



Non-Instructional Program Review 2016-2016

Fine Arts Office:

Date: 05/12/2016

- Program Review Non-instructional Cycle F 2015 Fine Arts Division Office

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Fine Arts Office

PR Section 1.0

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1.0

Mission, Vision, Core Values and College Goals drive all college activities. Describe how your department/office supports each of these.

Fullerton College Mission Statement: We prepare students to be successful learners.

The Fine Arts Division Office provides a variety of services to faculty, staff, students, and our audiences to support the college's mission statement. Our extensive performance and exhibition schedules create laboratory experiences for our participating artist students and arts appreciation experiences for our Fullerton College students and potential student audiences.

Fullerton College Vision: Fullerton College will create a community that promotes inquiry and intellectual curiosity, personal growth and a life-long appreciation for the power of learning.

The programming supported by the Fine Arts Division office explores and develops each direction of the college's vision statement. Whether by hosting a guest speaker, producing a theatre, music, or dance performance, presenting a film series, or providing a venue for a special event or festival that encourages intellectual curiosity and personal development, and celebrates the power of learning, the Fine Arts Division Office and its representative Fine Arts Departments support each facet of the college's vision statement. The stories, personalities, and ideas featured on the college's multiple stages emphasize learning as a dynamic and life-long experience.

Fullerton College Core Values

- *We respect and value the diversity of our entire community.*
- *We value tradition and innovation.*
- *We support the involvement of all in the decision-making process.*
- *We expect everyone to continue growing and learning.*
- *We believe in the power of the individual and the strength of the group.*
- *We expect everyone to display behavior in accordance with personal integrity and high ethical standards.*
- *We accept our responsibility for the betterment of the world around us.*
- *We value and promote the wellbeing of our campus community.*

The courses and events supported by the Fine Arts Division reinforce the college's core values by (1) the diversity of subject matter taught across the Fine Arts departments, (2) the focus on training, teaching, and learning, and (3) the collaborative team work required to successfully produce an extensive performance and exhibition schedule. Fine Arts Division's commitment

to innovation is expressed through the Dean's advocacy and direct involvement in the acquisition and maintenance of the latest digital technologies in the visual and performing arts, new curriculum and program development, and the maintenance and upgrading of existing laboratories and performance spaces. The wide variety of subjects and points of view represented by the events produced in our multiple performance venues help the student audience members to better understand our world, our responsibilities to our fellow citizens, and the importance of leading a life of honesty, value and significance. The Fine Arts Division Office consistently follows the principle of as much involvement in decision making as possible by encouraging or hosting department coordinator's meetings, department meetings, technical theatre operations committee meetings, gallery committee meetings, SLOA task force meetings, and more than one dozen career technical education advisory committee meetings.

Fullerton College Goals

Goal 1: Fullerton College will promote student success.

Objective 1: Increase the number of degrees and certificates awarded.

The Fine Arts Office works closely with the CTE faculty to schedule and host all advisory meetings and works closely with Transfer Education faculty to review and revise the degree programs in Fine Arts. Fine Arts has added four AA-T degrees and has revised all of its degrees and certificates to reflect new curriculum and better reflect either lower division coursework or professional training requirements for Fine Arts majors. The Fine Arts Division Office is assisting the Art, Music, and Theatre Departments to research, discuss, implement and publish education plans for Art, Music, and Theatre majors. Three goals are represented by that effort: (1) alert students to new state guidelines on repeatability and explain the concept of family of classes, (2) improve program persistence and completion rates, and (3) aid in planning and organizing students' educational paths.

Goal 2: Fullerton College will strengthen connections with the community.

The performances, exhibitions, guest talks, conferences, and festivals directly produced or supported by the Fine Arts Division create a large number of intersections with our local community, businesses, and civic organizations. The Division Office continues to pursue Project Downtown Fullerton, which leads the Dean and Fine Arts faculty to interact regularly with the two museums, Friends of Jazz, and five theatre companies operating in the city of Fullerton. Fullerton College responds to the Civic Center Act-EC Section 38130 et seq. by offering our facilities to community-based performers, speakers and organizations, including dance companies, festival companies, church groups, and contests. Each year between Fine Arts produced events, college events held in our facilities, and off campus clients, over 40,000 audience members come to our campus. In addition, several of our Fine Arts faculty conduct clinics, workshops, performances and master classes out in the community.

Objective 2: Increase contacts with local feeder high schools.

