

# COLLEGE OF THE ARTS

ANNUAL REPORT 2016-17

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Cultivating the Curiosity that Drives Creativity

OFFICE OF THE DEAN/COLLEGE OF THE ARTS

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# MISSION AND VISION

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## Mission

The mission of the USF College of The Arts is to conduct scholarly and creative research and to challenge and inspire students to make significant contributions in the arts.

## Vision

The College aspires to achieve national and international recognition as a distinguished center for study, creation, and research (in architecture & community environmental design, publishing of prints and sculpture multiples, visual arts, dance, music, theatre, and contemporary exhibitions). The College will provide an innovative and exciting environment in which to prepare the next generation of architects, artists, designers, educators, scholars, and audiences for these disciplines. The College will support and promote creative research (including history and theory), performance, and production in these disciplines while continuing to engage the Tampa Bay community by enriching the cultural landscape and advancing sustainable practices.



## OUR VALUES

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The College values the role and function the arts have, both historically and in the present, as a means of discovery, expression, and reflection on our human experience and the world in which we live. More specifically the College values:

- Innovative approaches to teaching that fosters critical thinking, creative problem solving and effective communication
- Rigorous preparation in the foundations of one's discipline as a point of departure for creative development and scholarship
- Significant scholarly and creative research
- The diverse perspectives of faculty, guest artists/lecturers/scholars, and students
- Active involvement in the local, national, and international discipline-based dialog
- Interdisciplinary and collaborative opportunities – locally, nationally, and internationally
- Community engagement and partnerships
- Production and presentation of distinctive contemporary work



# A MESSAGE FROM THE DEAN

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Colleagues, Students, Alumni, and Friends

It is with great enthusiasm that I share with you this year's Annual Report for the College of The Arts. This report provides an opportunity to formally reflect on our journey together these past months. There have been some significant achievements, and we have made substantial progress. Thank you for contributing your extensive creative energies to help continue to propel the College forward in both excellence and relevance.

The first part of this report is a [portfolio](#) prepared by the Office of Decision Support in the Division of Academic Affairs, charting outcomes in a range of strategic areas, including: Student Enrollment, Instructional Productivity, Research Productivity, Effort Distribution, Fundraising, and other categories.

The true measure of our College, however, may be more clearly revealed in the extent of the fulfillment of our mission, as well as in our success in achieving the goals set out in the University's overarching strategic plan. This past year, the fine work of our faculty, staff, and students enabled our College to take great strides in the key areas of student success; research, creative and scholarly endeavors; global initiatives; community engagement; interdisciplinary and community partnerships; and sustainability. The individual achievements of our faculty also continue apace, bringing regional and national recognition to the College and the University.

While there is no way to fully catalog the prodigious work of all our faculty, students, staff, and alumni, I hope you will take the opportunity to review the following pages to explore how our college supports the University of South Florida's Strategic Goals and discover some of the exciting progress we have achieved throughout this academic year.

*"As artists, scholars, and educators, we have the opportunity, the ability, and the responsibility to find the interstitial space where chaos and creativity come together, and to use it as an engine for positive change."*

James S. Moy  
Dean

## A MESSAGE FROM THE DEAN (cont.)

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I also direct your attention to the following links on the College website that will help provide some additional perspectives on our accomplishments in 2016-17:

[College in the News](#)

[Faculty & Staff News](#)

[Students and Alumni News](#)

I again congratulate all our faculty, students, and staff for your ongoing efforts and dedication.

Yours sincerely,



Professor James S. Moy  
Dean



## USF Strategic Goal One:

Well-educated and highly skilled global citizens through our continuing commitment to student success

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College of The Arts Initiatives and Activities:

- Development of Student Advisory Council and series of Student Town Hall meetings.
- Development of music history and music education courses for Global Citizens Status. The Bachelor of Science is now classified as a Global Citizens' Program
- Student George Pennington moved to the interview stage in the Rhodes Scholarship program.
- Developed Global Citizens Pathway for Theatre – one of the first in the university. Dance will develop theirs next year.
- Developed Certificate programs for Dance Performance and Theatre Performance
- Conducted semester long and summer versions of the Dance in Paris Program. The all-inclusive cost factor for students to participate in the semester-long program was the equivalent of the cost to be at USF for the semester.
- Established stronger links between our productions – the laboratory practicum of our curricula – and other academic disciplines where the content of the work was significantly shared.
- Established Cuba Spring Break Course for majors and non-majors.
- Established more than 20 course equivalencies at USF's partner in Italy: Florence University of the Arts (USF is the Institution of Record) - and also approved faculty credentialing for same institution.
- Established the new Business and the Arts Undergraduate Certificate to accompany two current certificates: one with Mass Communications and one with Engineering.
- Unit Director was member of original Global Citizens Project Steering Committee. Presentation by GCP staff to all Faculty in SAAH.
- Unit Director on current General Education Committee that is rewriting the new General Education curriculum.

