

Vanderbilt University Departmental Success Plan

Dean of Students Area: Arts and Campus Events

Date Submitted: August 5, 2015

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Mission Statement: To facilitate and promote diverse programming for the Vanderbilt and Nashville Community that cultivates social engagement, cultural enrichment, artistic exploration and intellectual growth.

Focus Area: Arts & Campus Events, Vanderbilt Performing Arts Community, Vanderbilt Programming Board, ACE Design Team

Goal	Programs or Initiatives Intended to Achieve Goal	Assessment Methods and Procedures	Staff Contributing to Goal	Results	Planned Improvements Based on Assessment Results
1. Increase the visibility and identity of Arts & Campus Events	<p>Update website specific to our office and new functions.</p> <p>Interdepartmental gatherings with other DOS offices. (4 for the year).</p> <p>Suite Number for Arts & Campus Events and Office Numbers</p> <p>Popcorn & Punch Fridays</p>	<p>Track unique visitors to our site</p> <p>Monitor attendance through various outlets (box office reports, anchor link).</p>	ACE STAFF	<ul style="list-style-type: none"> • Two Popcorn & Pop Fridays have been held. • Updated website regularly with changes in programs. 	<ul style="list-style-type: none"> • Still waiting to get our new signage for our office.
2. Utilizing our office space for more programming opportunities	<p>Gallery Exhibits</p> <p>Interdepartmental gatherings with other DOS offices. (4 for the year).</p>	Anchor Link swipes (for certain programs)	ACE STAFF	<ul style="list-style-type: none"> • Kelvin Amburgey showcased his art in our suite. (Nov '15) • We held an event to watch Men's Basketball play in the Maui Classic and provided snacks. The event was co-sponsored with The Office of 	<ul style="list-style-type: none"> • Continue to increase visibility of our office. • May make a "call for artists" across campus to schedule art work for fall and spring 2016/17

				<p>Leadership Development.</p> <ul style="list-style-type: none"> January through May 2016 exhibits of art work: Courage Unmasked, Jennifer Wilkins (VU Med Ctr), and Jenni Ohnstad (Creative Services/Sarratt Art Studios. David Heustess will exhibit over the summer. 	
<p>3. Incorporate Arts & Campus Events staff bonding events.</p>	<p>Monthly staff lunch in our lobby</p> <p>Attend ACE sponsored events (Spotlight, Courage Unmasked, Rhythm & Roots etc.)</p>		<p>ACE STAFF</p>	<ul style="list-style-type: none"> Staff members attended the annual Spotlight production (Cindy, Dwayne, Courtney, Linda, Kelvin) Staff members attended the annual Dance Recital (Cindy, Dwayne, Courtney, Kelvin) Staff members attended the Zach Sings Mariah production (Dwayne, Cindy, Kelvin) Staff members attended the production of Legally Blonde (Dwayne, Courtney) Staff members attended the production of AvenueQ (Dwayne, Courtney, Kelvin) Staff members attended the Acapella Arch production 	<ul style="list-style-type: none"> Continue to support our ACE programs Incorporate more staff interaction programs in our area.

				(Dwayne, Courtney)	
				<ul style="list-style-type: none"> Staff members attended the annual ENCORE production (Dwayne, Courtney) 	
4. Engage in diversity education based learning opportunities for ACE staff & VPB leaders.	Green Dot, Ally training, MAPS Training etc.		ACE STAFF	<ul style="list-style-type: none"> All Staff members participated in MAPS Training (August 2015) 	<ul style="list-style-type: none"> We set as a priority this Summer
5. Provide professional development opportunities for the Vanderbilt Programming Board, ACE and VPAC.	During committee meetings student leaders will have the opportunity to hear from external partners about different fields in entertainment and advertising.	Student leaders will be given an assessment at the conclusion of their leadership experience.	DWAYNE	<ul style="list-style-type: none"> Lunch & Learn Series (4) CMA Lecture Series: The Band Perry Peter Cooper's History of Country Music Guest Lecturer: Jason Fitz; Band Leader for The Band Perry 4 Students attended the National Association for Campus Activities Conference in Louisville, KY. Tongue N Cheek participated in a workshop with the Nationally recognized comedy troop Second City. 	<ul style="list-style-type: none"> To continue to provide opportunities for students to participate in various professional development opportunities.

