

Division of the Arts

Report to the Board of Education

March 14, 2012



Three Screen Shots from New Division of the Arts Web Site Designed by Media Arts Students

THREE PRIMARY DEPARTMENTS

- Media Arts
- Music, Dance and Theatre Arts
- Fine Arts

TWELVE INTEGRATED PROGRAMS

- Multimedia, Graphic Design, New Media Communication, Web Design, Digital Imaging, Time-Based/Animation Design
- Music Performance, Music Technology, Dance, Theatre Arts
- Two Dimensional Art, Three Dimensional Art, Art History

PRIMARY GOALS

Excellence: Teaching Scholarship Service

Growth: Curriculum Programs Facilities

Efficiency: Program Growth Fiscal Management

Robust, diverse, creative, intelligent. Those words only begin to describe the Arts at Lane. Our faculty of exceptional practicing artists and scholars contribute widely ranging talents, energy, excitement, and experiences of the highest quality to Lane students across the college. The reflective, inspiring spirit of the arts unifies our diverse practices and theoretical approaches, calling humanity toward thoughtful, holistic and sustainable ways of living, working and building community. We blend creativity with wisdom and critical thinking to teach our students to solve problems, make good decisions and live fully as they share their arts with one another and the global community. We teach the arts not only to develop outstanding artists—but also to transform lives that transform the world.

Summary of Arts Division Data Comparisons 2007-2011

Programs Including College Now	Five Year Comparisons			
	Annual FTE Increase 07 to 11	Annual % FTE Increase 07 to 11	Annual Registration Increase 07 to 11	Annual % Registration Increase 07 to 11
FINE ARTS	201	59.00%	1,990.0	65.0%
MEDIA ARTS	109	59.00%	1,426.0	68.0%
AAD TOTAL	310	59.00%	3,416.0	66%
DANCE ARTS	44	59.00%	645.0	56.0%
MUSIC ARTS	76	37.00%	1,152.0	44.0%
THEATRE ARTS	16	49.00%	220.0	53.0%
MDTA TOTAL	136	43.00%	2,017.0	48%
AAD TOTAL	310	59.00%	3,416.0	66.0%
MDTA TOTAL	136	43.00%	2,017.0	48.0%
ARTS TOTAL	446	53.00%	5,433.0	58.0%

Total Annual Arts Division Registrations & FTE 2011

	Registrations	FTE
Fine Arts	5,031	539
Media Arts	3,531	294
Dance Arts	1,804	119
Music Arts	3,788	281
Theatre Arts	<u>636</u>	<u>50</u>
Arts Division Total 2011	14,790	1,283
Arts Division Total 2007	9,357	837
Division Average Revenue per FTE		\$4,426
Division Average Cost per FTE		\$3,731



FINE ARTS DEPARTMENT

**DRAWING PAINTING DESIGN PRINTMAKING
CERAMICS SCULPTURE FIBERS ART HISTORY**

Program Development

Drawing, painting, design, printmaking, ceramics, sculpture, fibers, art history fundamentals are the bridge to the Lane Art Works experience. In the Fine Arts program students discover the opportunity to explore artistic potential and enhance intellectual, practical, and personal growth through the visual arts. A wide variety of foundational and advanced classes serve both college transfer students and individuals from all fields who seek the thrill of creativity in a group setting of friendly and like-minded arts beginners as well as experienced artists. Whatever profession our students seek, the skills they learn in art enrich their work and their life in ways they may not yet have imagined. With eight programs of study, 5,031 enrollments and 539 annual fte, the Fine Arts is the largest department in the Division of the Arts. The Arts are the second largest program that transfer students choose as their major at Lane. Our enrollment enhancement program has generated extensive program development with a 65% growth in enrollment and a 59% growth in FTE since 2007.

