Arts Institute Steering Committee and Administrative Planning Council Meeting
August 31st, 2015|9am

Present (12): Norma Saldivar; Douglas Rosenberg; Amaud Johnson; Jin-Wen Yu; Roberto Rengel; Q. Gene Phillips; Ann Archbold; Susan Cook; Sherry Wagner-Henry; JJ Murphy; Patricia Boyette; Ralph Russo

Absent (3): Kelley Conway; Russell Panczenko; Willie Ney

Staff (4): Kate Hewson; Christina Martin-Wright; Staci Francis; Ben Reiser

Notes: Sarah Chapeau

AGENDA
Call to Order and Approval of Agenda 9:00am

Director’s Report (Saldivar) 9:02am

- New Hires
  - Christina Martin-Wright reporting: Senior graphic designer 50% Cathy Sheets starts September 7, she has been doing freelance work for Arts Institute already. The other 50% will be allocated to freelancers. Graphic Design is the #1 request for HUB services. Rosenberg suggested hiring a graduate student for some of the graphic design work.
  - Digital Marketing position open, this is a 100% position which restructures a current position.

- Budget Cuts
  - Arts Outreach program will be redirected to the School of Music. The Arts Institute will continue to support the program through the transition and a person is hired.
  - S. Cook Reporting: School of Music received a Baldwin grant for 2 years of support to hire a staff member dedicated to School of Music outreach and growing relationship with Milwaukee music schools. It has been an interesting transition with some HR difficulties getting the position posted. Staci Francis will sit on the search committee to provide input and represent the Arts Institute.
  - Arts Outreach program and the Arts Institute will begin to focus attention on Milwaukee High School of Arts & United Community Center in Milwaukee. Using this as a way to involve more faculty and using it as a pipeline for recruiting. Let us know if you’d like to accompany and learn more about their programs. Juan de Marcos will be going to UCC, the date is still TBD.

- Upcoming Foundation Activity
  - All chairs should be receiving an invitation to the Comprehensive Campaign Launch in October. Several other locations through 2016 (Twin Cities, San Francisco, Chicago)
  - Chelsea Lauing has been working hard to ensure the Arts are represented at these events. Please generate interest with faculty that we can include in these events.
• Shakespeare in Wisconsin 2016 Partnership:
  o As part of an outreach program celebrating the 400 year anniversary of Shakespeare’s death, the Folger Shakespeare Library Director and former UW-Madison Professor of English Michael Whitmore has devised a program that will allow several of the Library’s First Folio collection to travel to locations in each of the 50 states throughout 2016.
  o UW-Madison will host the First Folio exhibit at the Chazen Museum in November 2016
  o This project is led by English librarian Susan Barribeau. Arts Institute, Chazen, Center for Humanities, Theatre & Drama and Union Theatre are also partners
  o There will be several events throughout 2016 as a part of this project. Outline of events and interested partners from Madison and around WI attached.
  o Submitting for internal funding requests (Anonymous, Brittingham) and securing corporate sponsors to subsidize this project because the only funds provided from Folger are for the display of the folio.

• New committees {Gallery Committee & Campus Public Art}:
  o Committee to curate and manage the gallery in the Education Building. Faisal Abdu’Allah, Art; Marianne Fairbanks, Design Studies; Sherry Harlacher, TREQ gallery; will be adding one more representative from Art History.
  o Campus Public Art: Approached by Daniel Einstein of FPM to help identify ways to support public and specifically the mosaic on Vilas
  o FPM no more “lines” for maintenance of facilities let alone public art. Coming up with a plan short term and long term, how we look at supporting public art.
  o Looking at options for raising money to restore the Watrus mosaic
  o Committee Members: Robin Schmoldt, WUD; To Be Determined, Art History Rep; Maria Safforiti Dale, Chazen; Bolz Center Grad student who specializes in museum studies.
  o Ralph Russo: Thank you to Daniel Einstien for everything he has done to save campus public art.

