2005-2006 Herron School of Art

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

1. PRIORITY: Launch MFA programs in visual communications & visual fine arts and public life.

Goal – Herron to be nationally recognized for quality graduate programs. Objectives to achieve goals: Build upon Herron's strengths and unique characteristics to create graduate programs; Recruit highly qualified and diverse faculty to teach graduate students; Recruit out-of-state and international students; Increase the school’s research profile and civic engagement through graduate student activities; Campus/Community Collaborations; Civic Engagement – contract projects for students Sources of Revenue – Tuition revenue, contract income, private philanthropy for endowed professorships, campus reallocation funds, diversity initiative funding

Campus Planning Theme: Teaching and Learning, Civic Engagement
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2005-2006:

- Department of Visual Communication Design will launch a new 60-credit MFA Visual Communication graduate program with a focus on “Design Thinking for Design Leadership.” The degree will include some collaborative, cross-disciplinary courses. First students will enroll in August 2007.
- Courses in the new MFA Visual Communication graduate program will support a new “Enterprise Experience in Design Thinking” for Master in Business Administration (MBA) students at IUPUI Kelley School of Business.
- Developed and implemented marketing and recruiting plans, including the development of printed and web-based materials, for attracting top quality graduate students to the M.F.A. in Visual Communications program to enroll Fall 2007.
- Department of Visual Communication Design is conducting one search for a tenure-track faculty member to add intellectual diversity to the graduate faculty.
- Completed and submitted Proposal for a new degree program: Master of Fine Arts in Visual Arts and Public Life. The new degree program has received approval from: IUPUI from the Graduate Affairs Committee, Academic Leadership Council (Indiana University), and the IU Trustees.
- Planned and wrote syllabi for new courses for the MFA in Visual Arts and Public Life degree program.
- Responded, as needed, to requests for additional information about the degree program (MFA in Visual Arts and Public Life) as the proposal was reviewed at IUPUI and IU.

Evidence of Progress for 2005-2006:
Department of Visual Communication Design will launch a new 60-credit MFA Visual Communication graduate program with a focus on “Design Thinking for Design Leadership.” The degree will include some collaborative, cross-disciplinary courses. First students will enroll in August 2007.

Courses in the new MFA Visual Communication graduate program will support a new “Enterprise Experience in Design Thinking” for Master in Business Administration (MBA) students at IUPUI Kelley School of Business.

Developed and implemented marketing and recruiting plans, including the development of printed and web-based materials, for attracting top quality graduate students to the M.F.A. in Visual Communications program to enroll Fall 2007.

Department of Visual Communication Design is conducting one search for a tenure-track faculty member to add intellectual diversity to the graduate faculty.

Completed and submitted Proposal for a new degree program: Master of Fine Arts in Visual Arts and Public Life. The new degree program has received approval from: IUPUI, from the Graduate Affairs Committee, Academic Leadership Council (Indiana University), and the IU Trustees.

Planned and wrote syllabi for new courses for the MFA in Visual Arts and Public Life degree program.

Responded, as needed, to requests for additional information about the degree program (MFA in Visual Arts and Public Life) as the proposal was reviewed at IUPUI and IU.

Activities planned for 2006-2007:

- Recruit and enroll students in MFA in Visual Communication, with first students enrolling in August 2007. First offerings of all graduate courses for first year students in the MFA in VC program.
- Develop marketing materials and a marketing strategy for the MFA in Visual Arts and Public Life program, to attract a pool of qualified graduate students.
- Plan all aspects of being ready to enroll first graduate students in the MFA in Visual Arts and Public Life degree program (starting August 2008).

II. PRIORITY: Develop and expand the Center for Art, Design and Public Life to provide professional experiences for students and enhance Herron’s reputation as a vital resource for central Indiana’s cultural development.

GOALS AND OBJECTIVES - Increase Herron’s externally funded Research/Creative Activity. Double the number of civic engagement projects. Consolidate the development and planning of externally focused programs and projects through the center to maximize potential and increase return on investment.

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

Actions taken for 2005-2006:

- Hired a first Director for the Center (Sept. 2005 – May 2006). Search is now underway for a new Director
- Developed an operational budget for the Center; secured funding through a combination of projects, grants, private philanthropy, and other sources of revenue
- Reconfigured the physical space of the Center to better promote the activities of the school and serve as a resource for obtaining, developing, and implementing community based projects
- Started developing a set of procedures whereby the Center’s oversees official school projects.

Evidence of Progress for 2005-2006:

- Marketed the mission of the Center for Art, Design and Public Life to campus and external constituents through the
IUPUI campus-wide Centers brochure

- Developed a collaborative relationship with the IUPUI Solution Center
- Initiated a centralized program for internships and other employment opportunities;
- Joined the campus-wide initiative to operate job programs with a common software system.
- Developed new opportunities for student and faculty research and creative activity through public art projects and client contracts (see attached list of community based projects.)
- Continued to build community partnerships and collaborate with other cultural organizations.