The Fine Arts Office lends direct support to the choral festival, piano ensemble festival, jazz festival, and theatre festival, which bring over 7,500 students and families to the college each year. We also support the Counseling Department's outreach events for recruitment and orientations for high school students and their families. Two outside music festival companies bring additional local junior high school and high school students in large numbers to our campus. In addition, several of our Art, Theatre, and Music faculty are involved in high school outreach and recruitment.

PR Section 4.1 - 4.2

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4.1 - 4.2

4.1 List your SAOs and complete the expandable table below.

	Service Area Outcomes (SAO)	Date Assessment Completed	Date(s) Data Analyzed	Date(s) Data Used For Improvement	Number of Cycles Completed
1.	Provide accurate and timely information and leadership to all employees on events, policies, deadlines, purchases, approval requirements, and new practices in the Fine Arts Division.	n/a	n/a	n/a	n/a
2.	Provide event and class promotion, marketing, and recruitment information to all audience members, students, and prospective students.	n/a	n/a	n/a	n/a
3.	Provide timely customer service to students and community. Provide effective leadership for the Fullerton College	n/an/a	n/an/a	n/an/a	n/a n/a

	Centennial				
4	Provide timely customer service to student.	n/a	n/a	n/a	n/a

4.2 Assessment: Complete the expandable table below.

Service Area Outcomes Assessment for the Administrative/Operations Division of Fullerton College				
SAO Number	Intended Outcomes	Means of Assessment & Criteria for Success	Summary of Data Collected	Use of Results
1.	Provide accurate and timely information and leadership to all employees on events, policies, deadlines, purchases, approval requirements, and new practices in the Fine Arts Division.	On line survey for employees (to be developed)		
2.	Provide event and class promotion, marketing, and recruitment information to all audience members, students, and prospective students.	a. Box Office survey is already used... b. the Campus Theatre client survey is yet to be developed	Will provide after 2/13 meeting	n/a
3	Provide effective leadership for the Fullerton College Centennial	To be discussed with Andrea Hanstein		
3.4	Provide timely customer service to student.	On line survey to be developed		

PR Section 4.3 - 4.6

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4.3 - 4.6

4.3 How has assessment of SAOs led to improvements in services provided to the consumer by this department/office?

This program review cycle represents the first time that the Fine Arts Division, the Campus Theatre Operations and Box Office Operations have been required to provide Service Area Outcomes. Customer and client service, however, have always been of highest concern to the Fine Arts Division, and we intend to create a number of on-line surveys to help us evaluate the customer service provided by our office and the Campus Theatre Operations.

4.4 What challenges remain to make your department/office SAOs more effective?

We have just created these service area outcomes and look forward to improving our client and customer service and to creatively improving the kinds of support we offer the college's instructional and student service programs in pursuit of the college goals.

4.5 Describe how the department/office's SAOs are linked to the college's goals.

(See <http://programreview.fullcoll.edu/>)

(1) The performance venues of Fullerton College attract a large number of community members, students, and staff to attend events supported by the Campus Theatre and Box Office operations staff. Depending upon the nature and content of those public events, the college's goal to increase community involvement in the college is regularly met by the programming that is scheduled in our facilities.

(2) The close connection between the Music, Theatre, Art and Dance Departments using our facilities and other instructional programs on campus allows us to support the first two college goals about increasing student success and closing the achievement gap. Although we serve in support of those programs, we attempt to create a professional environment that enhances and supports the college's abilities to meet all three college goals. Relevance for us translates not only in the content that is presented, but also in the technology that we utilize in support of the programs, faculty, and students whom we support.

PR Section 6.0 SAP w/o Resource Requests

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Action Plans

6.1 Short-term Goals (for this two-year cycle)

SHORT TERM - GOAL #1	
Identify Goal:	Improve employee support and employee customer satisfaction. Establish office space for eight new Fine Arts full-time faculty.
Describe the plan to achieve the Goal (Action-Plan):	Develop an on-line employee satisfaction survey. Request occupancy of two offices

	upstairs room 1127. Request occupancy of three empty offices in 1000 building. Request occupancy of two offices in 1300 building.
What <i>Measurable Outcome</i> is anticipated for this goal?	Be able to provide more efficient service to our regular and temporary employees. New faculty are provided offices.
What specific aspects of this goal can be accomplished without additional financial resources?	No additional resources are required to accomplish this goal. No additional resources are required to accomplish this goal.

