Arts Institute Steering Committee & Administrative Planning Council Meeting
December 7th, 2015 9:00am

Present (11): Nancy Mladenoff; Ann Archbold; JJ Murphy; Kelley Conway; Patricia Boyette; Q. Gene Phillips; Ralph Russo; Sherry Wagner-Henry; Susan Cook; Amaud Johnson; Norma Saldivar

Absent (4): Jin-Wen Yu; Willie Ney; Russell Panczenko; Roberto Rengel

Staff (4): Kate Hewson; Ben Reiser; Christina Martin-Wright; Zack Robbins

Notes: Sarah Chapeau

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

Director’s Report (Saldivar) 9:05am

- a2ru conference update: collaboration with engineering and science and health. Undergrad/grad conference in MI this January, support 2 students this year.
- Affiliate requests: Amy Zelinski, Education Director, School of Medicine & Public Health. She has been teaching improv theatre for scientists. Her focus in the School of Medicine & Public Health is empathy training and working with end of life care.
  - Boyette expressed disappointment that the services Amy provides aren’t able to come from the department of Theatre & Drama because of lack of resources.
  - Philips motioned to approve, Cook seconded the motion all others approve. Boyette abstain.

Committee Reports 9:12am

- Arts Awards (Hewson): The deadline for applications was November 25th. The review committee is meeting this Thursday December 10th to determine awards. Ad hoc committee will continue to meet to look at over all program.
- Academic Affairs (Hewson): Committee has made recommendations on the 16-17 IARP proposals for this committee to review.
  - Proposal from Art History for Fall ’16 for Meeta Sandeep, an internationally known print/dye artist, design specialist and community development advocate from India. No concerns from Academic Affairs committee. Henry Drewal is the lead faculty and may be on sabbatical next year but Art History is committed to supporting the residency. Archbold moved to approve, Russo seconded, unanimously approved
  - Proposal from Art to bring Pocha Nostra/Guillermo Gomez-Peña in Spring ’17. The Academic Affairs committee feels the content is exciting but it would be better for students if same instructor through semester, that the class time was not feasible and the budget and fees were not accurate. There were also no support letters from Theatre & Drama or Dance. Cook moved to turn down the proposal, Kelley Conway seconded. Mladenoff and Philips abstain.
  - Call reissued for Spring of 2017. February will be the deadline and announcement will be made in March. Lead faculty on Pocha Nostra proposal will be given feedback and will be free to resubmit proposal.
Program Reports

- Wisconsin Film Festival (Martin-Wright, Reiser, Robbins): April 14th-21st, 2016
  - Programming: Robert Altman section of lesser known films and a Robert Frank film. We have received approximately 150 film submissions for Wisconsin’s Own.
  - Space venues: Sundance was sold to Carmike we have been in talks with them to establish new contract. Seven days of the festival will be at Sundance. Have come to an agreement with Barrymore to establish a near east side presence. Opening night will be exclusively at Barrymore. Other venues: Marquee, 4070 Vilas, Chazen. MMoCA.
  - Big Screens little folks at MMOCA. Friday April 15th is day off for Madison schools. Plan to do a full day of programming.
  - Sponsorships: Starting over with many companies due to personnel changes. Not continuing with Edgewater and are searching for other hotels but running into difficulty due to an Epic training scheduled for same time as the festival. We are trying to work with Epic to promote the festival to the group that will be in town for the training. Whole Foods supports children’s films nationally. Last year the film guide was in the Cap Times but Isthmus wants us back. Important to know what the Isthmus can do for the arts on campus in addition to the film guide. Looking at ways to promote all campus events.

- Box Office (Saldivar, Russo): Campus arts ticketing joint venture and we have a responsibility to steward this. Added two staff people over the last year to support this effort (Lisa Spierer & Mallory Murphy)
  - CHOICE ticketing: Campus has two licenses general and WFF. Looking at the future of ticketing on campus. Systems analysis and are staff being the most efficient. Bruce Harville from Office of Quality Improvement will be meeting with departments who use campus ticketing to get feedback and to find out what is working well and where there are issues. Saldivar noted that it takes more than the people on stage to make productions work, the Box Office is very important as well. It is important to run the box office well and there is a cost to this service.
  - Shubert ticketing group acquisition of CHOICE ticketing. We have spoken with them and explained some of the issues with the current ticketing software (time for reports) Understand that there is a problem and working to identify source (software or our systems), they seem to be very responsive. We also discussed with Shubert president the possibility of beta testing new technologies, specifically mobile “pop-up” box office ticket printing.

New Business

- Website changes (Martin-Wright): In order to help navigate incoming students to arts programs and academics a new page on the Arts Institute’s website was created and linked to the UW home page (wisc.edu: academics: arts) It is now the #1 page on the Arts Institute website. Please look at pages and give feedback on improvements for navigation. Every month we produce a digital marketing report, through this report we can identify how many times your departments are mentioned on our website and social media.

- Juan de Marcos final performance is tomorrow night. We have used it as an opportunity to partner with Breaking Barriers (Madison’s got Talent) high school students. Hip-Hop artist Kurtis
Blow will be attending and performing during the program, hoping he will do a collaborative performance with the students. The UW student groups that Juan de Marcos has been working with will also perform.

- WPT & WPR have expressed interest in expanding coverage of campus arts. If you have ideas for content, share them with Chrisitina Martin-Wright.

**Old Business**

- Recruitment and Admissions (Saldivar): Engage associate deans in conversation about branding and uniformed marketing for recruiting. The plan is to meet with chairs and recruiters in early February and discuss how admissions can interface. Want to know what you and your departments are doing in regards to recruiting and discuss how the Admissions and Recruitment office can assist.

**Adjourn**