Activities planned for 2006-2007:

- Complete Search and hire new Director for the Center for Art, Design and Public Life
- Develop partnerships for an increase of internship opportunities for students in fine arts
- The Center for Art, Design and Public Life will work with faculty and staff to plan the development of civic engagement projects and public art opportunities for students enrolled in Herron’s graduate programs: MFA in Visual Communications, and our new graduate degree program: MFA in Visual Arts and Public Life;
- Increase marketing efforts of the Center through such avenues as Herron’s Website (to be redesigned in Spring/Summer 2007).

III. PRIORITY: Build Endowment for School Programs and Scholarships

- Goal – achieve financial stability for the school and gallery programs and provide financial support for students. Objectives to achieve goal:
  - Plan for comprehensive alumni and broad-base community campaign for program endowments and scholarships
  - Capitalize on the attention that Herron is receiving as a result of the building project
  - Continue to cultivate and solicit donors who made contributions to the capital campaign
  - Identify and cultivate new donor prospects
  - Explore corporations and foundations for fundraising opportunities on a national level
  - Continue to nurture and build the John Herron Society
  - Continue to cultivate external champions who will help identify and secure funding opportunities

  Sources of Revenue – Private funding from individuals, foundations, and corporations.

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

  Secondary Goals:
  Sub Unit:
  Time Frame:

Actions taken for 2005-2006:

- An endowment campaign plan to raise $8 million has been developed and endorsed by various entities, including the Dean’s Advisory Board and the IU Foundation
  - While in the quiet phase of the campaign, cultivation and solicitation of individuals, corporations and foundations have taken place with nearly $500,000 given for endowment purposes (lectures, scholarships, etc.)
  - The Fraser International Travel endowment grew to half of its $300,000 goal
  - The 2005-2006 John Herron appeal resulted in $68,000 from nearly 100 members; new levels of giving were introduced
  - Numerous previews and recognition events took place for the John Herron Society
  - Guidelines, structures and term limits were set for the Dean’s Advisory Board; four new members were added to the board

Evidence of Progress for 2005-2006:
• While in the quiet phase of the campaign, cultivation and solicitation of individuals, corporations and foundations have taken place with nearly $500,000 given for endowment purposes (lectures, scholarships, etc.)
• The Fraser International Travel endowment grew to half of its $300,000 goal
• The 2005-2006 John Herron appeal resulted in $68,000 from nearly 100 members; new levels of giving were introduced
• Numerous previews and recognition events took place for the John Herron Society
• Guidelines, structures and term limits were set for the Dean's Advisory Board; four new members were added to the board

Activities planned for 2006-2007:

• Members of the endowment campaign will be recruited, including honorary chairs
• Job descriptions for the campaign committee will be developed
• Campaign committee will work closely with the dean and director of development in identifying, cultivating and soliciting prospects
• An endowment campaign kick-off event will be planned to take place in the fall of 2007
• Campaign materials and promotional items will be developed for prospects and donors
• Continue building the Fraser International Travel endowment to its $300,000 goal
• Develop plan for increasing the Shared Heritage endowment

IV. PRIORITY: Build and enhance a strong national reputation.

☑ Goals — Take action to enhance Herron’s identity and presence among the other cultural institutions. Objectives to achieve goals • Collaborate with surrounding cultural organizations on the canal and WRSP to establish Herron as a partner on the cultural trail that is currently under development • Make Herron one of the city’s cultural destinations by building and promoting the Herron galleries, and sculpture gardens Sources of Revenue — private funding, community partners

Campus Planning Theme: Civic Engagement

Secondary Goals:

Sub Unit:

Time Frame:

Actions taken for 2005-2006:

• Herron’s improved accessibility to IUPUI students and the Indianapolis community has stimulated increased interdisciplinary collaboration with other schools and arts organizations. With state-of-the-art facilities in the heart of Indianapolis’s White River cultural corridor, Herron has become one of the premier art and design schools in the nation.
• The Eleanor Prest Reese and Robert B. Berkshire Galleries hosted six exhibitions featuring work by nationally prominent artists including Robert Rauschenburg and John Mellencamp.
• Interviewed professional website developers and marketing firms.
• Herron hosted eight visiting artist lectures. Offered numerous community learning programs for youth and adults. Herron hosted the first public Sculpture Invitational with 15 public works by local, national and international sculptors.
• Cross-institutional collaborations with museums and other cultural organizations included the Felix Gonzalez-Torres Project with the Indianapolis Museum of Art and Inuit Society Conference with the Eiteljorg Museum.
• Herron hosted the International Furniture Society Conference in June, providing a central meeting point along within the White River State Park (WRSP) for conference attendees
• Partnered with the Indianapolis Art Center to host a national iron pour workshop.
Evidence of Progress for 2005-2006:

- The Eleanor Prest Reese and Robert B. Berkshire Galleries hosted six exhibitions featuring work by nationally prominent artists including Robert Rauschenburg and John Mellencamp.
- Herron hosted eight visiting artist lectures. Offered numerous community learning programs for youth and adults. Herron hosted the first public Sculpture Invitational with 15 public works by local, national and international sculptors.
- Cross-institutional collaborations with museums and other cultural organizations included the Felix Gonzalez-Torres Project with the Indianapolis Museum of Art and Inuit Society Conference with the Eiteljorg Museum.
- Herron hosted the International Furniture Society Conference in June, providing a central meeting point along within the White River State Park (WRSP) for conference attendees.
- Partnered with the Indianapolis Art Center to host a national iron pour workshop.

Activities planned for 2006-2007:

**ACTIONS PLANNED (2006-2007)**

- Retain a firm to develop new marketing and recruitment strategies for Herron.
- Develop new website and recruitment materials.
- Herron has developed numerous partnerships with local businesses.
- Herron Galleries will host six exhibitions and more than ten visiting artist lectures of national and international prominence.
- The Basile Gallery, Herron’s fifth gallery, will host student and faculty exhibitions.
- Herron will host the National Art History Conference in March 2007 with collaborative activities planned with other arts organizations.

**ACTIONS PLANNED (2007-2008)**

- Host the Mid America College Arts Association

**V. PRIORITY: Increase enrollments. Develop new courses for non-art majors.**

- **Goals** – Double tuition revenue and increase number of BFA recipients by 5% Objectives to achieve goals: • Admit more students into Herron undergraduate degree programs (5% increase) • Offer art and design service courses for other IUPUI degree programs • Team-teach and develop more interdisciplinary opportunities • Create Center for Visual Literacy – develop workshops and 1 credit courses • Recruit more out-of-state and international students • Hire necessary faculty, public scholars, lecturers to accommodate growth (focus on diversity initiative) • Admit graduate students into new MFA in Visual Communication Sources of Revenue – Start up funding for 2-3 faculty positions may be necessary. (perhaps through diversity initiative funds). Once the degree program numbers are at full capacity, the increased tuition revenue will offset cost of the new faculty. We may be able to create joint appointments through collaborative efforts on campus and in the community.

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

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

Actions taken for 2005-2006:

- Raised number of high school visits from 6 (2004-2005) to 18, including 3 out-of-state schools.
- Met with approximately 500 prospective students and their families for admissions advising and tours during open
- Met with approximately 500 prospective students and their families for admissions advising and tours during open house.
- Developed recruitment materials and website for the MFA program in visual communication.
- MFA degree program in Visual Fine Arts and Public Life has been developed and approved by IU Trustees. Proposal launch date is fall 2008.
- Increased number of mailings and emails to prospective students.
- Participated in 8 portfolio days (7 of which were out-of-state).
- Generated mailing list of 2091 Herron prospects via Web, high school visits, campus activities and portfolio days. (Number of Herron prospects generated during same period for academic year 2004-2005=378.)
- Recruited students to live in the newly-created Herron House, a Residential Learning Center in Campus Apartments on the Riverwalk. Herron House was launched in hopes of boosting both recruitment of incoming students and retention of current students.
- Launched a new scholarship program for out-of-state incoming freshmen.

Evidence of Progress for 2005-2006:

- 9.8% overall enrollment growth in credit hours. Increased from 8960 (fall 2005) to 9838 (fall 2006).
- Overall registered students grew by 4.2%. 812 (fall 2005) and 846 (fall 2006).
- Number of new students enrolled after census—including entering freshmen and external transfers—increased from 126 (fall 2005) to 167 (fall 2006) for a 32.5% increase.
- Number of non-resident students enrolled prior to census—including entering freshmen and external transfers—increased from 4 (fall 2005) to 9 (fall 2006) for a 125% increase. Six of the nine of the non-resident students received the out-of-state Herron scholarship.
- Twenty-eight students currently are living in Herron House.
- Developed and offered additional service courses for Interior Design.
- Met with Interior Design faculty to review effectiveness of new design course and discuss expanded programming for service courses including a minor in studio art.
- Developed course content for visual literacy course.
- Developed strategies to be more competitive with out of state and private art schools.
- Hired and trained 6 new part time instructors.
- Expand courses for non-art majors to 35 sections total.