Curriculum Development

At the end of a five year enrollment enhancement plan, Fine Arts serve over 5,000 enrollments annually with a mid-level cost per fte of \$3,408. The Arts support a five year enrollment growth of 1,990 or 65%, accounting for the highest increase in numbers of students in the division. Revenue per fte is \$4,307 generating a surplus of \$899 per fte. This growth is supported by an increase of 62 new class sections annually, up 32% over five years. Fine arts maintains a retention score of 91% of all students and a success score of 84.4% with classes filled to 96% of capacity. The arts strategically and critically support progression and completion success at Lane. Additional sections of existing classes have been added in Basic Design, Color Design, Drawing, Ceramics, Sculpture, Printmaking, Fibers and Art History and new courses developed in Honors Design, Field Drawing, Site Specific Sculpture, Intermediate Fibers and Silkscreen, Survey of Western Art and American Art and Asian Art all on-line, Photography as Method, Artists Books and Survey of American Indian Art. Fine arts summer enrollment has also increased by 30% and College Now enrollment in the arts by 20%.

Facilities Development

The College has strongly supported the growth and pedagogical diversity and excellence of Fine Arts by funding the complete renovation of building 10 to create a new Fine Arts complex of twelve interior studios. These studios, each outfitted with special lighting, sinks, exhaust systems, digital projection and appropriate equipment support classes in thrown and hand built ceramics, wood, clay, steel and stone sculpture, watercolor and oil painting, basic, color and 3D design, fibers, intaglio, silk screen and drawing. Additionally, four covered, exterior sculpture and ceramics studios support kilns, heavy rock and wood sculpture activities. The new arts building also supports a large student lounge and study areas, a 2,000 square foot open studio/gallery beneath a 25 foot skylight, and a long, open hall with wall space to continually exhibit student work as it is produced. Building 11, the original arts building for the last 30 years was also renovated to maintain the arts offices and a new 1,600 square foot enclosed Lane Art Gallery while maintaining the original open art gallery. Fine Arts moved into the new buildings on schedule in September 2011. After a term of fine-tuning some of the systems, the future of Fine Arts at Lane is assured as artists and students fill the walls and halls and galleries with fine art.

Community Service

All of the teaching artists at Lane Arts are also working artists who produce, exhibit and sell work in the local community and beyond. In any given month you can view their work in galleries and public art spaces from downtown to the Jordan Schnitzer, to the Lane Art Gallery or the David Joyce Gallery. The Lane Art Gallery produces ten exhibition annually beginning with a faculty exhibition each Fall and two student exhibitions during the years. Each exhibition features a lecture by the artist and the gallery draws over 4,000 viewing visitors annually from the school and the local community. Our instructors are integrally involved with the College Now program and have worked in or with many of the local middle schools and high schools through our outreach programs and ArtsWork in Education. Instructors organize and host workshops for students and the local community each year and invite nationally known artists to exhibit and lecture in classes and the galleries. Lane Arts is regularly represented in the community on Boards of the Jordan Schnitzer Museum of Art, the Mayor's Cultural Policy Review Committee, the Arts and Business Alliance of Eugene, the Eugene Public Arts Committee, ArtsWork in Education and the Oregon Alliance for Arts Education. We regularly partner with The Oregon Cultural Trust, The Oregon Arts Commission, The Downtown Initiative for the Visual Arts, The UO Library Special Collections, The UO Schools of Art and of Journalism and Communications, Lane County Public School Districts 4J, South Lane, Springfield and Bethel, The Regional Arts and Culture Council of Portland, The Right Brain Initiative, Portland, The Pacific Northwest College of Art, Portland, Portland Community College, Portland State University and The Oregon Arts Congress. Service is a core mission of our college and it is central to Arts Education at Lane; service to our students, to the arts, to each other, to learning and to our community.





MUSIC DANCE THEATRE ARTS DEPARTMENT

Program Development

Our performing arts is clearly the most visible and community centered of the programs in the Arts Division and their popularity and growth over the last five years has been exemplary ranging from 44% in music to 56% in dance. Community visibility and service are enhanced by the production of fifty-three public performances annually in the Ragozzino and Blue Door Theatres and by the fact that the arts are the second most popular transfer major chosen by Lane students. In addition to performance at Lane, all of our instructors are active in the community, performing locally as well as working with other venues and the public schools. Of the three performing arts programs, Music is the largest, enrolling 3,788 students and producing 281 fte annually. Music features two primary areas of study in technology or performance and includes programs in choir, jazz ensembles, chamber orchestra and symphonic band. Our Dance program has grown 45% since 2007, adding 645 new students to the more than 1,804 who enroll in dance classes to produce 119 fte annually. Their faculty, community and student dance performances fill the 500 seat Ragozzino theatre every term and their guest performers and instructors from international venues provide guidance and workshops for students and community members. Our Theatre program and its unique learning arrangement with the Student Production Association puts the students in the forefront of all facets of theatre from play selections and set design to directing, acting and producing seven shows annually in both the Blue Door and Ragozzino theatres. They have grown 53% since 2007 adding over 200 new students to the 636 who enroll in theatre courses annually, producing 50 fte.