• Bylaws for AI committees: Quorum is difficult with Executive Committee members from all areas of campus, makes it difficult to move forward on business.
  o Several suggestions were provided; sliding scale for types of votes, Steering Committee votes and gives larger Executive Committee right of refusal, loss of affiliation status if attendance requirements are not met.
  o Determined that a sub-committee should be formed (2-3 volunteers) to draft document to reestablish quorum for committees.

Affiliation (K. Hewson) 9:45am
• Requests for Faculty affiliation received over summer:
  o Mary Trotter: Interdisciplinary Theatre Studies: no objections affiliation approved
  o Bret Shaw: Life science communication: no objections affiliation approved

• Requests for Staff Affiliation:
• Angela Richardson, aesthetics project coordinator School of Business; Sherry Harlacher design galleries TREO; Scott Carter, Mayrent Institute; Bernadette Witzack: no objections all approved
• Vote to extend Staff affiliation term to 3 years
  o Vote: affirmation around table
• Saldivar noted that UCC is lacking an arts representative if anyone knows of someone who they would like to be on committee. This committee reviews all new courses gives the final approval.

Committee Reports

• Academic Affairs (K. Hewson)
  o 9 faculty, 3 staff, and 2 student reps. Meeting monthly. Two areas of focus: IARP proposals and curricular support, new curricular requests. New course listing request will be the focus this fall. The course listing request document will be presented to the steering committee before going to School of Education.
• Saldivar and Hewson recently met with Vice Provost for Admissions Management Steve Hahn and Director of Undergraduate Admissions Adele Brumfield the goal of the meeting was to change the relationship between the Arts and admissions and to begin to identify the a plan for arts recruitment and admissions.
• Will be producing document to outline the issues and obstacles for admissions in the Arts and create talking points to entice students to enroll to be presented to Admissions and Provost by the end of the semester
• Actions: small group to come up with recruitment issues to be vetted with large group. Review in September meet.
• Susan Cook, Roberto Rengel, Doug Rosenberg and Ann Archbold agree to meet to discuss

• Ticketing Committee (R. Russo, C. Martin-Wright)
  o A couple of months ago, AI and Union team began holding biweekly Patron Relations meetings to improve communications, triage issues, information management, work with choice ticketing, train box office staff (system, handbook, retreat), , print at home ticket option, patron survey, promoting arts card (students & faculty/staff), update website for better flexibility.
  o Finally at the point where we’re able to do more than just sell a ticket. Don’t underestimate what a box office can do for the arts. Customer experience and CRM data is invaluable. Selling tickets is a very complex process
  o S. Cook requested a document be created that states ticket sales policy for both the Campus and Arts Institute

Program Reports

• Interdisciplinary Arts Residency Program (K. Hewson)
  o New hire 60% IARP coordinator: Emily Lewis
  o Juan de Marcos Gonzalez is the fall 2015 artist
  o Sierra Maestra not able to come due to visa issues
Website is live and press release out
Call for 2016-2017 out soon and will be due in early November
Still working on confirming planning visit dates Amy Franchescini Spring 2016

- Madison Early Music Festival (S. Francis)
  - Great turnout (2,200 attendees at 8 concerts)
  - Ticket sales up 35% from last year potentially due to the lower student ticket prices
  - We’ve identified great ideas for next year for how to streamline events
  - Shakespeare 400 will be focus next year

- Wisconsin Film Festival (B. Reiser)
  - April 14-21, 2016 Locations: Sundance, Chazen, 4070 Vilas, Marquee and new for next year: Shannon Hall and Barrymore Theatre.
  - Graphic identity will be finalized in the next week.
  - Big Screens Little Folks will continue in 2016 hoping Karin Kolb will curate again this year despite her move to Boston.
  - Wisconsin’s Own series: call for submissions just about to be released please encourage students and alumni to submit

Old Business

New Business

  - S. Cook expressed concern that graduate school is now only publishing books not journal articles asked for conversation to happen with Lea Jacob, Associate Vice Chancellor Arts and Humanities.

Adjourn: 10:45am