<p>6. Increase diversity in all VPB groups, which includes student leaders and members.</p>	<p>Reaching out to various Multicultural Organizations and recruiting members.</p> <p>Visiting MLC groups during their meetings to announce the application process.</p>	<p>Recruitment emails to various multicultural groups.</p> <p>Interest meetings</p>	<p>DWAYNE</p>	<ul style="list-style-type: none"> • There was a huge increase in diversity within VPB groups. For the first time ever there are 5 students of color in the VPB Music Group, which is not known for its diversity. • There are two co-chairs of color for the incoming exec board next year. 	<ul style="list-style-type: none"> • Continue our diversity efforts for VPB groups.
<p>7. To be fiscally responsible for FY16 and not to exceed the budgets.(VPAC, VPB, ACE Design Team)</p>	<p>Bi-weekly budget meetings with advisor.</p>	<p>Pull Sheets</p>	<p>ACE STAFF</p>	<ul style="list-style-type: none"> • Groups were all in the black for the fiscal year. 	<ul style="list-style-type: none"> • To continue to have the groups monitor their budgets and to review their monthly expenditures.
<p>8. Showcase an ACE Poster Exhibition at the end of 2016 Spring semester.</p>	<p>Will give ACE more visibility and pride of workmanship.</p>	<p>Two posters were submitted by each ACE designer for a total of 22 posters displayed on Sarratt Promenade.</p>	<p>LINDA</p>	<ul style="list-style-type: none"> • Poster exhibit took place on February 29 – April 25, 2016, with success. Helped draw 17 applicants for 2016–2017 with five students selected for employment. (Replacing five seniors graduating this year) 	<ul style="list-style-type: none"> • Continue this event in the future to draw further attention to ACE design services and give the student designers an opportunity to show off their work giving them a sense of pride.
<p>9. Present Rhythm & Roots Performance and collaborations/working creatively with other VPAC</p>	<p>Work with students to create another original production from their personal stories through journaling. Plan to include various VPAC groups as well as campus colleagues where appropriate.</p>	<p>Attendance Numbers through Anchor Link.</p>	<p>CINDY</p>	<ul style="list-style-type: none"> • Changed direction with this goal. Students will collaborate with campus partners to perform in Harambee, MOSAIC, and possibly VDP spring concert. 	<ul style="list-style-type: none"> • Recruit students who want to dedicate their time to present a performance for FY17.

organizations.					
10. Encourage Professional development opportunities for ACE staff.	Forward opportunities to staff that might be interested in certain conferences/workshops offered.		DWAYNE	<ul style="list-style-type: none"> • Cindy Young: Attended 2 conferences; PUNCTUATE and WHET. She also served as a conference presenter at WHET. • Dwayne attended the National Association for Campus Activities (NACA) and the American College Personnel Association (ACPA). His proposal was accepted and he presented during the NACA Conference. • Courtney Kelly attended the National Association for Campus Activities (NACA). 	<ul style="list-style-type: none"> • Continue to provide professional development opportunities to staff.
11. Continue audition process for SPOTLIGHT in order to ensure high quality performances.	Design an audition process involving the submission of pieces by video in the Spring and have an audition review board (faculty based with VPAC student representatives).	Level of quality at the 2015 SPOTLIGHT performance, feedback from VPAC members and audience members, and feedback from VPAC Board	CINDY COURTNEY	<ul style="list-style-type: none"> • In agreement to continue with audition process. Noticeable improvement in show quality. • Feedback about the two SPOTLIGHT shows was extremely positive, many audience members said it was the best SPOTLIGHT they had ever seen 20 	<ul style="list-style-type: none"> • The audition process has concluded for 2016 and the performers are set for Fall 2016.

				<p>performances, 1 hour and 40 minutes</p> <ul style="list-style-type: none"> Auditions 2016 – 20 groups will perform, judged based on originality, creativity, execution, and VPAC involvement to establish accountability 	
<p>12. Review and improve the process for VPAC membership.</p>	<p>Work with the VPAC Board to create a new process for how groups present to VPAC and their grounds for admission, how to remain a member and what involvement in VPAC means</p>	<p>Control the number of groups enrolled in VPAC and to see their involvement level within the community.</p>	<p>CINDY COURTNEY</p>	<ul style="list-style-type: none"> Re-vamped the VPAC Constitution including the new member application process. Continued with two forms of membership and implemented an accountability system to hold groups accountable for VPAC involvement Established accountability (SPOTLIGHT auditions), tracking attendance and volunteering for performances 	<ul style="list-style-type: none"> Evaluate the process this year and see if there are improvements to be made.
<p>13. Foster a community aspect within VPAC</p>	<p>Eliminate the cliques within VPAC (each group) to create a community of performing arts students and present that community as a large portion of the Vanderbilt's campus.</p>	<p>Social gatherings within VPAC; collaboration between groups, if VPAC becomes a well-known group on campus.</p>	<p>CINDY COURTNEY</p>	<ul style="list-style-type: none"> VPAC has already shown great improvement regarding community. They work very well with each other and planned FANFARE, an additional showcase that presented unlikely 	<p>Evaluate the new programs to see if there are improvements to be made.</p>