Activities planned for 2006-2007:

- Host Herron Open House during optimal time in recruitment season. October.
- Recruit for the Visual Communication MFA program (first students to enroll in August 2007).
- Start recruiting graduate students for the new MFA in Visual Arts in Public Life (planned launching: fall 2008). This will include the development of new marketing materials and mailing lists. A new MFA program section of the Web will also be included.
- Attend 9 National Portfolio Days.
- Visit at least 6 out-of-state schools for presentations to art classes.
- Make out-of-state scholarships available to transfer students.
- Establish an optimal number of incoming students to be recruited each year, that reflect factors such as physical building capacity, number of faculty available to teach, and quality of the students entering.
- Continue efforts to achieve enrollment goals. Note: Enrollment at Herron increased from 782 in Fall 2003 (the first semester of the Doubling Initiative) to an enrollment of 846 in Fall 2006. Number of Freshman at Herron increased from 115 in Fall 2003 to 167 in Fall 2006.
- Continue efforts to achieve higher graduation rates. Note: Baccalaureate Degrees conferred increased at Herron from 89 in 2003-04 (the first year of the Doubling Initiative) to a total of 121 Baccalaureate degrees conferred in 2005-2006. This is an increase of 36% in the first 3 years of the Doubling Initiative.
Hire and train a new Education Specialist who will oversee all aspects of the elective art courses as well as community (non-credit) classes, and expanded summer programs. New person will also oversee the training of master of fine art students to be teaching assistants for studio classes.

- Propose and develop a minor in studio art for non art majors on campus
- Advertise elective art classes to nearby universities that do not have an art program
- Further expand the service courses Color and Design E109
- Offer assistance and training to existing and new instructors to teach a broader range of courses
- Develop course content for visual literacy course
- Hire additional part time instructors to serve expanding elective art courses
- Continue to expand courses for non-art majors by 7 new sections

VI. PRIORITY: Improve Faculty Salaries and Support Faculty Research

Goal - Increase Herron faculty salaries to a competitive level with campus and peer institutions Objectives to achieve goals • Salary Equity studies have been completed for the past several years comparing Herron faculty salaries to IUPUI and to art departments and art schools at peer institutions. • Identify resources and incentives to support faculty research to help achieve strong national reputation. Sources of Revenue - Faculty retirements, funding from campus reallocations, private funding for endowed professorships

Campus Planning Theme: Research, Scholarship and Creative Activity

Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2005-2006:

- Herron has been successful in attracting new faculty in junior level positions at competitive salaries. Low salary issues still exist in mid to senior faculty.
- The Dean will allocate funds from the John Herron Society foundation account to support faculty research. These will be matching funds for external grants up to $1,000 per faculty member.
- Professional development, research and creative activity will continue to be supported as it was in the past ($250-$500 per faculty member annually as determined by the Resource Planning Committee). A formal request process has been established.
- Herron will support up to five reduced teaching schedules for full-time, tenure track faculty. (This means 2/3 loads.) This number reflects an increase of two from previous years. Guidelines and eligibility were established in 2004 by faculty. The requests are evaluated and determined by the Faculty Resource Planning Committee.
- A Civic Engagement Award of $2,000 will be awarded to one faculty member in recognition of Excellence. The recipient is identified through the same peer review process as the Trustee Teaching Awards.
- The dean will work with Herron’s faculty president and faculty council to identify ways to reduce committee service. Cancel the ad-hoc committees established last spring. (service and gallery exhibitions)
- Herron administration will provide help with identifying and utilizing campus and university resources.
- Herron will publish an annual report that features significant research and creative activity accomplishments and civic engagement activities.
- Each month one faculty member’s work will be featured in the Herron E-News (The mailing list is over 2,000)
- Herron will invest in creating displays (electronic and photographic) of faculty civic engagement work in the Center for Art Design and Public Life.
- The Basile Gallery has been established and furnished with new track lighting to feature exhibitions of faculty work as well as MFA thesis exhibitions. Stefanie Gerber will coordinate the schedule for the Basile Gallery.
- Round Table Discussions will be scheduled as a forum to keep communication open. All faculty are encouraged to attend and submit topics for the agenda.
Evidence of Progress for 2005-2006:

Activities planned for 2006-2007:

- Continue to attract new faculty in junior level positions at competitive salaries.
- Hosting development workshop on grant writing and resources.

VII. PRIORITY: Enhance the overall strength of Herron’s undergraduate programs

Goal - Enhance the national reputation of Herron’s undergraduate programs Objectives to achieve goal • Develop a more effective means of tracking learning outcomes • Continue to stay abreast of ongoing changes in the professional worlds our students will enter upon graduation, and develop curricular changes to keep pace • Monitor the success of our alumni • Focus on best practices in teaching studio art, art history, visual communication, and art education • Recruit more out-of-state and minority students to create a more diverse student population.