SHORT TERM - GOAL #2	
Identify Goal:	Improve Fine Arts Promotional, Marketing and Recruitment Activities.
Describe the plan to achieve the Goal (Action-Plan):	<ol style="list-style-type: none"> 1. Replace Fine Arts Informational Officer 2. Deploy new CTE marketing materials and posters 3. Actively update the CTE website to promote Fine Arts CTE programs 4. Expand Twitter and other social media. 5. Produce Entertainment Arts Video Segments .6. Research methods to increase audience traffic to websites, and social media sites, live performances, and art gallery showings..
What <i>Measurable Outcome</i> is anticipated for this goal?	Be able to provide more effective and innovative promotion and recruitment materials and practices.
What specific aspects of this goal can be accomplished without additional financial resources?	Except for #1 above, no additional resources are required to accomplish this goal. CTE funding for 2015-6 provides for #2, 3, and 5

SHORT TERM – GOAL #3	
Identify Goal:	Replace rapidly failing seating in Wilshire Auditorium, a hazard to audience members and classes utilizing the auditorium. Install flat screen monitors in the campus theatre lobby.
Describe the plan to achieve the Goal (Action-Plan):	<ol style="list-style-type: none"> 1. Campus Theatre technicians will install wiring and monitors. Work with Facilities staff to obtain replacement quotes. 2. Utilize Campus Theatre Operation as funding source. Secure funding source. 3. Work with District purchasing to conduct the bid process.

	4. Oversee contractor replacing seating in the auditorium.Oversee installation.
What <i>Measurable Outcome</i> is anticipated for this goal?	<ol style="list-style-type: none"> 1. Restore seating capacity of the auditorium. Provide stage viewing for late audience while waiting to enter theatre. 2. Provide general viewing of stage activity while in the lobby.Reduce the likelihood of injury incidents. 3. Improve audience service and satisfaction. Increase revenue potential for participating organizations. .
What specific aspects of this goal can be accomplished without additional financial resources?	No additional resources are required to accomplish this goal.

SHORT TERM – GOAL #4	
Identify Goal:	Develop and Publish Education Plans for Fine Arts Majors.
Describe the plan to achieve the Goal (Action-Plan):	<ol style="list-style-type: none"> 1. Lead department and program level discussions to develop specific education plan templates. 2. Publish and post to the websites these plans for student and counselor use. 3. Publish hard copy plans for students and counselors use.
What <i>Measurable Outcome</i> is anticipated for this goal?	<ol style="list-style-type: none"> 1. Increased student awareness of new courses, state guidelines, and programs. 2. Increased student success, persistence, and program completion. .
What specific aspects of this goal can be accomplished without additional financial resources?	Minimal supply costs, absorbed by supply and printing budgets.

SHORT TERM - GOAL # 5	
Identify Goal:	Use the Fullerton College Centennial to increase staff pride, increase community involvement, renew contacts with alumni and retirees, and cultivate donor support for college programs.
Describe the plan to achieve the Goal (Action-Plan):	<ol style="list-style-type: none"> 1. Work with Centennial Steering Committee to develop, manage, and implement plans. 2. Work with Kneadle, Inc., to increase

	<p>awareness of all centennial events.</p> <p>3. Pursue corporate and private donor support.</p> <p>4. Work with departments wishing to stage centennial events.</p> <p>5. Maintain an active web-presence to invite audience participation.</p>
What <i>Measurable Outcome</i> is anticipated for this goal?	A successful series of centennial events will have positive effects on staff morale, the creation of an alumni association, the beginnings of a development office in support of fundraising, and the projection of a positive image to the community.
What specific aspects of this goal can be accomplished without additional financial resources?	The collaboration comes at no cost. The Dean of Fine Arts time spent on the centennial comes at no cost.

SHORT TERM - GOAL # 6	
Identify Goal:	Develop an emergency preparedness plan for the performances venues on campus.
Describe the plan to achieve the Goal (Action-Plan):	<ol style="list-style-type: none"> 1. Consult with Campus Safety 2. Consult with the AHJ (Local Authority Having Jurisdiction) 3. Prepare a written emergency evacuation plan for patrons, event participants, and staff. 4. Review plan with Technical Operations Committee 5. Submit plan to campus and district authorities for approval. 6. Conduct emergency evacuation drill.
What <i>Measurable Outcome</i> is anticipated for this goal?	<ol style="list-style-type: none"> 1. Creation of a written emergency preparedness plan 2. Staging of a successful emergency evacuation drill. 3. Discussion of the results of the drill among participating staff and faculty. 4. When necessary, revision of the written emergency preparedness plan.
What specific aspects of this goal can be accomplished without additional financial resources?	This goal can be accomplished without any additional financial resources.

