Photography, to begin Fall 2005, (IUB has 60 students in this)—estimating 25 students and increasing each year offered.
         ii. One additional E105 painting, to begin Fall 2005, estimate 15 students.
         iii. Three additional E101 drawing sections, Fall 2005, estimate 15 students each section for total of 45.
         iv. Introduction to Graphic Design, E103, 1 section, probably Fall 2005, estimate 12 students.
      c. Number of service courses offered in Art History and Art Appreciation will increase dramatically with new space in Fall 2005.
      d. Need to continue discussions with New Media. There are real possibilities here, but cooperation is necessary.
      e. Computer Graphics Technology (CGT) has had an initial conversation with us about offering some basic design and drawing classes—no number yet.
      f. Our students have a great interest in taking a business course on how to market themselves/their art after graduation. VC Department Chair is investigating this opportunity.

i. Community Outreach Programs
   i. Double Honors Art enrollment—Summer 2005
   ii. Double Youth Arts Camp enrollment—Summer 2005
   iii. Increase enrollments in Fall/Spring Saturday School
   iv. Offer periodic weekend workshops such as 2-3 Saturdays for a ceramics workshop; 2-3 Saturdays for printmaking, etc.

How do you cultivate a climate for diversity—how do you recruit, develop, and retain diverse students, faculty, and staff? How do you incorporate diversity in the curriculum, in research, in civic engagement?

Through new and impending staff and administrative changes, greater emphasis will be placed on student recruitment and marketing. One of the continuing goals will be to enhance diversity. The school has been successful in hiring a few minority faculty members over the past four years. The creation of the Center for Art
Successful in hiring a few minority faculty members, over the past four years. The creation of the Center for Art, Design and Public Life the school will allow Herron to further enhance and diversify its civic engagement activities. Herron currently has 8 international students (Korea, Brazil, Senegal, China and Japan) and plans to increase its recruiting efforts once in the new building. One way to do so is to utilize the study abroad contacts we have made with Hunan Normal University in Changsha, China, and universities in Paris, London and The Netherlands. Currently, the school has a faculty member from Korea and one from China, who have offered to help with recruiting.

In a comprehensive program designed to attract and retain minority students at Herron, the school coordinates the Shared Heritage Scholarship program. The program serves to identify, nurture, and support minority students who are interested in pursuing a degree in art. The goal of Shared Heritage is to build an endowment to sustain scholarships, mentoring, and community outreach. A volunteer committee, comprised of alumni, donors, faculty and staff, helps shape the program and raises the necessary funds to carry out the mission of this diversity program at Herron. The Shared Heritage committee hosts an annual fundraising event and has raised more than $100,000 thus far. As a result of this program, minority students and faculty have established a student organization, Spectrum Club. It is intended to be a social support group that provides mentoring and aids in the recruitment and retention of minority students. (As part of the recent Indiana Black Expo, the Spectrum Herron minority student organization held an exhibition.)

Five years from now what proportion of your faculty do you expect to be in the following categories: tenure track faculty, clinical faculty, research faculty, lecturers, or other academic specialties (percentages should total 100%)?

Tenure track (38) 74%; lecturers (8) 16%; (5) 10%

Please prepare an EXECUTIVE SUMMARY of no more than one page summarizing your most significant accomplishments of the past year (including items from the period from July 1, 2003 to the present) and the major initiatives you plan to undertake in 2004-05.

Over the past sixteen months, Herron’s emphasis on civic engagement has intensified. Students from three classes created 34 artworks for A Woman's Heart, focusing on challenges faced by women related to heart disease. The project was organized jointly by Herron and the women's Heart Advantage Program of Clarian Health. Two faculty members and their students created the We all flow together in the river of time, mural in IUPUI library corridor, celebrating IUPUI campus community partnerships with the Eiteljorg Museum of American Indians and Western Art, The Hispanic Center, Indiana State Museum, and the Madame Walker Theater Center. Herron Professional Practice Design students created the 2005 event logo for the Brickyard 400, the brochures and marketing materials for the city-wide Cultural Development Commission, and Ballet Internationals fundraiser invitation. Student Patrick Gillespie was competitively selected by the IUPUI Library to create the sculpture installed in their foyer and will remain on display for one year. Through collaboration with the City of Indianapolis, Eli Lilly and Co., and Herron, a student was selected to create a public sculpture to be located for 2 years on the Meridian Street Plaza.

Herron’s dean served as project manager for the $300,000 permanent public sculpture created by 1967 Herron alumnus Don Gummer placed at Meridian Street Plaza. It was a collaborative project of the City of Indianapolis, Eli Lilly and Company, and Herron. Two faculty members participated in the outdoor sculpture exhibition celebrating the 140th anniversary of Crown Hill Cemetery, October 2003. In collaboration with Indianapolis Downtown, Inc., the Visual Communication Department Chair co-chairs one of the Indianapolis Cultural Development Initiative steering committees four work groups, "Environmental WOW which leads the efforts to enhance all major public spaces during the 18-month period of "cultural convergence."

The Herron faculty has been productive in research/creative activity. Five Herron faculty and staff members were recipients of the first ever Efroymson Contemporary Arts Fellowships in the amounts of $20,000 each. Professor Stephanie Dickey's book, Rembrandt: Portraits in Print, Amsterdam/Philadelphia: John Benjamins Publishing Co., 2003, was published. Jennifer Lee, visiting assistant professor of art history, "More than a Copy: Seeking Additional Meanings for Pilgrims Souvenirs," paper presented at the 39th International Congress on Medieval Studies. David Morrison exhibited his prints in the 10th Anniversary exhibition, Pont-Aven School of Contemporary Art, Riec-sur-Belon, France. Fatimah Tuggar, assistant professor of fine arts, had international exhibitions including Bamako Biennial, Bamako, Mali (awarded Le Prix Special du Jury); Palais des Beaux-Arts, Brussels, Belgium; Courtauld Institute of Art,

Two major curriculum reviews have occurred. The Foundation Program Curriculum Committee is concluding a two year process. The Visual Communication program curriculum update was recently approved. Both will be implemented in fall 2005.

Herron’s new home on the IUPUI campus, Eskenazi Hall, is more than 70% complete and will be ready for occupancy in spring 2005. The schools capital campaign has been highly successful. Only $3.3 million of the $26.5 million goal has yet to be raised.

Herron will undertake the following major initiatives during 2004-05.
1) Relocate the school to the new Eskenazi Hall on the IUPUI campus. 2) Create a Center for Art, Design and Public Life. 3) Increase enrollments and develop new courses for non-art majors. 4) Expand community outreach programs. 5) Finalize plans to launch the new Master of Fine Arts in Visual Communication. 6) Provide faculty salary equity. 7) Build an endowment for the school, 8. Enhance the overall strength of Herrons undergraduate programs.