Curriculum Development

Expansion of programs, sections and courses has been a strategic focus of the arts division enrollment plan for the last five years and the performing arts exemplify the success of this initiative. Sixteen new sections of existing courses in dance, 9 in theatre and 28 in music for a total of 53 have supported this extraordinary growth of over 2,000 new students in the performing arts. Additional sections included Dance Basics, Body-Mind Stretch and Relaxation, Jazz, Tap, and Dance Improvisation, Music Fundamentals, Group Piano and Group Voice. Additionally, 17 new courses were added in Balinese Dance, Gyrokinesis, Musical Theater, Ballroom, Salsa, Latin Dance, Swing, Gospel Choir, Photo History III (on-line), Elementary Teacher Training in Dance, Contact Improvisation, Jazz Fundamentals, Techniques of Songwriting, Stage Production, Costuming and Stage Make Up. We are currently working on new course development in Hula, Flamenco, Belly Dance, World Dance, Dance for Dummies, Dance Production, Break-Dancing, Authentic Movement, Dance for the Camera. We have also increased summer enrollment by 30% and College Now enrollment by 20%. With the help of a

large contingent of part-time faculty we have maintained a mid-level cost per fte of \$3,970 and generated a five-year enrollment growth of 2,017 new students or 48%. Our student retention is consistent over five-years at 93% and our student success at 88%. After rigorous study with our teaching artists instructors, our performing arts students work in the active performing arts community in Eugene and Oregon and transfer at high levels to four years colleges such as the University of Oregon.

Facilities Development

Recognizing the growth of the performing arts, and particularly of the Dance curriculum by 56%, the college supported the curriculum development plan for dance by approving bond funds for the construction of two new dance studios. We planned both studios and one has been completed and is in full use in conjunction with a second older studio. During this same period the performing arts received bond funds to add an elevator to the performing arts building and to build a new keyboard studio to support the growth of keyboard classes. At this stage our greatest facilities needs are for additional classrooms, practice rooms prop storage space and offices to accommodate our extraordinary growth. Our unit plan proposes that this additional space be incorporated into the second dance studio facility adjacent to the performing arts building where it was originally planned.

Community Service

All of the performing arts programs and faculty are extensively engaged with the community. Our instructors are all performing artists who perform in community productions from the Hult Center to the Very Little Theatre. The Lane Jazz Ensemble regularly tours eight high schools to perform and they sponsor the annual Jazz Festival with the UO which draws high school participation from the state schools to work with internationally known professional musicians on the Lane Campus. Our music faculty hosted the Willamette Valley Band Festival and the District Solo and Ensemble Festival and are directly engaged with numerous local music venues including the Oregon Bach Festival, the Oregon Mozart Players and the Shedd Institute. The Lane Dance Company, including 12 student dancers, attended the American College Dance Festival in Moscow, Idaho during spring break. Lead Dance Faculty Bonnie Simoa presented two concerts featuring professional dancers in addition to the annual Collaborations and Works Student Dance Concerts. The Chandelier Project rocked the local Eugene community with the cutting-edge improvisational movement, music, and lighting scores with professional artists from the community. Simoa has also done research in Bali every summer for many years and recently danced the traditional Balinese Dance, the Legong Kraton Playon, which she learned in Bali to help preserve and share with Western cultures.





