Dean Joyce Gattas explained the breakdown of the Task Forces and how the Working Group fits in its related Task Forces. The President wants us to be aspirational and to look forward, building on our strengths. The idea is that the recommendations will go to the steering committee where they will submit a 1 – 5 page report with appendixes.

Donna Conaty, the co-chair, spoke of all of the feedback from staff, faculty and public. The Working Group needs to look above that level and come up with 3 – 5 initiatives.

Randy Reinholz presented the Strategic Planning Website and how to navigate it.

- [http://go.sdsu.edu/strategicplan/](http://go.sdsu.edu/strategicplan/)

Dean Gattas spoke of the two goals that are being developed:

- To better position the arts so it is more visible on the campus and in the community
- The role of the arts across campus. Traditionally the areas have sometimes been viewed as two separate endeavors. Are there ways that they influence each other? How do we better integrate the arts to help with problem solving? Are there themes that help this?

A discussion followed about the two goals and listed below are ideas that emerged:

**Visibility**

- Students only see that it costs $10 to get in to arts events. We need a way to get students interested in attending these events.
- Do we have a presence in the new Aztec Center. Music, dance, gallery space? Kristin Sword, Associated Students Representative, knows that they will be putting student artwork up but will look into it further.
- What is the feasibility to create a center that integrates sciences and art? (like Zahn Center or CRMSE?)
- Use students with social capital to promote our website.
- East coast foundation was funding spontaneous art i.e., Flash mobs etc. Maybe something we could do here? Could also do in the community as well.
- Finding funding sources to pay for the performances and also do promotions (ex: first one hundred people get free shirt).
- If we have this goal to increase our visibility what are some blocks that are preventing this? Communication, parking, etc…
  - Campus is public unfriendly. Believe there are some forces that don’t want public on campus.
- Pop up galleries around the library. Art inside the library.
- What do we already do? What do people know about us
  - A lot of universities do projects and try to attract people to come see them but we are more involved in the community.
  - Victoria Hamilton, Community Representative–
    - The theatre, musical and dance talent that comes out of that are very good.
    - Having the faculty do some outreach?
- STEM to STEAM, there might be some partnerships around that. Programs where you can find collaborations (like the example flyer that she brought).
- Creative industries. San Diego is 8th city that has most creative non-profit and profit companies. Is there a way that we can become a nexus for these art organizations/ creative companies?

- Dear Harvey theatre project explained.
- Music students working with homeless veterans downtown. Teaching music as a way to facilitate rehabilitation.
- KBPS? Calendar that they used to run on their stations of events that happen on campus. Are willing to run that again. KPBS has the vehicle to distribute
  - Randy – We need to communicate with KPBS. Why aren’t things being aired? What do we need to change?
  - We need to do a better job collaborating. The quality of the equipment we use is professional so what is hindering KPBS from airing our productions?
  - Paid internships – TTF

Integration –

- Kritin Sword spoke of a recent trip to a fair where they showed how art can help people learn. STEM to STEAM idea – Bridging the gap between sciences and arts. Is it a possibility to do something like this at SDSU.
- Provide training to faculty on how to incorporate these ideas into their material. Helping the faculty be more creative with their teaching.
- Curriculum – Produce plays/productions/exhibits that are relative to other disciplines.
- Break down barriers – Do we rethink how we offer curricula? Students can spend 4 years here and leave never stepping foot in the arts (an exhibit, play, etc...)
- All colleges or all of SDSU could work around common themes (institutional theme). Intellectual or natural themes i.e. justice or water.
- Center for Visual and Performing Arts has been doing these collaborations but it has been difficult to have a continuation of participation. Very frustrating. (ex: Women’s studies 40th anniversary)
- Interdisciplinary, entrepreneurial, innovative, creative – things our children and grandchildren will need to live in a future world we don’t know yet.
- We need something that needs to keep momentum. Not something that if we stop putting energy into it then it just stops, others need to continue “greasing the wheel”.
- We need to rethink our structure, our reward system, how we tenure and promote faculty.
- What do we give up to make what we want happen?
- We’ve lost what general education was intended for. It is now a bunch of numbers. Students view it as some “stuff” they have to do to get to what they really want to do. General education is all didactic, not something they make. Why isn’t a dance class, sculpture class or choir class accepted as general education?
- We need to build stronger connections (Old Globe, Cygnet, etc...)

Advice - We need to be really clear about the goals because it makes it easier to create strategies to support those.