

College of Fine Arts and Communication CY 2005 and 2006-2007 Academic Year Annual Report

Name of Academic Unit: College of Fine Arts and Communication

Key Administrator: John Hylton, Dean

I. Research/Creative Activity

Accomplishments

During 2006-2007, faculty in the College of Fine Arts in Communication were productive researchers and creative artists. A detailed listing of all research/creative activity may be found in the annual reports of the individual departments (Appendices A, B, C, and D) and in the Faculty Accomplishment System. Faculty in the College of Fine Arts and Communication published three books, three book chapters, and eighteen articles during the reporting period. I will highlight three outstanding items: Ruth Bohan's book on Walt Whitman has received extensive media attention; an article by Alan Heisel, Communication, was the first EEG study published in an International Communication Association (ICA) journal; Diane Touliatos's massive catalogue of the musical collection in the National Library of Greece is the culmination of years of work, and constitutes a major contribution to the field of musicology.

Art and Art History faculty member Susan Cahan curated a major exhibition at the Contemporary Art Museum, and other faculty exhibited work in a variety of locations. A full-length musical production was written, produced, and presented, and numerous additional musical compositions were created during the reporting period by Barbara Harbach and Robert Ray. Faculty and students presented dozens of performances on and off campus, and internationally, as performers and conductors.

Some examples of faculty recognition received in the reporting period included:

Louis Lankford: Higher Educator of the Year, Western Region (National Art Education Association).

Gretchen Schisla: First recipient of the Design Legend Award (American Institute of Graphic Artists, St. Louis Chapter).

Diane Touliatos: Golden Medallion of Rigas Velestinlis, presented by the President of Greece, for contributions to Greek and Balkan culture.

Diane Touliatos: Curators Professorship.

Susan Waller: 2007 Faculty Excellence Award of the College of Fine Arts and Communication.

Fred Willman: UM System Presidential Teaching Award.

Planning

Since its inception, The College of Fine Arts and Communication has recognized and sought to encourage faculty and student research and creative activity. Space has been acquired or reallocated to accommodate three-dimensional art activity, communication research, film and video production, and musical or theatrical performance. During 2006-2007, a facility was created at 27 S. Florissant Road, in cooperation with the City of Ferguson, which includes faculty art studios and a community gallery. The primary goal of this project for the College of Fine Arts and Communication was to provide space for faculty creative activity.

The present CoFAC Strategic Plan (2003-2008) emphasizes the critical importance of research and creative activity, which was one of eight major strategic goals for the unit. We will be preparing a new iteration of the Strategic Plan in 2007-2008, which will once again have as a focus the fostering of research and creative activity.

Each of the departments in the College approaches research/creative activity from a somewhat different perspective, aligned with the goals of each. The issues related to planning for research/creative activity, as it pertains to each department, can be found in Appendices A-D.

Faculty research productivity is evaluated annually by the chair and dean, and departmental tenure and promotion committees; feedback is provided to each faculty member both in terms of their effort for the particular year, as well as overall progress toward promotion and/or tenure in the cases of assistant and associate professors.

II. Teaching

Student Learning

With the leadership and encouragement of Judith Walker DeFelix, the departments of the College have developed and articulated learning outcomes that are evaluated in ways appropriate to each department and each discipline. Senior students in art history have successfully completed the departmental **Senior Assessment Examination**, which was revised this year to include two components: the visual analysis of a work of art, and the critical analysis of a work of art history scholarship. Students in graphic design have had a high success rate in passing the junior **portfolio review**, and senior students in studio art present a **Senior Thesis Exhibition** that is critiqued.

