

IHEAA

Illinois Higher Education Art Association

Fall Meeting Southern Illinois University – Carbondale, October

Treasurer's Report

Balance brought forward from last report:	\$ 706.31	October 21, 2011
Receipts:	90.00	
Expenses:		
\$ 300.00 – Southern Illinois University-Carbondale	<u>-300.00</u>	
Balance this report	496.31	October 30, 2011

Minutes from the Fall Meeting, Southern Illinois University-Carbondale, October 21, 2011

Associate Professor Najjar Abdul-Musawwir, IHEAA host from Southern Illinois University-Carbondale (SIU-C), warmly welcomed everyone in attendance and introduced Dr. Kimberly Kempf-Leonard, Dean of College of Liberal Arts at SIU-C. Dr. Kempf-Leonard extended a gracious welcome as well and spoke for a few minutes highlighting aspects of the art program at SIU-C. They hope to one day (in the future) have a unified arts and design complex as the current facilities are spread out widely across campus. She praised the terrific faculty and wonderful students, stating that quality and value correlate with Retention and Recruitment (our topics for the day) and that many factors contribute to the overall quality and value of an institution's programs.

Najjar Abdul-Musawwir introduced Dr. Peter Chametzky, Director of School of Art & Design who also extended a warm welcome to the attendees and expressed appreciation to Najjar (Head of Undergraduate Studies) for hosting the IHEAA, calling him their man in motion. Dr. Chametzky reminisced a little about his days as head of undergraduate studies and working with IHEAA in the past. He made special note of his discovery of an early IHEAA program / agenda which he discovered preserved in the (SIU-C) presidential papers archive, representing the esteem with which this institution holds this organization and its efforts for the arts in Illinois. He invited everyone to the open studio events and tour of the art facilities, highlighting the fact that the students work alongside the professors in the glove factory studio building. Peter spoke enthusiastically about the energy and strength of their nationally ranked graduate program and its influence on the undergraduate program; mentioning distinguished alumni Buzz Spector and Barbara Bundy; and expressing his hope to continue to work together for the art students in Illinois.

Najjar introduced his colleague, Valerie Brooks Wallin, M.S.Ed, Undergraduate Academic Advisor in the School of Art and Design, and co-presenter on the first topic of the day: "Retention: Problems and Methods." They facilitated a lively round table discussion. Valerie had recently attended a conference for academic advisors which focused on such issues. The idea generating style of the discussion included subjects of student engagement and interaction; concerns about jobs / careers in the arts; finding community to feel connected to campus; connections with advisors and faculty; academic success; social aspect -- student organizations for all the art disciples and art education; living-learning interest groups; increasing numbers of commuter students as well as a large student transfer population-- organizations can be the welcoming mat. The subject of transfer students and how they are similar and yet very different than incoming freshman was highlighted. Often institutions focus on freshman experience when transfers can be a large number (half or even more). Schools lose students who are overwhelmed for a variety of reasons. Transfer students may not want to be segregated from the general population, so a transfer club may not be the answer, yet it was generally agreed that transfer students need something to substitute for the freshman orientation to the art program. Sometimes it is hard to know which students are transfer so the

