

10-17-2009

Baccalaureate and Associate Degree Relationships Panel

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NATIONAL ASSOCIATION OF SCHOOLS OF ART AND DESIGN

PROGRAM

Sixty-Fifth Annual Meeting

October 15 – 17, 2009

**Omni William Penn Hotel
Pittsburgh, Pennsylvania**

NATIONAL ASSOCIATION OF SCHOOLS OF ART AND DESIGN

65th Annual Meeting

Program of Events

October 15-17, 2009

Please note the following key to the meeting floors:

(ML) Mezzanine Level

(CL) Conference Level

(17) 17th Floor

Wednesday, October 14

1:00 p.m.- 5:00 p.m.	COMMISSION ON ACCREDITATION (Members only)	17 th Floor Coat Check
1:00 p.m.- 6:00 p.m.	REGISTRATION	17 th Floor Coat Check
1:45 p.m.- 5:00 p.m.	WORKSHOP FOR VISITING EVALUATORS (By invitation only)	Lawrence Welk (ML)
1:45 p.m.- 5:00 p.m.	WORKSHOP FOR EXPERIENCED EVALUATORS (By invitation only)	Frick (CL)
2:00 p.m.- 5:15 p.m.	PRE-MEETING WORKSHOP FOR NEW AND ASPIRING ART AND DESIGN ADMINISTRATORS IN HIGHER EDUCATION (By pre-registration only)	Conference A (CL)

Thursday, October 15

8:00 a.m.- 5:00 p.m.	REGISTRATION	17 th Floor Coat Check
8:00 a.m.- 12:00 Noon	COMMISSION ON ACCREDITATION (Members only)	Allegheny (17)
8:30 a.m.- 1:45 p.m.	PRE-MEETING WORKSHOP (Continued from Wednesday afternoon)	Conference A (CL)

Thursday (continued)

9:00 a.m.- **WORKSHOP FOR VISITING EVALUATORS** **Lawrence Welk (ML)**
5:00 p.m. (By invitation only)

9:00 a.m.- **WORKSHOP FOR EXPERIENCED EVALUATORS** **Frick (CL)**
5:00 p.m. (By invitation only)

12:30 p.m.- **EXECUTIVE COMMITTEE LUNCHEON MEETING** **Laughlin (CL)**
1:45 p.m.

2:00 p.m.- **BOARD OF DIRECTORS BUSINESS AND** **Phipps (CL)**
5:00 p.m. **SEMINAR MEETING**

2:00 p.m.- **HEADS I: COMPLETING AND SUBMITTING** **Conference A (CL)**
2:50 p.m. **THE HEADS DATA SURVEY**

This session will provide an in-depth review of procedures for online submission of the HEADS Data Survey for degree-granting institutions. Primarily intended for first-time participants, this section-by-section overview of the Survey will explain in detail the Survey submission process, types of data collected, and how to calculate certain figures.

Mark Marion, NASAD National Office

2:00 p.m.- **DEVELOPING WRITING AND PUBLIC SPEAKING** **Grand Ballroom (17)**
2:50 p.m. **ABILITIES IN UNDERGRADUATE PROGRAMS**

How can art and design administrators and faculties work most productively with the issue of student writing and public speaking? What are the primary issues and forces at work? For example, what is the relationship between general writing and speaking skills and those specific to being articulate about matters of art and design? Are there ways to connect studio, art/design history, and liberal arts studies in ways that reinforce writing and speaking competence? What about capstone projects – experience with the various types of art/design writing, evolving relationships between word and image, and the rhetoric of advocacy in art and design?

Presenters: Vince Leo, Minneapolis College of Art and Design
Christina Halliday, Ontario College of Art and Design

Moderator: Brian Lucid, Massachusetts College of Art and Design

Thursday (continued)

3:00 p.m.- **HEADS II: USING HEADS STATISTICAL DATA FOR** **Conference A (CL)**
3:50 p.m. **INSTITUTIONAL PLANNING AND PROJECTIONS**

The institutional research data gathered and compiled by the Higher Education Arts Data Services Project constitute a unique and valuable resource for art executives at degree-granting institutions. This session will provide a detailed overview of statistics contained in the HEADS Data Summaries (the aggregate reports compiled annually from HEADS Data Surveys), the use of HEADS Special Reports for comparison among specific peer institutions, and potential uses for HEADS data in local policy discussions and administrative planning.

Mark Marion, NASAD National Office

3:00 p.m.- **INTERNATIONAL UPDATE** **Grand Ballroom (17)**
3:50 p.m.

The international scene continues to evolve in fascinating ways. This session will provide brief overviews of student and faculty exchanges, program growth, and engagement of United States institutions in various regions of the world. This session is intended to be especially useful for those who may be wondering what may be next in international art/design education. All of these issues will be discussed in the framework of international collaboration.