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit:

Time Frame:

Actions taken for 2005-2006:

- The Foundations Curriculum Committee passes a curricula restructuring that better articulates and places a greater emphasis on the Foundations Studies Core Objectives and Principles of Undergraduate Learning. The Foundations Curriculum Committee, with approval of the full faculty, established a list of the Core Objectives for all Foundations courses in the program. In general, all courses in the program will emphasize these issue; particular objectives will naturally be emphasized stronger in some classes than others.
- Herron is a supporting member of the Foundations in Art Theory Education or FATE. FATE is an organization that focuses specifically on Foundations curricula. Foundations faculty regularly attend FATE’s biannual conference. The Foundations Coordinator is also a Regional Coordinator for FATE. Another member of the Foundations faculty has published an article in FATE annual publication FATE Review.
- Foundations faculty have presented at national conferences such as
  - 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
- Foundations Faculty meets annually to award scholarships that apply to the sophomore year.
- Developed a more effective means of tracking learning outcomes
- Faculty members in the Department of Visual Communication Design continue specific strategies to assess student learning outcomes. These strategies include participation with the IUPUI Program Review and Assessment Committee and the IUPUI e-Portfolio initiative.
- Continued to stay abreast of ongoing changes in the professional worlds our students will enter upon graduation, and develop curricular changes to keep pace
- Faculty members in the Department of Visual Communication Design launched in Fall 2005 a completely revised curriculum for the BFA major in Visual Communication. The new curriculum focuses on achieving new essential competencies in design defined by the National Association of Schools of Art & Design in association with the national professional association for design professions.
- Hired a full-time staff member for recruitment and admissions.
- Faculty members in the Department of Visual Communication Design continue active leadership roles in the national professional organizations for design and in shaping the professional fields our student enter.
- Monitored the success of our alumni
Faculty members in the Department of Visual Communication Design continue active contact with alumni who graduate with majors in visual communication. The department is completing a new weblog to facilitate communication with and between alumni.

- Focus on best practices in teaching studio art, art history, visual communication, and art education
- Faculty members in the Department of Visual Communication Design continue to maintain active agendas for professional development in the scholarship of teaching and learning by attending workshops and conferences. The department is working with the IUPUI Center for Service and Learning under the Engaged Department grant for Commitment to Excellence.
- In Fine Arts Department, the faculty for undergraduate teaching was enriched by the successful search for new tenure-track faculty members, who started teaching in Fall 2005, in: printmaking, printmaking/painting, art history, and visual culture.
- Herron hosted the national Woodworking Conference, June 2006
- Developed partnership with Indy Parks for civic engagement/public art activities involving undergraduate students in sculpture

Evidence of Progress for 2005-2006:

- The Foundations Curriculum Committee passes a curricula restructuring that better articulates and places a greater emphasis on the Foundations Studies Core Objectives and Principles of Undergraduate Learning. The Foundations Curriculum Committee, with approval of the full faculty, established a list of the Core Objectives for all Foundations courses in the program. In general, all courses in the program will emphasize these issue; particular objectives will naturally be emphasized stronger in some classes than others.
- Herron is a supporting member of the Foundations in Art Theory Education or FATE. FATE is an organization that focuses specifically on Foundations curricula. Foundations faculty regularly attend FATE’s biannual conference. The Foundations Coordinator is also a Regional Coordinator for FATE. Another member of the Foundations faculty has published an article in FATE annual publication FATE Review.
- Foundations faculty have presented at national conferences such as:
  - 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
- Foundations Faculty meets annually to award scholarships that apply to the sophomore year.
- Developed a more effective means of tracking learning outcomes
- Hired a full-time staff member for recruitment and admissions.
- In Fine Arts Department, the faculty for undergraduate teaching was enriched by the successful search for new tenure-track faculty members, who started teaching in Fall 2005, in: printmaking, printmaking/painting, art history, and visual culture.
- Herron hosted the national Woodworking Conference, June 2006
- Developed partnership with Indy Parks for civic engagement/public art activities involving undergraduate students in sculpture

Activities planned for 2006-2007:

- In March, Foundation’s Faculty will present a guideline on curriculum restructuring.
- Foundation’s Faculty will begin assessing the overall curricula goals, and course content of curricula now in its second year.
- In Fine Arts Department, Civic Engagement activity has been incorporated into some curriculum as regular activity. This process is ongoing and will continue as opportunities arise.
In Fine Arts Department, the faculty was enriched by the successful search for new tenure-track faculty members in: printmaking; painting; printmaking/painting; art history; and visual culture. New Fine Arts faculty searches underway in: photography, art education, and public scholarship of contemporary art (joint appointment with Museum Studies); a general qualification of all applicants are interest and activity in Civic Engagement (thereby enhancing learning opportunities for students).

Herron hosted an Inuit printmaking conference, Fall 2006.

In February, three Herron faculty members will present at the College Art Association Conference.

Art Ed is developing a Visual Literacy curriculum to be offered as an elective to IUPUI students.

Fine Arts Department will initiate a self-study relating to digital technology & how it is incorporated into Fine Arts studio curriculum.

Fine Arts Department will investigate the J-400 and J-410 curriculum for revision to improve undergraduate education for seniors.