				<p>collaborations with performers within the community. They intend to make it an annual event to join SPOTLIGHT and ENCORE.</p> <ul style="list-style-type: none"> • Fall Fanfare was an entirely original and collaborative show put on by 13 groups of VPAC. 165 attendees • Had a leaders roundtable at a GBM to instill more buy in in VPAC • All new collaborative performances at ENCORE: 197 attendees • Dance Showcase FLASHDANCE: 41 attendees • Acapella Arch: 155 attendees 	
14. Work and create VPAC Campus Outreach	<p>Increase social media usage and extent of publicity to reach a greater portion of campus.</p> <p>Collaborate with student organizations to incorporate performing arts into different areas of campus life.</p>	<p>Track social media followers and post increase.</p> <p>Number of collaborative events of VPAC groups performing in collaboration with non-performing art student groups.</p>	CINDY COURTNEY	<ul style="list-style-type: none"> • 772 likes on Facebook page <p>Heavy increase in numbers of posts due to the effective performance of the new Publicity Chair</p> <ul style="list-style-type: none"> • Re-vamped co-sponsorship process to sponsor various groups and events on campus, including non performing arts 	<ul style="list-style-type: none"> • There was an 8.4% increase of likes for the page.

				<p>groups</p> <ul style="list-style-type: none">• Stickers! Passing out to the VPAC community	
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Focus Area: Campus Programming

Goal	Programs or Initiatives Intended to Achieve Goal	Assessment Methods and Procedures	Staff Contributing to Goal	Results	Planned Improvements Based on Assessment Results
1. Continue to make SPOTLIGHT a First-Year and Transfer Student Only event.	Implement a way to only allow Freshmen and Transfer Students into the auditorium by either having a open dress rehearsal allowing upperclassmen to attend or turning upperclassmen away on show night	Baseline Assessment: Percentages of the audience that were Freshmen/Transfers vs. Upperclassmen compared to years passed.	CINDY COURTNEY	<ul style="list-style-type: none"> Work in progress. Still needs work to reach maximum goal, but definitely making positive steps in the right direction. SPOTLIGHT attendance remains at maximum capacity. Working to achieve better attendance for ENCORE. 	<ul style="list-style-type: none"> Continue the same protocol.
2. Move SPOTLIGHT to a new venue for Fall 2016	Define what this move and new venue will look like and create a formal presentation with logistics detailed to present to the VPAC Board.	Whether or not SPOTLIGHT moves venues and how well the VPAC Board received the presentation.	CINDY COURTNEY	<ul style="list-style-type: none"> Work in progress. Most students are not on board with this change. 	<ul style="list-style-type: none"> Look into a possible venue change for FY18
3. Reduce the amount of incidents that were reported during the 2016 Rites of Spring Music Festival.	Rites of Spring Music Festival	Maxient	DWAYNE	<ul style="list-style-type: none"> 65% decrease in alcohol incidents. 40% decrease in medical transports. 	<ul style="list-style-type: none"> Look into a possible venue change for next year. Look at the possibility of 18 and older for attendance.
4. On nights of late night programs sponsored by VPB, there will be a decrease in the number of alcohol-related, student conduct incidents.	The Vanderbilt Programming Board VenUe Sponsored Events	Maxient	DWAYNE KATIE COURTNEY	<ul style="list-style-type: none"> A 5% decrease in incidents reported during our late night programs. 	<ul style="list-style-type: none"> SPOTLIGHT Day 1: 826 attendees SPOTLIGHT Day 2: 626 attendees

					<ul style="list-style-type: none">• ENCORE: 197 attendees
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Focus Area: Program Attendance

Goal	Programs or Initiatives Intended to Achieve Goal	Assessment Methods and Procedures	Staff Contributing to Goal	Results	Planned Improvements Based on Assessment Results
1. Increase student attendance for Quake and Rites of Spring from FY16	Commodore Quake; Rites of Spring	Monitor attendance by utilizing box office reports and Anchor Link (first day of sales).	DWAYNE	<ul style="list-style-type: none"> Commodore Quake Student Attendance: 63% decrease Rites of Spring Student Attendance: 18% decrease 	<ul style="list-style-type: none"> Improve artist selection and choose artist that cater to a wide range of people.
2. Increase general public attendance from FY16 for Quake and Rites of Spring	Commodore Quake; Rites of Spring	Monitor attendance by utilizing box office reports.	DWAYNE	<ul style="list-style-type: none"> Commodore Quake GP Attendance: 51% decrease Rites of Spring GP Attendance: 34% increase 	<ul style="list-style-type: none"> Improve artist selection and choose artist that cater to a wide range of people.
3. Increase/maintain the number of student participation in Dance Programs from FY16	Vanderbilt Dance Programs	Enrollment Data	KELVIN	<ul style="list-style-type: none"> Spring numbers: 427 enrolled students, 224 drop ins. 	<ul style="list-style-type: none"> Work on capturing classes the students want and balance with what is needed.
4. Maintain student attendance success for SPOTLIGHT & ENCORE	SPOTLIGHT & ENCORE	Monitor attendance utilizing Anchor Link	CINDY COURTNEY	<ul style="list-style-type: none"> SPOTLIGHT attendance remains at maximum capacity. Working to achieve better attendance for ENCORE 	<ul style="list-style-type: none"> Began discussions regarding ENCORE this semester to ensure by in from students. Early preparation is key so ENCORE is not an afterthought.

