



WESTERN  
ILLINOIS  
UNIVERSITY

# College of Fine Arts and Communication

**THINK ARTS. THINK COMMUNICATION. THINK WESTERN!**

## COLLEGE OF FINE ARTS and COMMUNICATION

Consolidated Annual Report

2013-2014 Presentation

28 March 2013

# Exceptional College

The College of Fine Arts and Communication is poised to become the leader in Communication and Arts Training, Education and Programming across the tri-states region.

# Exceptional Faculty

## Extraordinary Accomplishments

- Publications ~ 44
- Creative activities ~ 847
  - ✓ 823 national
  - ✓ 24 international
- Conference presentations ~ 103
  - ✓ 94 national
  - ✓ 9 international



# Exceptional Present Measures of Success

- **Emily Hart**, School of Music, winner, MTNA Young Artist Woodwind Competition
- **Juan Reyes** and **Jeff Marta**, Broadcasting, Grand Prize winners, NBS, Audio Commercials
- **Anthony Jones**, Broadcasting, Grand Prize winner, NBS, Audio Music/Entertainment Program
- **Drew Hoffman**, 1<sup>st</sup> Place Winner, SINBA, Television Play by Play
- **Jess Cruz**, Museum Studies, named a Graduate Scholar at the Inclusive Museum Conference in Copenhagen, Denmark

# Measures of Success

- **Theatre and Dance: 3848 tickets**  
12% increase in ticket sales ~ 73% student tickets
- **BCA: 4077 tickets**  
56% increase in ticket sales ~ 38% student tickets
- **School of Music: 4193 attendance**  
143 Performances



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# 2012-2013 Accomplishments

## DEPARTMENT OF ART

- Art Gallery Curator Position upgraded to Gallery Director
- HPA Annex Renovation created state-of-the-art facilities for the 3D Studios
- Successful Unit A Art Historian search

## DEPARTMENT OF BROADCASTING

- Successful Unit B Production search
- Significant upgrade of Live Truck facilities
  - ✓ Switcher, Graphics and Replay equipment



## DEPARTMENT OF COMMUNICATION

- Initial expansion of the major in the Quad Cities
- Successful Unit A search for Quad Cities



# 2012-2013 Accomplishments

## DEPARTMENT OF COMMUNICATION SCIENCES AND DISORDERS

- Successful Chair search
- Undergraduate Curriculum Review

## DEPARTMENT OF MUSIC

- Successful searches in Music Therapy, Music Education
- Successful searches in Choral Music and Musicology

## DEPARTMENT OF THEATRE AND DANCE

- Successful search in Scenic Design
- Successful Unit A Musical Theatre search
- Lynn Thompson, Musical Theatre, Certificate of Merit for Outstanding Musical Direction by the Kennedy Center American College Theatre Festival for *Smokey Joe's Cafe*.



# 2012-2013 Accomplishments

## MUSEUM STUDIES

### Museum Partnerships

- Figge Art Museum
- Putnam Museum
- Family Museum
- Arsenal Museum

## TRI STATES PUBLIC RADIO

- Successful search for Managing Director
- Exploring expansion of reach and markets
- Expanded Programming



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# 2012-2013 Accomplishments

## PERFORMING ARTS SOCIETY

Contributes \$90,000 annually to support the arts

Youth Performing Arts Series ~ \$39,000

BCA ~ \$25,000

Summer Music Institute scholarships ~ \$5,000

Faculty Academic Support Program Grants ~ \$21,000

- Membership: 2012-2013 Membership = 420
- 9% increase averaged in pledges over past 4 years
- All time attendance records for Diamonds & Denim, Beerfest and the PAS Gala
- Collaborated with Athletics for this year's Corks & Court



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# 2012-2013 Accomplishments

## COFAC CAPITAL CAMPAIGN

- COFAC Campaign goal = \$4 million
  - ✓ Current progress as of 3/25/13 = \$6,051,378 which is 150% of campaign goal
  - ✓ Current year fundraising = \$199,704
- Verbal Pledge for CPA Gallery Naming \$1.5 million