VIII. PRIORITY: Expand Community Outreach Programs

Goals — increase revenue, enhance community relations, and provide visual literacy opportunities for campus and community

Objectives to achieve goals • Increase offerings of Saturday School, Honors Art Program, Youth Art Camp • Promote Herron Galleries and Sculpture Garden programming • Promote Visiting Artist Lecture Series to Campus and Community • Promote Herron Film Series • Promote International Travel Opportunities beyond Herron students Sources of Revenue — Tuition for classes, fees, individual gifts and donations, grants, Herron fundraising events, corporate sponsorships, private funding for endowments

Campus Planning Theme: Teaching and Learning, Civic Engagement

Secondary Goals:

Sub Unit:

Time Frame:

Actions taken for 2005-2006:

- Visited six schools (visits included presentations, Q&A, and literature distribution)
- Received $40,000 to endow a Christel DeHaan Annual Visiting Artist Lecturer.
- Received sponsorship funds for Gallery programming
- Expanded classes to include Elementary-aged children in the Herron Saturday School Program
- Expanded Youth Art Camp from 40 students to 120 students
- Expanded Youth Art Camp to include grades 6-10
- Youth Art Camp partnered with IUPUI Sports Complex in order to combine sport camp and art camp
- Expanded Weekend Workshop offerings to include Portfolio Preparation, Painting, and Photography
- Arranged housing for students through IUPUI’s Guest Apartments for out-of-town students in Honors Art Program
- Hosted first annual Youth Camp Art Show
- Awarded 15 more Saturday School need-based scholarships
- Applied and received grant from National Endowment for the Arts for Honors Art
- Submitted grants to two private foundations for community learning programs
- Received funding from Simon Family Foundation

Evidence of Progress for 2005-2006:

- Visited six schools (visits included presentations, Q&A, and literature distribution)
- Received $40,000 to endow a Christel DeHaan Annual Visiting Artist Lecturer.
- Received sponsorship funds for Gallery programming
- Expanded classes to include Elementary-aged children in the Herron Saturday School Program
- Expanded Youth Art Camp from 40 students to 120 students
Activities planned for 2006-2007:

- Hire an additional part-time position in Community Learning Programs
- Seek opportunities to hold Saturday School in Carmel, Indiana
- Increase enrollment in Saturday School by 25%
- Expand Youth Art Camp from 120 to 160 students
- Increase community partnerships in Honors Art program
- Develop proposals for grant funding for all community outreach programming.

Fiscal Health

(1) Internal planning and budgeting process:

In February of 2002 at the direction of campus administration Herron made a commitment to form the Resource Planning Committee. The committee consists of a faculty chairperson and four faculty elected for two year terms with the Dean and Fiscal Officer serving as ex-officio’s. The Resource Planning Committee is charged with advising the Dean on the budgetary affairs relative to the academic programs and faculty of the school. It shall review overall resources which affect academic priorities, receive faculty input, and make recommendations to the Dean on related budget matters.

Faculty that serve on the committee are given budgetary information and provided with the necessary tools to make decisions that affect educational value to the students of Herron, faculty resources for research, and major budgetary changes initiated by the Dean. Members of the committee vote on budgetary concerns of the school for a given fiscal year.

Each Spring Herron schedules a mandatory retreat that all full-time faculty and staff attend to discuss goals and develop three goals to strive for in a given time frame. We reflect on what we’ve done and how past goals were accomplished. Last year we came to a consensus that Herron’s #1 goal should be to achieve a national reputation. This involves creating a research based faculty who can give lectures and present their works at conferences and in galleries around the world, recruiting more non-resident students including international students, and striving for academic excellence. Moving into our new facilities was a step in the right direction to assist us in meeting our next goals.

The Resource Planning Committee proved to be very helpful in redirecting funds to meet this goal to achieve a national reputation.

(2) Financial trends and restructuring.

We have your plans for the coming year, but if the financial outlook continues to deteriorate, what structural changes do you plan to make in your unit (e.g., program elimination, personnel reduction)? What innovative approaches are you considering to assist in maintaining the fiscal health of your unit?
As Herron enrollments continue to grow and we implement our MFA programs, we do not anticipate the need to cut programs or personnel. Herron has one senior faculty member retiring in May 2007 and we will place this position hire on hold for one fiscal year in an effort to save money and restructure programs to identify where the highest need exist. A part-time lecturer will be hired for one year in lieu of a tenure-track faculty replacement hire. Another objective will be to hold off hiring additional faculty to teach in our graduate programs. Herron will use existing faculty and experts in the community to fill-in until funds are available to make official hires.

Herron continues to make progress in fund raising and grant writing to supplement state appropriations and tuition income.

(3) Student technology fee.

What uses are you currently making of the student technology fee and what changes, if any, do you have for future uses?

Herron has consistently and effectively used technology fee income to provide two technology classrooms and one technology lab available to students at IUPUI. We are one of the few Mac labs on campus and often have students from other disciplines use our labs. Most of our resource is used purchasing hardware, software and licenses, toner cartridges, and peripheral equipment. A slight percentage of this budget is used to hire work-study students to man the open hours. After all updates have been made and new software purchased and installed we use the remaining funds toward our computer support technician salary—this is generally less than 10% of the total income.