In Communication and Media Studies a significant capstone experience for the overwhelming majority of students is the internship. Both students and supervisors evaluate the internship in Media Studies through **written evaluative reports**. In the Communication Department, **evaluations from on-site internship supervisors** of students' ability to express ideas clearly, cooperate with co-workers, and communicate in general have been solicited. For students who participated in internship and practicum experiences during the reporting period, the ratings on these dimensions were very positive, providing evidence that learning outcomes in the undergraduate program have been achieved. At the course level, faculty members continue to adapt and modify courses based on the availability of new material, technology, and feedback from students. For example, Leighanne Heisel introduced new assignments in some of her courses

to take advantage of the Wiki component recently made available on My Gateway. At the program level, the inclusion of a second research methods course was designed to strengthen the research emphasis of the program.

The Music Department is the only department in the College that has subject area accreditation, through the National Association of Schools of Music (NASM). The full range of degree programs offered by the department are NASM accredited. Graduating seniors typically score above the norm on **nationally standardized exit examinations** such as the PRAXIS (National Teacher's Exam) and the ETS major field assessment. Graduates typically achieve job placement success and/or admission to quality graduate programs (for example, University of Maryland, University of Michigan, Northwestern University); survey responses from department alumni regarding their training and overall quality of the program are very positive. Applied music enrollments require a performance jury each semester before a faculty panel; additionally, students must pass a junior standing barrier before progressing to upper division applied study. All music degrees require one or more **public recitals**; the department now requires a pre-recital approval hearing to certify the readiness of a recital for public presentation.

Faculty members in the College conduct student evaluations of each course every semester. These statistical data and independent student comments are conveyed to faculty members and evaluated by the Chair. Faculty utilize these data to adjust courses and curricula to meet student needs. The Deans Advisory Committee has devoted a major portion of several meetings to discussion of the NSSE. Although the results were somewhat mixed, several faculty in the College utilized the Early Alert System in 2006-2007.

By its very nature, the College of Fine Arts and Communication is heavily involved in the community as faculty and students present plays, concerts, and art exhibitions. As noted earlier, internships in the community are key components of some programs. Six endowed professorships link the College and the community. The Des Lee Fine Arts Education Collaborative connects the University, area arts organizations, and local school districts, providing significant arts experiences for thousands of children. Recently, discussions have been initiated between the Communication Department and Express Scripts, Inc., concerning potential collaborative research on issues related to health communication.

Some awards and other recognition received by students in the College during the reporting period included:

- Lauren Weber won 1st place in the Senior Women's division of the National Assn. of Teachers Singing (NATS) St. Louis auditions.
- Brian Owens performed with the St. Louis Symphony in concert and was featured on the UM-St. Louis Jazz Faculty CD with Chancellor Tom George.
- Patrick Bergin researched & presented 'Exploring Peruvian Ethnomusicological Music Through the Eyes and Ears of Gabriela Frank' at the Undergraduate Research Symposium.
- Tzveta Koicheva and Teodor Dimitrov were selected to perform as members of the Illinois Symphony Orchestra.
- Andrew Brunner, Matt Suellentrop, Brian Marston & Anthony Eck were selected to compete at the International Barber Shop Collegiate quartet competition in Denver, CO in July 2007 and were featured at the 2007 Chancellor's Report to the Community.

In addition, students from the Art History Department presented papers at the SLU/UM-St. Louis Art History Symposium.

Departments within the College developed outcome statements for each program, as well as an analysis of courses within each program and their relationship to the established outcomes. Curricular adjustments were made in each department, based upon a variety of data. A Bachelor of Science degree in Media Studies was approved by the Board of Curators and the CBHE. Work has been initiated on three new certificate programs (in advertising, public relations, and film studies). Two departments (Art and Art History, and Music) offered successful courses in the new January Intersession. The Senior Assessment Exam in Art History was revised, and a pre-qualifying exam was added in the Department of Music for students planning junior and senior recitals.

Planning

Although Student Credit Hour production in the College has increased approximately 10.5% in the past four years, from Fall 2005 to Fall 2006, there was a decrease of slightly less than 1% (from 12292 to 12186). Enrollment of majors decreased from 1350 to 1323 (.02%).