# Extraordinary Future

## ACADEMIC AFFAIRS GOALS

- Enhanced Culture for Teaching and Learning
- Fiscal Responsibility and Accountability
- Focus on Statewide Public Agenda and Performance Funding Initiatives
- Facilities Enhancement and Deferred Maintenance



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# Enhanced Culture for Teaching and Learning

85+ Guest Artists, Master Classes, Workshops and Visiting Lecturers across the college

## ART

- Graphic Design Major
- Wheel Wednesdays
- Rocky On Parade Scholarship
- Freshman Living Learning Community fall 2013



## Broadcasting

- Broadcasting/Sports Management integrated Bachelors/Masters launches fall 2013
- Living Learning Communities—Freshman and Upper Class continue to expand

## Communication

- Grade Distribution Analysis and Curriculum Review
- Growth Plans for Macomb and QC Campuses

# Enhanced Culture for Teaching and Learning

## Communication Sciences and Disorders

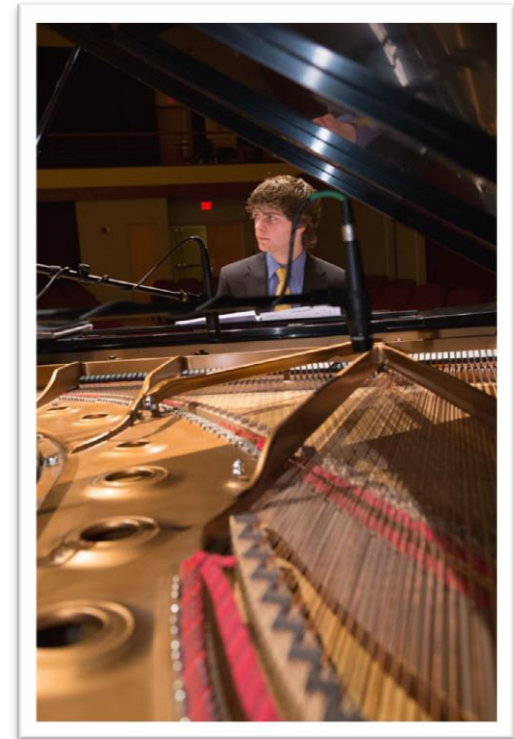
- Upgraded learning technology for clinics
- Successful first year implementation of the Cardiff University Exchange Program

## Music

- Continued Community Outreach
  - ✓ Community School of Music
  - ✓ Opera On Wheels
  - ✓ Recruitment Tours, Band, Choir, Orchestra
- Planning for Brazil Tour 2014

## Theatre and Dance

- Revised MFA Program
- 12% of Musical Theatre Students are Honor Students
  - ✓ University rate is 6%



# Enhanced Culture for Teaching and Learning

## Museum Studies

- Additional Graduate Assistantships for the Putnam Museum
- Students will present at the International Conference of the Inclusive Museum in Copenhagen, Denmark

## Tri States Public Radio

- Internships with Broadcasting Students
- Support of SINBA  
(Students in Illinois News Broadcasters Association)

## International Initiatives

- President's International String Quartet
- CSD/Cardiff Exchange
- Music Brazil Initiative
- Media and Culture in China  
(Joint initiative Journalism and Broadcasting)



# Fiscal Responsibility and Accountability

- Studying ways to expand external funding across the college
- Scholarship Growth
  - ✓ Broadcasting Freshman Scholarship
  - ✓ Freshman Art Scholarship funded by Rocky on Parade
- Student Employment
- Exploring ways to expand support for Faculty Travel
- Exploring ways to support departmental recruiting efforts