SHORT TERM - GOAL # 7	
Identify Goal:	Create a new hourly employee wage schedule to attract highly skilled technicians to support

	Campus Theatre operations.
Describe the plan to achieve the Goal (Action-Plan):	Work with Cypress College Dean of Fine Arts and appropriate college and district administrators to define and provide advocacy for a new pay schedule that includes theatre stage crew at a range of \$18.00 to \$20.00 per hour.
What <i>Measurable Outcome</i> is anticipated for this goal?	<ol style="list-style-type: none"> 1. Successfully compete with local performing arts facilities to attract highly skilled technicians. 2. Successfully retain the services of highly skilled technicians. 3. Provide better service to campus and community clients. 4. Reduce the number of professional experts.
What specific aspects of this goal can be accomplished without additional financial resources?	The cost of the new pay schedule will be absorbed into the operational costs of Campus Theatre Operations.

6.2 Long-term Goals (three to six year cycle)

LONG TERM - GOAL #1	
Identify Goal:	Renovate Wilshire Auditorium
Describe the plan to achieve the Goal (Action-Plan):	Work with District personnel, architectural firm and contractors to accomplish a major remodeling to a facility originally constructed in the 1930s.
What <i>Measurable Outcome</i> is anticipated for this goal?	<ol style="list-style-type: none"> 1. Comply with the American Disabilities Act, Section II. 2. Increase performance capabilities 3. Address poor acoustics 4. Increase stage size. 5. Provide dressing rooms 6. Increase back stage storage.
What specific aspects of this goal can be accomplished without additional financial resources?	None

LONG TERM - GOAL # 2	
Identify Goal:	Replace the 1100 and 1300 buildings with a new performing arts complex described in the

<p>Describe the plan to achieve the Goal (Action-Plan):</p>	<p>NOCCCD Educational Master Plan of 2015.</p> <ol style="list-style-type: none"> 1. Work with theatre consultant, District facilities staff, and a theatre architectural firm to define the new performing arts facilities. 2. Continue to lobby for the funding, design and construction of these facilities. 3. Move from existing facilities to completed new facilities. Much of the equipment purchased in the last ten years will be usable in the new facilities.
<p>What Measurable Outcome is anticipated for this goal?</p>	<ol style="list-style-type: none"> 1. Provide current state of the art facilities for our students, staff, and community members who attend events at our college. 2. Comply with all ADA, Section II requirements. 3. Enhance the recruitment , training, and completion rates of our performance and technical theatre majors. 4. Meet industry standards in training our students for employment in the entertainment industry.
<p>What specific aspects of this goal can be accomplished without additional financial resources?</p>	<p>The research and planning elements of this project can be accomplished without direct cost to Campus Theatre Operations, but the consultant and architectural firms will be working under District contracts.</p>

<p>LONG TERM - GOAL # 3</p>	
<p>Identify Goal:</p>	<p>Upgrade and increase percentage employment for classified positions</p> <ol style="list-style-type: none"> 1. Lab Clerk Ceramics to Lab Technician, Ceramics 2. Lab Technician, Ceramics, 50% to 75% 3. Lab Technician Sculpture, 45 % to 75% 4. Lab Technician, Gallery from 75% to 100% 5. Box Office Admin II to 100% general fund support 6. Box Office Admin 1 reclassified to Accounting Technician.Improve efficiency of all theatre arts productions.
<p>Describe the plan to achieve the Goal (Action-Plan):</p>	<ol style="list-style-type: none"> 1. Hire production manager, 100%, 10-month, classified position. 2. New position would produce all theatre arts productions, September – June.1. Research classified position upgrade 2. Prioritize list with division faculty and staff 3. Prepare proposals

	<p>4. Confer with Cypress College 5 Present proposal to College administration.</p>
<p>What Measurable Outcome is anticipated for this goal</p>	<p>Be able to provide production assistance to theatre arts faculty, freeing the faculty up to teach, direct, and design. 1. Improved support to Fine Arts instructional programs 2. Improved service for Fine Arts clients, both on campus and off campus</p>
<p>What specific aspects of this goal can be accomplished without additional financial resources?</p>	<p>Plan elements #1-5 above None.</p>