Focus Area: Sarratt Art Studios

Goal	Programs or Initiatives Intended to Achieve Goal	Assessment Methods and Procedures	Staff Contributing to Goal	Results	Planned Improvements Based on Assessment Results
<p>1. Increase student/community enrollment in Studio art courses from FY15</p>	<p>Registration, implement more marketing, easier registration platform.</p>	<p>Enrollment Data and fees from the program registration</p>	<p>DAVID</p>	<ul style="list-style-type: none"> • 312 Fall 2015 Enrollment (5.76 increase) • 353 Spring 2016 Enrollment (Spring 2015 Enrollment was 423. We launched a new registration system which caused a later and shorter registration period plus some instructor schedule changes decreased number of classes offered) 	<ul style="list-style-type: none"> • New registration management system allows for longer registration periods as well as multiple programs. • Fall registration will open in June 2016 with a discount to VU students. • Hiring additional faculty to increase class schedule and to staff summer programs
<p>2. Feature Vanderbilt Artist</p>	<p>Sarratt Gallery - Courage Unmasked October/November 2015 exhibit with fundraiser on 10/16.</p> <p>National American Craft Week - October 5-9 VU Artists demonstrate in Gallery (pottery, book arts, metal/jewelry, printmaking, etc.)</p> <p>Annual Holiday Arts Festival - December 2015</p> <p>Fall finishes Sarratt Studios art faculty solo exhibits. A call to Vanderbilt community to be made this fall for 2016.</p>	<p>Ticket and art sales</p>	<p>DAVID</p>	<ul style="list-style-type: none"> • Courage Unmasked raised 7000.00 for Caring Hearts Fund at VUICC • This plan was dropped as gallery schedule was already under a max time restraint. • No major changes in sales and commission. • More art faculty wanted opportunity to exhibit in spring, which filled the calendar. 	<ul style="list-style-type: none"> • 2016 Academic calendar allows room for HAF to be held for 2 weeks instead of one. Plans include inviting some artists for week one and a new group for week two to give a fresh look to the event. • Possible call to artists at Vanderbilt to create a 2016/17 calendar.

Focus Area: Vanderbilt Dance Program

Goal	Programs or Initiatives Intended to Achieve Goal	Assessment Methods and Procedures	Staff Contributing to Goal	Results	Planned Improvements Based on Assessment Results
1. Locate/Identify at least one alternative space for dance classes.	Visit, any and all locations on campus and off that could be converted to a dance space.	Researched and toured areas of all current “rehearsal areas” and working on upgrades to make them more usable by groups and program. Maybe future possible space in new build areas.	KELVIN DWAYNE	<ul style="list-style-type: none"> Worked on upgrading the existing rehearsal spaces in Towers and Branscomb. They should be usable for both rehearsals and classes with some restrictions. 	<ul style="list-style-type: none"> New possible spaces should start build during the summer.
2. Add 2 new styles or techniques to our list of classes	Tai Chi Cardio Hip-Hop		KELVIN	<ul style="list-style-type: none"> Added 2 classes for 2015/16 both have proved successful in registrations during fall semester. 	<ul style="list-style-type: none"> Will check after Spring to see if numbers warrant retaining new classes. Will survey during semester about what classes students want added.
3. Increase visibility of dance program on campus to both students and staff.	More focus upon on campus advertising; work with at least one other department on a dance event/class each semester.	DOS student list serve Student Body list serve MyVU	KELVIN	<ul style="list-style-type: none"> We have sent out registration info to the student list serve and have noticed an increase in student participation, very effective with freshmen. 	<ul style="list-style-type: none"> Work on more active participation in on campus events, selling the program to students.
4. Increase enrollment numbers for students/community from FY15	A new online registration for students and community will be implemented this year. Introduction of two new classes		KELVIN		