About Arts Alive SDSU

Mission
Arts Alive SDSU provides opportunities for students, faculty, and staff to engage in transformational arts interactions as part of an arts-rich, robust educational community on the campus of San Diego State University.

Goals
• To broaden awareness of arts events and opportunities at SDSU
• To increase attendance at SDSU arts events
• To expand academically informed art-making opportunities at SDSU
• To integrate arts events and arts practices into curriculum at SDSU

Arts Alive SDSU
Currently, Arts Alive SDSU works to promote the best and the brightest of existing arts offerings to students, faculty and staff. Called “signature events” these are the highest quality, academically-informed, and fully produced events from the arts schools. They are promoted through traditional marketing, appealing to students via social media, and most significantly, through Pop Up performances.

Pop Ups bring the arts outside of traditional venues to the center of student activity in the Love Library, the Conrad Prebys Student Union, the Farmer’s Market, and the benches in the Performing Arts Plaza (between the Don Powell Theatre and the Music building).

In the future, Arts Alive SDSU will work to promote signature events in the community by programming some Pop Up events in suggested locations such as the Downtown Library, Trolley Stops, etc.
Arts Alive SDSU Impact
Launched in spring 2014, Arts Alive SDSU has hosted a handful of Pop Ups and seen a significant increase in attendance at signature events.

### Pop Ups

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Attendance</th>
<th>Instagram</th>
<th>Twitter/Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valentine’s Day in the Library</td>
<td>300</td>
<td>1,156 organic reach</td>
<td>2,028 organic reach</td>
</tr>
<tr>
<td>Arts &amp; Culture Day at the Student Union (20 events over two days)</td>
<td>3,000</td>
<td>4,830 organic reach</td>
<td>1,154 organic reach</td>
</tr>
</tbody>
</table>

### Signature Events

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choral Concert (Mar. 8)</td>
<td>572*</td>
</tr>
<tr>
<td>Pal Joey (Feb 28-Mar 9)</td>
<td>1,874</td>
</tr>
<tr>
<td>We Are Aztecs (Mar. 16)</td>
<td>246*</td>
</tr>
<tr>
<td>Jazz Ensemble (Mar. 20)</td>
<td>330*</td>
</tr>
<tr>
<td>Personal Narratives (Jan 2 – Apr 28)</td>
<td>333 (special events only)</td>
</tr>
</tbody>
</table>

*Indicates sold out event

### Next Steps

- Work with groups across campus to measure and assess impact
- Transform curriculum
- Develop research agenda
- Move performances to spaces in community
- Comprehensive branding, marketing, social media implementation

### Upcoming Events

- **Jungle Book** – April 25 – May 4; Pop up at the Farmer’s Market scheduled for April 24
- **Greenfest** -- April 21-24; Arts Alive SDSU will program one event to be determined
- **University Dance Company** – May 2-4; Pop up to be determined
- **Graphic Design Student Portfolio** -- May 8; Pop up to be determined
- **Wind Symphony** -- May 6; Pop up to be determined
- **Filmmaker’s Showcase** -- May 15