* Fiscal health report for 2006-07 is attached as PDF file.

Reallocation Plan

Other Question(s)

1) Doubling goals: In what ways has and will your responsibility center contribute to the Chancellor’s doubling goals for enrollment (retention and graduation rates and degree conferrals), research and scholarship (grants and contracts), and civic engagement (service learning, internships, community collaborations)?

- RETENTION: Retention rates at Herron continue to be strong. During 2005-2006, 77% of Freshmen/Sophomores were retained; 87% of Juniors/Seniors were retained; and 83% of All undergraduates were retained. These figures have remained consistent over the past four years.
- RETENTION: In order to increase the retention of new undergraduate students (especially those who are new to Indianapolis), Herron established the “Herron House,” an on-campus residential learning community for students studying art and design. The first students entered Herron House at the start of the Fall 2006 semester. The number of students exceeded our first year projections (28 actual students compared to our projection of 20).
- RETENTION: The retention rates of Herron students would be helped if the campus and external factors could help provide more financial aid to students. According to the figures provided by IMIR in 2006, 357 Herron students had “unmet financial need”, with an average of $3,133 per student of unmet financial need. This, we believe, is a contributing factor in why some students drop out of school (lacks of funds), and why many students can only afford to attend school part-time, thus slowing down the rate of attaining degrees. The percentage of students who are part-time at Herron increases dramatically from the Freshman to the Senior years.
- ENROLLMENT: Through Herron’s recruitment efforts, we increased the number of incoming freshmen and transfer students by 32.5% this year. This percentage measures the difference in number of students between 2005 and 2006.
- RETENTION: Art History faculty is increasingly emphasizing advising, both in individual appointments and groun
RESEARCH AND SCHOLARSHIP (grants and contracts): To encourage and facilitate the success of faculty in directing projects supported by grants and contracts, Herron has initiated a process of a course reduction (to a 3/2 teaching load) for selected faculty members who are pursuing significant research projects.

RESEARCH AND SCHOLARSHIP (grants and contracts): Eric Nordgren, Fine Arts Department Chair and Professor of Sculpture, has been awarded a New Perspectives Grant of $50,000 through the IU 2006 Arts & Humanities New Frontiers competition. Eric will research and build a public sculpture that will utilize solar panels and a hydrogen fuel cell as materials for art. He will collaborate with Dr. Andrew Hsu of the School of Engineering and Technology, IUPUI to build this artwork in order to promote issues relating to energy reserves, environmental concerns, and the future of energy technology. The sculpture will be exhibited and serve as a prototype for a large-scale art/energy system to be installed at the Boulevard Plaza Project, a cultural community center to be developed in Indianapolis.

RESEARCH AND SCHOLARSHIP (grants and contracts): The art history faculty also has been awarded a New Perspectives Grant of $20,000 through the IU 2006 Arts & Humanities New Frontiers competition. The grant supports the Midwest Art History Society Annual Conference, which Herron is hosting in March 2007. The New Perspectives grant will support bringing James Luna, the renowned Native American performance artist, to Indianapolis to be the keynote speaker. The grant also will support a day of conference sessions devoted to examining new ideas and research about non-Western art history. These sessions will be held at the Eiteljorg Museum of Native American and Western Art, which is collaborating with Herron and MAHS on this segment of the conference.

RESEARCH AND SCHOLARSHIP (grants and contracts): Herron’s Department of Visual Communication was awarded a $10,000 Integrative Department grant, established by the Center on Integrating Learning (COIL) in the Office for Professional Development (OPD), to provide funding and other resources to support departments wanting to integrate their discipline-specific learning outcomes with the Principles of Undergraduate Learning so that students may document their learning achievements in both.

CIVIC ENGAGEMENT: A search is underway for a new Director for the Center for Art, Design and Public Life.

CIVIC ENGAGEMENT: Herron has developed a proposal for a new graduate degree program—Master of Fine Arts in Visual Arts and Public Life. This program will prepare students for professional careers in the visual arts which will include experience and expertise in projects in urban settings with a civic engagement focus.

2) Diversity: What actions have you taken and what results have you achieved in retaining and graduating a diverse student body; enhancing diversity in research, scholarship, and creative activity; and recruiting, developing, and supporting diverse faculty and staff?

In the past five years Herron has successfully recruited nine full-time minority faculty (current full-time faculty = 41). New faculty hires include ethnic and racial minorities (e.g. Ilenia Colón Mendoza, Lee Vander Kooi and Michael Olsen).

During a period of strong growth in Herron’s overall undergraduate enrollment, minority student enrollment as a % of School headcount has remained consistent at 10% from 2003-2006 (up from 9% in 2002).

Hosted Shared Heritage events to raise awareness and funds for minority student scholarships.

Created an endowment for minority scholarships. Current balance is $.