recommendation is that 4-year schools can ask the admissions office for this information. Najjar remarked that the transfer students seem to connect to the graduate students more than to their local contemporaries. There was a general consensus on the idea that transfer students equal or out-number local students at the junior level and the reality is that there is no formal welcome or required orientation for transfers, thus the advisor is such a critical relationship for making the human connection to the institution--a face to face reliable and repeated interaction. Recommendation: major specific & dedicated advising works better because consistent advising contact is key for student's continuity. But don't neglect the great impact faculty have on transfer students as well. Some things address both retention and recruitment such as open houses and art adventures (NIU), capstone experiences for community college students (SWIC), field trips which bring students from 2-year schools to 4-year schools (EIU), tours initiated by 2-year school faculty to take students to a variety of 4-year schools (Lake Land CC), self reporting (transfer students), engaged faculty (all programs), faculty mentors (formal and informal). Some schools have organized pairing of students with faculty mentors while other schools have a more informal general atmosphere of encouragement for such relationships. Jeff contributed ideas on the training verses philosophical and aesthetic areas of mentorship. Transfer related issues also came up in this discussion. Jeff stated that the exhibition record (of a student applicant) may soon over take the portfolio review as a measure of the student's work because external juried exhibitions, and awards, are regarded as proof of good work. (This is not a bad thing-- juried selection and awards validate the students and reassure the parents) Thus the professional level has to begin at the freshman level. Chicago has a multitude of exhibition opportunities for artists at all levels, but it is uncommon to find much in the way of external exhibition opportunities for down-state students. Jeff encouraged folks to think of ways to help change that situation such as art organizations (like FATE) stepping up to host juried exhibition opportunities for members or area students. SWIC's gallery has made a huge impact on their student annual also local high schools can schedule time there too. Community colleges have other specific retention problems such as higher numbers of adjunct who often don't have the same ability to be committed to one school. Annual high school exhibitions at community colleges are a good program for many reasons. "Fine Art degree? What are you going to do with that?" Art / aesthetic problem solving skills are much more employable than many people think. Critical thinking and flexible thinking produces self confidence. Liberal arts is resurging in academia. SWIC advisors have an answer sheet to reference in answer to the "why" an art degree question. Training verses education is a big separation in the goals of various programs. Daniel Pink's book *The Horizontal Mind* was recommended. Summary: relationship of the student to people, organizations, and school is the key to student success and therefore to retention.

Break between topics became small group discussion time.

Najjar introduced Dr. Anita Hutton, Office of the Associate Dean for Student and Curricular Affairs for College of Liberal Arts and the second topic of the day: "Recruitment: Problems and Methods." Dr. Hutton gave a brief account of how she went from a music major in school to a position focused on recruitment and her philosophy on recruitment. Helping students make the right choices and good turns for their individual situation, sighting a memorable experience with a prison inmate who loves to draw and recalls the exact day he "took a wrong turn" instead of being in school. While recruiting in the arts often calls for defending the arts, Anita starts recruiting conversations talking about college in general, then perhaps SIU-C, then majors that might fit--focus on student success. Sometimes that means helping a potential student decide to go to another school--a student has to go here they are comfortable.

Common issues: talking to the parents, some think their child is the next Picasso while others fear their child can't get a job with an art degree. Although Anita thinks that the pendulum is swinging back away from the helicopter parent syndrome and there is an up-tick in the Liberal Arts focus. Critical thinking, communication, team work are valuable in the workforce. Internship and study abroad opportunities are good to highlight in recruiting discussions. Arts student experiences in preparing shows and collaborations are good general skills. Networking with alumni and study abroad help with the challenge to keep it fresh for recruiters and advisors. Anita believes in hands on and quick turn around on inquiries and requests for information. Some schools have gone to technology based auto responses, but they are cold and not truly welcoming. Budget is a big factor. Doing more with less has become doing more with nothing for recruiting. Yet there are several basic strategies that are affective: update the records regarding achievement of your alumni; job shadowing; college recruiters from across your campus should coordinate efforts and share information. Each recruiter will encounter potential students for other fields than their target group. High school students often don't know what to ask recruiters. Look for ways to bring people to campus: summer camps, local community college visit days, preview events. SIU-C and NIU bus potential students from Chicago and St. Louis and other areas of the state to facilitate easy access to campus visits. Often a student's choice of majors is most daunting. Focus on studying what a student enjoys doing--major advantages of study in the area of the student's natural interests. Encourage interests because grades will be better, and it is counterproductive to focus on a job, all disciplines have workforce skills. Art degrees are desired in all kinds of areas because they are creative about getting things done. Flexibility goes a long way in today's and the future economies. Liberal arts positions continue to have upward potential where as engineers may start higher, but tend to stay there. Career day on campus has worked well at some schools. Evening events with parents were recommended with the idea of having someone from admissions to speak to parents about financial aspects while the faculty and current students do something really interesting with the prospective students. Often a round-table discussion element can be good. "How to live a life--not just get a job." Fun is a misconception, art has hard work, yet that builds poise and professionalism. Najjar spoke about arts recruiting as an artist, showing works, celebrating art. SWIC has February for tours and open house and high school in March. SWIC show with several awards and scholarship is their biggest event and it celebrates the arts. Be personable with the potential students. Jeff has students at EIU outside welding on the visit days--conspicuous on way to the football game. Know your nuts and bolts for admission requirements and referrals for specific areas of information beyond what you might know. Web is PRIMARY for recruiting--feature student organizations and update often. University communications can often help with web updates. FACEBOOK is great for alumni connections.