The B.S. degree in Media Studies was approved during the reporting period. Three new certificate programs are under development. The Communication Department is proposing a certificate in Public Relations and the Theatre Dance and Media Studies Department is developing certificates in Advertising and Film Studies. The Communication Department eliminated a number of courses during the reporting period, reflecting its present philosophy and focus and as well as changing needs on the part of communication students.

The departments of the College of Fine Arts and Communication are addressing the issues of enrollment management from the standpoint of both recruitment and retention of students. Some examples include:

The online program in Communication, which has now been in operation for the past three years, has attracted large enrollments. The Communication Department has adjusted the student/faculty ratio in the online courses so as to better meet student needs. The Music Department and Theatre Dance and Media Studies Department have hosted several special events focused on high school students (e.g., Acappellooza, Des Lee Festivals, Cappies Awards, Missouri Thespians annual meeting, UM-St. Louis Jazz Festival). Both the Art and Art History Department and the Music Department successfully presented courses in the first Winter Intersession.

III. Service

Members of the faculty of the College of Fine Arts and Communication have been involved in faculty governance through the Faculty Senate and University Assembly. CoFAC faculty are members of the Senate Steering Committee, and the full range of other senate activities.

Frequently, members of the Music Faculty play a service role by providing musical ensembles to perform at a variety of campus functions.

Members of the faculty participate in a range of professional activities. Some examples include Jim Richards' work as President of the Missouri String Teachers Association and President-Elect of the Missouri Association of Departments and Schools of Music, the participation of every tenure-track and tenured faculty member from the Communication Department in the last National Communication Association meeting, and the work of Thomas McPhail as a reviewer for the North Central Association. In addition, the Music and Theatre faculty hosted events on campus for high school students, and the Art History faculty developed a Research Symposium in cooperation with St. Louis University.

Faculty fulfilled the land-grant mission of the University through a range of activities involving community partners. Each of our six endowed professors work with community arts institutions on a variety of on and off-campus programming.

IV. Economic Development

The College is engaged with the community in a variety of ways. Two notable examples of activities with implications for economic development include:

The Communication Department is in ongoing meetings with Express Scripts, Inc., to discuss collaborative research efforts in health communication. In addition, the University and Express Scripts, Inc., are in discussion concerning the potential for collaboration in the area of video production.

The Art and Art History Department has worked with the City of Ferguson in the development of the Gallery/Studio at 27 S. Florissant. This included a \$20,000 grant from the City for remodeling. This mutually beneficial project provides studio space for UM-St. Louis art faculty, a gallery for the display of art, administered by the Northern Arts Council, and is a part of the revitalization effort in downtown Ferguson.

V. Continuous Improvement

A five-year review of the College of Fine Arts and Communication, as well as the other colleges at the University of Missouri-St. Louis, will be implemented in the next cycle of departmental reviews. The most recent cycle of five-year reviews included the Departments of Art and Art History, Communication, and Music as well as the endowed professors within the College (the next round will include the new Theatre, Dance, and Media Studies Department). As a result of departmental five-year reviews, some noteworthy changes that have resulted include the restructuring of both the Communication and the Theatre Dance and Media Studies Departments. The development of new research spaces in the Communication Department, as well as new equipment for film and video studies, and the establishment of faculty studios in the visual arts, were based upon data generated in the five-year reviews.

Physical space remains the most critical issue for the College of Fine Arts and Communication. The Music Department and the Theatre and Dance Department, while benefiting from the opening of the Touhill Performing Arts Center and its excellent performance spaces, has a critical need for more up-to-date rehearsal and classroom facilities. The departments of the College are located all over the campus. They would benefit from a location in closer proximity to each other, including up-to-date facilities.

The College will monitor the success of plans made through continuous evaluative processes that include the five-year review cycle, accreditation reviews, and the ongoing evaluation of courses and curricula by both students and faculty.