Strategic Planning Process – Meeting with ARTS Directors
11-1-2012, PSFA 212, 9:30 a.m. – 10:30 a.m.

Attending: Joyce Gattas, Donna Conaty, Victoria Hamilton, Randy Reinholz, Jay Sheehan, John Gordon, Jamie Gillcrist, Pete Garcia, John Baxter, Loren Schreiber

Dean Gattas spoke about the 3 initiatives that have been established from previous meeting:

- Increase the invisibility of the arts in the campus and in the community
- Increasing the collaborative between other disciplines and the arts (cross disciplinary opportunities).
- KPBS – How do we strengthen our relationship with KPBS?

What we have done for visibility

- On the campus
  o Created a list of all of the performance and visual arts events held by the different Arts Schools of the College PSFA
- In the community
  o Currently conducting a survey to find out what projects our faculty are working on outside of campus. We have already gotten a lot of response from the faculty so far.

Explore boundaries – To become interdisciplinary we need to explore the boundaries of where the Arts and other disciplines come together. Suggested that we create a campus wide survey to ask for response from disciplines about potential intersections with the arts. – Ex: “What is your Engineering department doing that interlaces with arts?” We need to identify the intersection points of arts and engineering or business, etc...

Increasing our visibility:

- Redefine campus as beyond La Mesa (College Area)
  o Take what we do on the campus out of the campus. Find venues where we can have a dance, play, etc...
    “Take the show on the road”
  o Interjecting ourselves in a different fashion. Consider scheduling “pop up arts events through out the city of San Diego.
- Theatre has a produced a show in the library, which was a cross disciplinary collaboration. The show activated the venue and incorporated the people in the spaces as well as the various technologies used through out the library.
- Guerilla theatre
- Suggested that we create an “Arts on Campus” weekly flyer
- Design new ways to get the word out (new class) and promoting the events.
  o New communication devices
  o Break down walls
- Have a campus that appreciates the arts and utilizes it for entertainment. How many of our students have been in the Don Powell Theatre, Smith Recital Hall, or other venues?
- Trolley station – Being visible there is a good opportunity.
- How to enrich students to be adaptive to environment in which they live?
  o String quartet at the trolley station Thursdays, play in another venue on Wednesdays, etc...
  o Exposure! Engineers aren’t going to want to add another 3 electives when they are already so busy but having the arts around campus to expose them and ignite an interest
- Cross campus engagement needs to be ongoing/continuous
- What do we need to do to get the campus audience into these venues?
  o Build Arts events into the curriculum of courses throughout the campus
- Is there a way that we can be the entity for the arts from all of the CSUs?
- Who is your audience
  o Students or community
- What does that audience wants?
  - Art is an acquired taste.
- Victoria Hamilton – Lots of festivals around San Diego. Make Arts part of many city festivals and city-wide events and improve the quality of their arts.
- Partner with community art organizations
- Informances. informational performances. Take a professional artist and teach them how to talk about their art.
- Project “Lead the Way” may be a good model – courses given at high schools about pre-engineering. Funded by SDSU. Ex: Send an engineer to go to these classes and talk about what an engineer does and have a student to go with them to engage other students
  - Do same with the arts.
- Student fee for the arts. Has been stopped at the Chancellor’s office but we now have a new Chancellor.
- Campus is a fortress therefore often perceived as difficult for off campus community members to attend arts events on campus

Cross-disciplinary opportunities:

- Set up committees with one person from each School. Get each other informed.
  - Dialogue between disciplines. Start planning today with certain faculty what will be done next year.
- Need to change the culture from being very focused in own department to working with other departments. It will give students a strong base to face the outside world but will take a lot of work
- We need to evaluate rewards on campus so that we make it worthwhile for faculty
  - The structure of the University is inhibiting this from happening. Faculty who try are told to focus. We need structural changes to support that effort. We’ve had the same RTP criteria for decades
- Pete Garcia – His Alma Matter, UF, has product competitions. We need to look at what other Universities are doing. Ex: UF – Collaboration between engineers and art students to create a lamp.
  - Think about collaborative models. Take faculty and students from different disciplines for projects.
  - John Gordon - GE curriculum is where the opportunity exists for this.
  - We’re such a mathematized campus. If we broke down that system and carve out this experimental and make it a University value. Make creativity/innovation a GE category. It would reflect a set of skills that our students need to go out and succeed.
  - Create a pilot program in upper level GE that is project based learning that encourages students to work in groups, take risks and communicate innovated solutions to real world problems
- CAPSTONE experiences. Year long instead of 6 months, self lead experience.
  - Innovation lies in the boundaries of disciplines.
  - Has to be sophomore/junior year. Seniors can’t afford to fail.
  - Grant funding opportunities are out there for this kind of experience.
- Multidisciplinary thinking is what the industry wants now. Team collaboration. These are good tools to encourage a change in the culture.
- Another way to look at it that the Arts are joy and celebration and this is what the world needs now.
- Stanford has a strong push in connecting all their colleges. They have a degree in multidisciplinary thinking.
- Apple just fired their head of creativity because they believe they are outdated. They are the leader of innovation and they think they are outdated
- Case study – Graduate student opportunity. D.School at Stanford.
  - San Jose State – Pete Garcia’s brother teaches physics to animation students. Also taught at Pixar.
  - Disney – has historians, physicists, etc...
- How to reward our faculty to do these kinds of efforts?