Lunch Break

Business Meeting: The meeting in the fall of 2012 is scheduled for Eureka College with Meda Rives as host. Our next meeting is at Kankakee Community College with Jean Janssen as host. Jean is seeking topics for the meeting. Gil Rocha sent a question to Jeff regarding dual credit courses at high schools. Course content is supposed to be the same as the college curriculum. If there are concerns at the college, make sure that it has performance at the college level, the instructor must have the proper degree, turn it around on them, have the students come to the college to be taught. Topic for KCC on April 20th is Dual credit and Advanced Placement credit--draft statements for discussion. Board of Officers will be meeting the night before on the 19th of April--all welcome to attend. Thomm Beggs mentioned the notion of no child left behind for college level. SWIC For Spring 2013, Paula McAteer to serve as host. GE Collpits of Judson University and Chuck Boone of College of DuPage were reelected to represent four-year and two-year

schools respectively. Paula McAteer and Cindy Hellyer Heinz elected to represent four-year and two-year schools respectively.

Other items of interest: EIU psychology department challenging the student evaluation system and not going to use them anymore. Others are also discontinuing the use of student evaluation because it is not sustainable for measurement instrument for faculty performance. An article in *The Chronicle*, "Art Schools Build New 'Foundation' Across Disciplines" by Dan Berrett was highlighted for people to review. Jeff commented that his chair enjoyed the minutes from the IHEAA meetings--they are just like being there.

Najjar moved to approve as read the minutes of the previous meeting at Heartland Community College on April 15, 2011 and accompanying treasurer's report, seconded by Al Shull of LLCC. Minutes were approved. The list of those who had paid dues were read with a reminder to those not listed to please do so at this meeting or follow up quickly with their institutions.

Another topic of interest--Najjar inquired about rubrics for evaluating student work. Chuck volunteered that he adapted the rubric used by Illinois State University in their portfolio reviews for his drawing classes. Cindy suggested sharing rubrics. Rubrics should be sent to Veda for posting on the IHEAA website for access by all interested in comparing documents. An invitation will be sent to all the mailing list to please submit their rubrics as well.

Please continue to send portfolio examples (unacceptable, acceptable, excellent) with a description of the assignment to Jeff for his ongoing collection of visual examples of portfolio examples.

Notices of meetings: if you haven't heard anything about month before the usual meeting times (October and April), please send Veda an email to see why you aren't on one of the lists. Email addresses are so exacting yet change frequently, so help us keep a current and accurate list.

GE moved to adjourn with a second from Najjar. Meeting adjourned at 1:30 PM.

Respectfully submitted,

Veda Rives, IHEAA Secretary / Treasurer

Attendance: 20

Officers: Jeff Boshart, Eastern Illinois University; Chuck Boone, College of DuPage; Veda Rives, Illinois State University; Thomm Beggs, McHenry County College; G.E. Colpitts, Judson University; Al Shull, Lincoln Land Community College

Members: Guy Weible, Don Bevirt, and Paula McAteer, Southwestern Illinois College; Wendy Finch and William Scarlato, Benedictine University; Meda Rives, Eureka College and Heartland Community College; Michael "Mac" McAvoy, Heartland Community College; Ben Cohan, Lake Land College; Cindy Hellyer Heinz, Northern Illinois University; Najjar Abdul-Musawwir, presenters—Valerie Brooks Wallin and Anita Hutton, and administrators—Kimberly Kempf-Leonard and Peter Chametzky, Southern Illinois University-Carbondale