

# THEAA

Illinois Higher Education Art Association

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Spring Meeting Parkland College - Champaign, IL April 8, 2016

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## Treasurer's Report

Balance brought forward from last report:	\$ 426.31	October 1, 2015
Receipts:	<u>400.00</u>	
Subtotal:	826.31	
Expenses: \$ 300.00 – (donation to NIU)	<u>-300.00</u>	
Balance this report	526.31	April 7, 2016

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## Minutes from the Fall Meeting Northern Illinois University – DeKalb, IL October 2, 2015

### Topic: "Recruitment and Retention Numbers driven: Who are our students? How are we adapting?"

Cindy Hellyer Heinz, our host, enthusiastically welcomed everyone while setting the stage for the continued discussion to help us pick up from where we left off at our last meeting at the College of DuPage. Cindy introduced John Siblik, Director of School of Art and Design, who warmly welcomed everyone to NIU.

Presentation: Recruitment and Retention...a few questions: What do we offer that is valuable and sustainable? How can this organization have a credible contribution to the larger issues? How do we facilitate success of our students? Educators have a lot of responsibility.

Everyone introduced themselves, stating name and school. Cindy introduced the main speaker, Blaine Bradford, Recruitment Coordinator for the College of Fine Arts is in his 6<sup>th</sup> year as a fulltime recruiter as part of the Provost's initiative. Mr. Bradford gave an energetic presentation brimming with information. Highlights include the following:

Recruiting is a big machine for the University: On-campus events, Off-campus events, Teamwork, and Scholarships. *On-campus* events such as 5 open houses a year, admitted student days, transfer student open houses, academic career fair, diversity days, on the spot decision day, BFA and MFA exhibitions, Visiting Scholars and Artists (2-3 per month), and Art Camp is key to their success—hosting 90 High School students for a week each summer leads to 20 - 30% who enroll at NIU. *Off-campus* events such as National Portfolio Days, Performing & Visual Arts Events, Community College events and exhibitions, High School College Fairs, High School Art Exhibitions, High School visits (feeder schools), Artgras annual parade event, and faculty gallery events. *Scholarships* include School of Art sponsored—Visual Art competitive awards, Freshman and continuing student awards and University sponsored—merit, transfer, and out of state scholarships. *Teamwork* includes School of Art faculty, Staff (Key to positive welcome), Grads, and Northern Lights (undergrads). University Recruitment provides: admissions, external promotion, and Springboard (career services—Huskies get hired jobs and internships and Alumni Mentor Program. Also supportive—visual art community and alumni.

Marketing Tools: website, apps, social media, e-communications, media blasts, "Huskie Chats" (real-time online chat sessions with prospective students), brochures, business cards, handouts, tear sheets, snail mail. Brand building blocks: highlight differences, relevance, credibility, preferences, awareness, value. Visits to campus: students and parents—Art campus tours, 1 on 1 meetings, program reviews Q&A discovery, meeting with faculty, students, experiencing the creative environment—display good student work on the walls in the art hallways. What to do to build awareness? What is it that makes us different? Tours key for folks to see work they can identify with and aspire to. Overhaul of outdated website is #1—design and function, style and substance, supporting data and adaptive design for mobile devices. Less really is more for dynamic use of multiple device sizes. NIU has 55,000 webpages overall in University web governance. Website is the front porch—the look has to be best face forward providing an environment for the prospective student to see themselves at NIU. Top content needs are directed for the user—more image than words. Data collection—what attracts students' attention? Q&A and tailored emails, follow up within a few days, Mail Chimp's free version is like constant contact, connect as often as possible, GA dedicated to social media to post twice a day—Facebook, YouTube, Instagram, Twitter. Improvement at NIU by accepting the AA degree as a whole. What are the ultimate student learning outcomes? Matchup assessment processes. How to frame constructive conversations?

Faculty can be reluctant to let go of control of curriculum. Learning outcomes/objectives on our IHEAA/IAI guidelines versus sample syllabi.

Cindy Hellyer Heinz presented on the subject of foundations and the current student. Working with a passion to make art—we cannot commodify students—they are people. Today's student is insolated in their headphones. Today's four first year classes, context – content thinking means to generate thought – learning community, critical thinking boot camp – foundations program network – no pre-requisite for 2D and 3D – lots of gesture in their intro observation and perspective, critique and intro to life drawing – open life drawing sessions every Friday (supported by foundations budget) – use frustration & chaos (comfort not challenged enough) – thinking and drawing – training the eye to see more carefully – not color theory class at NIU, so 2D or drawing 2 or printing covers it – students don't like to get dirty and are often terrified of materials – what is core learning in foundations? What are essential skills necessary for success? What are the anticipated changes that must be implemented? Balance between analog versus digital – interdisciplinary – get faculty to clarify what they want from students – what are best practices to prepare student for upper level course work? Need to teach students to become self-starters. Chuck Boone added that when art students leave art school they often open a business so art students can't have debt that interferes with that goal. 78,000 jobs in Chicago rely on the fine arts. Think of the auxiliary—gallery visits generate restaurant, parking and lodging use. The average BFA grad has unemployment rate that is higher than average. MFA has lower rate than usual. You are a job rather than you find a job. While 10 -15% less in earning, often the highest rate of satisfaction out there. 2+2 is the solution to agree to articulation to fast track the ability of the graduates to live their work in the arts.

#### **Lunch Break and Tour followed by Business Meeting:**

Minutes and Treasurers report approved – Cindy Hellyer Heinz motioned Tony Crowley seconded

Schedule for upcoming meetings:

Spring 2016 Parkland College (tentative date) April 8, 2016

Fall 2016 Judson University, Oct 2016

Spring 2017 Heartland Community College, April 2017

Fall 2017 Western Illinois University, Oct 2017

A plea for dues to be paid was announced by Veda.

Elections: 2-year school representative: Al Shull from Lincoln Land Community College and 4-year school representative: Veda Rives from Illinois State University

Topic suggestions for upcoming meetings engaging new students, articulation, defining learning outcomes

Some discussion regarding the IAI (Illinois Articulation Initiative) Art Panel and history of the AFA (Associate of Fine Arts) degree was led by Chuck Boone, who mentioned a PowerPoint presentation regarding jobs for art graduates.

Motion to adjourn was moved by Thomm Beggs and seconded by Al Shull.

*This meeting was followed by a meeting addressing IAI Art Panel topics which will be relayed to Malinda Aiello, IBHE, who was unable to be present.*

#### **Attendance: 25**

*Officers:* Chuck Boone, College of DuPage; Thomm Beggs, McHenry College; Cindy Hellyer Heinz, Northern Illinois University; Al Shull, Lincoln Land Community College; Veda Rives, Illinois State University

*Members & Guests:* Denise Seif and Cindy Smith Parkland College; Meda Rives, Eureka College; Martine Stuckey and Sharon Garcia, Waubensee Community College; Michael McAvoy, Heartland Community College; Charles Wright, Western Illinois University; Tony Crowley, Illinois State University; Gil Rocha, Richland Community College; Nate Mathews, Northeastern Illinois University; Bill Scarlato, Benedictine University; Jack Kirkpatrick, South Suburban College; Pattie Chalmers, Southern Illinois University at Carbondale; Alan Pocaro and Patricia Belleville, Eastern Illinois University; Marybeth Koos and Tim Kaar, Elgin Community College; Shaila Christofferson, Chicago State; Blaine Bradford and John Siblik, Northern Illinois University