A $2500 donation was received from Principle Financial Group to award a current minority Herron student through Herron’s Shared Heritage Scholarship program. The student, a Herron senior, was awarded the scholarship for the spring semester 2007.

Two additional students received annually-renewable Shared Heritage Scholarships this year.

Community volunteers help raise funding and provide mentoring assistance.

An emphasis within Herron’s recruiting activities to enroll a diverse student body includes a special effort to recruit a greater number of non-resident students. In Fall 2006 97.4% of Herron students were Residents, and 2.6% were Non-Residents. We will be closely tracking the growth we expect to see in this area in the coming 3 years.

Efforts to increase culturally diverse topics in Art History courses—both in special topics courses and in survey courses.
3) Campus collaboration: In what ways has your unit collaborated with other units to enhance teaching and learning and/or research and scholarship? What plans do you have to strengthen collaborative activities in coming years?

- Interdisciplinary courses and co-teaching (Art History 101 and 102 Honors section in collaboration with History Department, Herron Art History Associate Professor Jean Robertson's collaborative course with IUPUI Philosophy faculty member Peg Brandt to be offered in Spring 2007)
- Interdisciplinary panels planned for upcoming Midwest Art History Society annual conference (planning is underway for a conference to be hosted by Herron in Spring 2007) that establish cross-campus collaboration (e.g., Art in Science and Medicine, chaired by Tom Weinzierl, Dept. of Medical Imaging)
- Assistant Professor of Art History Jennifer Lee is working on an article co-authored by Dr. Kevin Robbins in the IUPUI History Department
- Plans are underway to develop a new graduate program in Design Leadership that will feature a curriculum with coursework linking Herron's Department of Visual Communications and the Kelly School of Business

4) International scholarship: How extensively are faculty in your school involved in research on international topics or in collaborations with international colleagues? Please cite some examples.

During the past year new tenure-track faculty members have been hired who broaden the multi-cultural international expertise of Herron's faculty, including:

- Chunwoo Nam (Assistant Professor of Printmaking)
- Mario Caro (Public Scholar of Contemporary Art)
- Ilenia Colon Mendoza (Assistant Professor of Art History)
- Youngbok Hong (Assistant Professor of Visual Communication)

International scholarship:

- Art History faculty routinely research international topics (e.g., Dr. Colón Mendoza (Spain, Caribbean), Dr. Lee (England, France), Dr. Robertson (wide selection of international artists)
- New Frontiers in the Arts and Humanities grants for faculty research overseas; (Herron faculty members; Jennifer Lee, Germany; Jean Robertson and Craig McDaniel, UK; Steve Buddington, Austria; Linda Adele Goodine, New Zealand; Mark Richardson, Europe)

5) Internationalization of curriculum: How extensive are international perspectives and content in curricula in your school? Are international perspectives present in the core requirements for undergraduate degrees? Are there degree or certificate programs with an international emphasis? Do you have study abroad programs?

Herron's Study Abroad Programs:

- Herron-organized study abroad trip during Spring Break 2006 to London, with seventeen students led by Assistant Professor of Art History Jennifer Lee and Assistant Professor of Photography Patrick Manning
- Herron-organized trip to Greece (Athens and Paros), with twelve student participants, was led by Associate Professor of Art History Jean Robertson and Associate Dean Craig McDaniel, June 9 – July 3, 2006.
- This year, Herron awarded a Fehnel travel scholarship to Sarah Punell (to support her study for the Spring 2006 semester in France, at Pont Avon); four Herron students received Fraser Travel Scholarships for the Greece trip, summer 2006; and one student received the Wicks and Miller scholarships, in support of her study abroad for summer 2006.
- Herron School of Art and Design embarked on a campaign with the goal to increase funds in the Fraser Travel...
Herron School of Art and Design announced an endowment campaign with the goal to increase funds in the Friderici Travel Scholarship endowment to $300,000. Income from the fund will be used for awarding travel abroad scholarships to deserving students in future years. An event in conjunction with the exhibition, “Herron Sees Greece,” was hosted October 2006 as a fundraiser to benefit international travel scholarships.

Internationalization of Curriculum:

- The Art History curriculum is international in content, from the introductory to the senior level.
- Courses offered this year in Islamic Art, German Expressionism, Native American Art, Caribbean Art, Greek Art, as well as period-based courses with lots of European and global content.
- Faculty representatives to both the IUPUI Study Abroad Committee (Colón Mendoza) and University OSAC (Lee).
- New Study abroad program to Italy for Summer I 2007 (Lee, Giddings).
- Current study abroad courses offered at regular intervals: Italy, Greece, Paris, London.
- Looking into appropriateness of collaboration with Moi University, Kenya.
- Interest in study abroad was a concern in hiring new colleagues. New faculty have interest and skills for developing new study abroad programs.
- Art History has added a diversity requirement to the curriculum for Art History majors.