MEDIA ARTS DEPARTMENT

**MULTIMEDIA DESIGN GRAPHIC DESIGN NEW MEDIA COMMUNICATION WEB DESIGN
DIGITAL IMAGING TIME-BASED DESIGN**

Program Development

While arts programs have sustained exceptional growth in enrollment and FTE for five consecutive years, Media Arts is the area of extensive new program development that has generated a 68% growth in enrollment and a 59% growth in FTE since 2007. While expanding and integrating the Multimedia and Graphic Design programs under the Media Arts banner, this Career Technical department has developed four additional degree programs and centered that growth on teaching, learning, progress and completion through excellence in technological innovations. New Media Communication is a broad, integrated program designed to develop multi-disciplined communicators who are prepared for work with a broad array of professional skills in multiple media arts disciplines. These include writing, visual communication, critical thinking, creative problem solving, multimedia, graphic design, and web design. This concept of integrated learning and multi-disciplined graduates reflects the integrative nature of media arts in industry and thus opens doors to jobs for our graduates in multiple disciplines simultaneously. This also increases the jobs available to our graduates as their abilities allow them to work in multiple arenas such as broadcast, publications, design and web development and production where these skills are being integrated into single positions in industry. For instance, where a media professional traditionally focused in one area such as writing, visual production, design or web production, our graduates are able to work in all of these areas simultaneously. Once photographers took photographs only. Today a new media communication graduate generates and researches and writes the story, produces still images, video and sound with one camera and designs and posts the story to the web, all from a laptop or even a phone. OLMIS predicts a 15.5% increase in job growth for the arts, design, entertainment and media occupations. By combining media arts industry disciplines through integrative learning strategies, our programs produce a larger contingent of job opportunities for our students than single disciplined approaches can do as evidenced by the OLMIS data below.

Multimedia	Oregon Annual Jobs Available	191	Wages \$58,617	Job Placement 5,825
Graphic Design	Oregon Annual Jobs Available	107	Wages \$44,522	Job Placement 2,698

This program is designed to articulate with the School of Journalism and Communication and the School of Architecture and Allied Arts at the University of Oregon and other state schools. Thus, the New Media Communications and Web Design programs are both integrative support programs for all of Media Arts degrees and stand-alone degree programs designed to develop job prepared graduates to

work in multiple professional arenas in the work force. The new Digital Imaging Program has been funded and is in the process of being developed with new courses already on the books. This program also supports a large spectrum of media arts studies and prepares students to work on the developing edge of new technologies. Our latest development, Time-Based Media and Animation, is a primary CT initiative in the 2013 Unit Plan. It provides a complementary component in the developing technologies arena to all media arts programs and integrates seamlessly with the New Media Communications, Digital Imaging and Web Design programs.

Curriculum Development

In order to assure fiscal and work force efficiency with program integration and continuity in program growth, Media Arts focuses strategically on incorporating and revising existing courses into the evolving curricula. The extraordinary growth generated through the development of New Media Communication and Web Design was accomplished with the addition of twelve new courses over five years and the addition of sixty two new course sections to existing courses during the same period. Because of the focus of Digital Imaging and Time Based/Animation Design programs in developing new technologies, we expect to develop a significantly larger cadre of new courses to advance student engagement with technology on the frontier of technological innovation as it evolves. Thus the 2013 unit plan requests curriculum development funds to revise ten new courses and develop an additional ten courses to support both Digital Imaging and Time Based Media. Yet this growth is all done at a mid-level cost per fte of \$3,408 and supports a five year enrollment growth of 1,426 or 68%, the highest percentage growth in the arts programs and the second highest increase in student enrollments.

Facilities Development

To support this extraordinary curriculum and program development and facilitate continued growth toward pedagogical and technological excellence with high progression and completion rates, Media Arts was approved for Bond support funds in 2010 to renovate existing facilities and technology funds to purchase equipment. In 2011 Media Arts built and equipped a new media lab in building 18/201 and completed minor renovations in building 17 including an new open computer lab to serve students outside of crowded classroom spaces. We are now working with the Bond Committee and Executive Dean and IT to develop new facilities in buildings 17 and possibly building 11 in order to advance the new Digital Imaging and Time Based/Animation Design programs.

Community Service

The Media Arts CT programs provide Co-op and internship courses that place students in cooperative ventures with local and regional businesses to apply their learning outcomes in a professional setting and serve the community. Media Arts students often have projects that provide design and production of advertising, branding and collateral materials for college and local clients at very low costs. In 2011 Media Arts partnered with Chambers Media to develop and host the first annual *Transit* Conference on digital media and animation. This successful conference brought high level professionals from Portland to Hollywood to the Lane campus to provide lectures and hands-on workshops to over 200 participants.