## USF Strategic Goal Two:

High-impact research and innovation to change lives, improve health, and foster sustainable development and positive social change

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College of The Arts Initiatives and Activities:

- Jennifer Bugos: continued work on cognition and development, both in older adults and in children. Her research is supported by grants from the National Endowment for the Arts and the GRAMMY Foundation.



- Fulbright Core Award for Professor Jack Wilkins (the Banff Project—CD and Film)
- Music education faculty (Dr. David Williams and Dr. Clint Randles) continue research in progressive music education techniques and working with schools in Atlanta, GA and London to examine and create new approaches to music education in K-8 situations.
- Dr. Sang-Hie Lee continues work with biometrics and performance health.
- Dr. Svetozar Ivanov continues to develop the artistic concept album, uniting film, dance and piano performance to create impactful social and historical commentaries. (1 CD produced in 2016)
- Content for productions is determined based on links to the issues facing students and the discussions surrounding those choices are linked to

## USF Strategic Goal Two:

High-impact research and innovation to change lives, improve health, and foster sustainable development and positive social change

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College of The Arts Initiatives and Activities:

- Andrew Carroll's research is in the form of dance used as a language to communicate social issues in videos. Recent works on bullying and domestic violence have had significant international exposure and are used as educational tools by major public health organizations.
- Associate Prof Noelle Mason selected for the Best Contemporary Artist in Florida Prize by the Orlando Museum of Art
- Assistant Prof Jason Lazarus exhibited at the Grad Re-Opening of the San Francisco Museum of Modern Art; featured critical review in the *Los Angeles Times*.
- Professor Elisabeth Fraser's new book, Mediterranean Encounters, released by Penn State Press.
- Assistant Prof Esra Akin-Kivanç awarded prestigious American Council of Learned Societies (ACLS) grant recognition.
- Assistant Prof Ezra Johnson with two New York solo exhibitions and a review in the *Los Angeles Times*.
- Professor Gregory Green with exhibitions in Italy, Ireland, Belgium and Germany.
- Merry Lynn Morris added a 5<sup>th</sup> U.S. patent for her wheelchair for dance, presented papers and hosted an international conference on disability and dance.



## USF Strategic Goal Three:

Highly-effective, major economic engine, creating new **partnerships** to build a strong and sustainable future for Florida in the global economy

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### College of The Arts Initiatives and Activities:

- Partnership with the Tampa Jazz Club to strengthen and broaden the concert series offered by both entities. Primary support goes to Monday Night Jazz to increase audience size and bring notable musicians to perform for students and the community.
- Continued partnership with The Florida Orchestra, resulting in performances on campus, master classes and side-by-side performances, and building a new audience for both the University and the Orchestra in the New Tampa area.
- In planning process for concert series in partnership with the Tampa Museum of Art.
- Established new agreement with Community Stepping Stones for regular programming with positive impact on USF students as interns and Sulphur Springs children most impacted by the project.
- Soliciting new business contacts and partnerships for Animation and Modeling program.



## USF Strategic Goal Four:

Sound financial management to establish a strong and sustainable **economic base** in support of USF's continued academic advancement

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### College of The Arts Initiatives and Activities:

- Development of community classes for children and older adults, training them in musical skills and cognition (planning stages; to be implemented Fall, 2017)
- Strengthened fiscal management and built more solid foundation for camps and festivals
- Review/updating of accounting systems to strengthen fiscal planning
- The theatre program, particularly through on-line general education courses has been able to exceed SCH production while regularly experiencing reductions to faculty. The current faculty is 50% less than what it was 10 years ago, and yet the credit hours produced are 200% greater.
- In previous years, a significant number of comp tickets were distributed and productions were built using revenues built up over prior years, with that auxiliary being fully depleted by the end of last season. .The change of eliminating comp tickets and reducing the number of performances for each production has resulted in no reduction in attendees, a reduction in costs for box office and house management personnel, and a gain of approximately \$20,000 in ticket revenues over last season. This has provided the funds necessary to modestly mount six of the school's productions while foundation accounts were used to mount more elaborately the other three productions.
- Strategically scheduling courses to maximize potential for RCM revenue.
- Clarifying User Fees for operations of new technology equipment and systems in order to provide student access.