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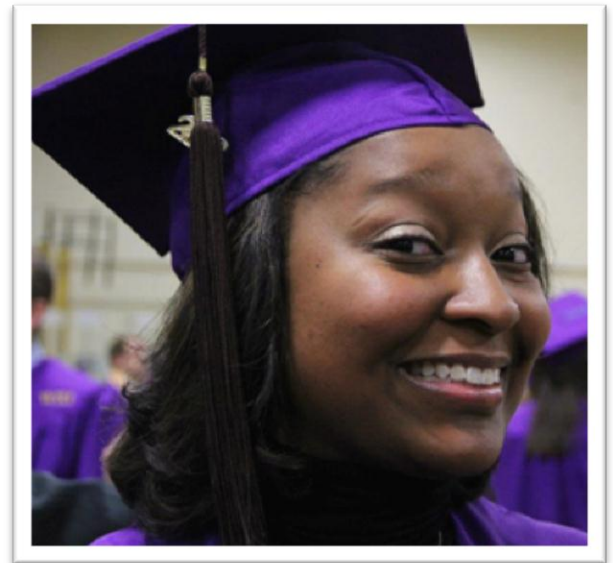
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# Focus on Statewide Public Agenda and Performance Funding Initiatives

## Support University Commitment to IBHE Public Agenda for College and Career Success

- Increase diversity college wide
- Establish departmental recruiting goals
- Build upon strong college retention rate  
COFAC rate 88.1 ~ University rate 82.2%
- Increase graduation rate





# Exceptional Commitment

- College-Wide Recruitment Committee
- Create best practices approach for recruiting
- Expand departmental recruiting opportunities
- Integrated e-mail recruiting/marketing plan
- Systematic expansion of social media presence
- Electronic Image Consultant



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# Facilities Enhancement and Deferred Maintenance

- Center for Performing Arts  
101% Drawings Near Completion  
Ready for bid  
April 2013



- HPA Renovations



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# College of Fine Arts and Communication FY 2013-2014 Goals

- Break ground on the Center for Performing Arts
- Create and implement new Strategic Vision Plan for the College
- Explore the creation of a COFAC Career Day
- Build upon successes of Art, Broadcasting and Fine Arts Living Learning Communities in the Residence Halls
- Expand recruiting efforts across the College
- Implement the Graphic Design Major in Art
- Explore the establishment of an Arts Administration Program
- Review opportunities to institute a Dance Major with the CPA
- Increase Communication 241 offerings

# COFAC Budget Requests

1	MUSIC fill vacant Voice Position	\$55,602
2	BROADCASTING Unit B Instructor	\$32,967
3	MUSEUM STUDIES Half-Time Unit B Instructor	\$17,500
4	COMMUNICATION two Graduate Assistantships	\$17,376
5	COMMUNICATION increase for current GA Budget	\$ 5,452
6	MUSIC String Bass conversion to Unit A	\$19,719
7	CSD Annual Accreditation fees	\$ 1,660
8	THEATRE and DANCE GA Position/Accompanist	\$ 7,544
9	MUSEUM STUDIES Adjunct Faculty or ASP	\$ 8,000
10	COMMUNICATION Part-Time Unit B for QC	\$16,484



# 2013-2014 One-Time Budget Requests

1	ART Lithography Press	\$ 11,000
2	BROADCASTING Studio conversion to HD	\$100,000
3	COMMUNICATION Electronic Classroom Suite completion	\$ 20,000
4	BROADCASTING camera replacement	\$ 25,000
5	BROADCASTING Live Truck conversion to HD	\$ 75,000
6	BROADCASTING wireless communication systems	\$ 16,000
7	BROADCASTING Film Production equipment	\$ 21,000



# Recurring Facilities Requests

1	Broadcasting Studio conversion to HD	\$ 100,000
2	Wenger Practice Modules for Sallee	\$ 450,000
3	Music sound isolation	\$ 500,000
4	Browne Hall renovation School of Music	\$15,000,000

## FUTURE FACILITIES GOALS

Begin CPA construction

Art Gallery Feasibility Study

Relocation of Browne Hall Parking Lot

Continue examination of Visual Arts Facilities

Browne Hall renovations

# Thank You For Your Time



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