Presenters: Hilary Robinson, Carnegie Mellon University
 Joseph S. Lewis, New York State College of Ceramics
 at Alfred University
 Richard Toscan, Virginia Commonwealth University

Moderator: Bryan Rogers, University of Michigan

4:00 p.m.- **AN ORIENTATION TO NASAD:** **Conference A (CL)**
5:00 p.m. **RESOURCES FOR MANAGEMENT AND ADVOCACY**

Building from basic NASAD information such as “Getting Your Bearings,” this session will present a brief orientation to the operations of NASAD. Focus will be on the various resources NASAD provides to assist administrators in all aspects of fulfilling their local responsibilities. Included will be attention to resources regarding assessment, achievement and quality, the work of arts faculties and administrators, and the NASAD standards and guidelines. Individuals attending the NASAD meeting for the first time are especially encouraged to attend. Please note: this session presents a comprehensive overview of NASAD. Detailed information about the accreditation process is available in the following sessions: “Orientation to Formats B and C for Self-Study” and “Workshop: Preparing for NASAD Evaluation.”

Sister M. Cor Immaculatum Heffernan, I.H.M., Marywood University
Karen P. Moynahan, NASAD National Office

Thursday (continued)

4:00 p.m.- **TECHNOLOGY AND THE TEACHING OF** **Grand Ballroom (17)**
5:00 p.m. **ART/DESIGN HISTORY**

Developments in technology continue to add new possibilities for student engagement with art/design history. This session will focus on a number of approaches that have been successful and project where new possibilities may lead. The session will address technological methodologies, but focus more on the relationship of technical pedagogical means to knowledge and skill development in historical content, analysis, and applications in various art/design specializations.

Presenters: Kelly Donahue-Wallace, University of North Texas
John Jennings, University of Illinois at Urbana-Champaign

Moderator: Judith Thorpe, University of Connecticut

5:00 p.m.- **RECEPTION FOR THE ASSOCIATION** **Sky/Alcove (17)**
6:15 p.m. (Cash Bar)

6:30 p.m.- **BOARD OF DIRECTORS DINNER AND SEMINAR MEETING** **Phipps (CL)**
8:30 p.m.

Friday, October 16

7:15 a.m.- **CONTINENTAL BREAKFAST FOR THE ASSOCIATION** **Urban (17)**
8:45 a.m.

8:00 a.m.- **REGISTRATION** **17th Floor Coat Check**
5:00 p.m.

Friday (continued)

8:00 a.m.-
8:50 a.m.

**OPEN HEARING: MULTIDISCIPLINARY/
MULTIMEDIA PERSPECTIVES AND ISSUES –
ART AND DESIGN + OTHER ARTS DISCIPLINES**

Allegheny (17)

This hearing will explore issues in multimedia and multidisciplinary studies and artistic work as they relate to art and design departments and programs. Given the large variety of arts, design, and other disciplinary combinations currently being explored, a challenge is simply knowing what is out there, what has been done, what is projected in specific institutions, what might be the future of this area, and how common considerations might help us to assist each other. Therefore, a main goal of this session will be to identify types of work and degrees of engagement in this field. Additional issues to be explored include work being done by students, multimedia opportunities offered by institutions, faculty issues, facilities and resource management, administrative challenges, and research. Comment on other issues will be greatly appreciated. The results of this hearing will be forwarded to the Multi-disciplinary/Multimedia Working Group sponsored by the Council of Arts Accrediting Associations, of which NASAD is a member. A set of springboard discussion points may be found in your Annual Meeting packet.

Moderator: Dennison Griffith, Columbus College of Art and Design

Recorder: Karen P. Moynahan, NASAD National Office

9:00 a.m.-
10:00 a.m.

**FIRST GENERAL SESSION
PLENARY BUSINESS MEETING**

Grand Ballroom (17)

Call to Order by President Robert Milnes
Determination of Quorum
Reports: Commission on Accreditation
Committee on Ethics
Treasurer
Executive Director
Action on Proposed *Handbook* Changes
Election of Officers
Report of the President
New Business

10:15 a.m.-
12:15 p.m.

ECONOMICS AND ADVOCACY I: OVERVIEWS

Grand Ballroom (17)

10:15 a.m.

ECONOMICS

11:05 a.m.

This presentation will review global and national perspectives, including general economic conditions and economic and political forces at work in goal-setting and decision-making. The presentation will provide a context for administrators in higher education, particularly as they look at opportunities and challenges that may lie ahead. The session will also provide a preparation for the roundtables that follow on Friday afternoon, and the second session on economics and advocacy on Saturday morning.

Presenter: George M. Vredevelde, University of Cincinnati

Moderator: Christopher Cyphers, New York School of Interior Design

Friday (continued)

11:15 a.m.-
12:15 p.m.

ADVOCACY

This presentation will provide an overview focusing on the nature of advocacy as a conceptual structure and creative framework. For example, how can we better understand advocacy, take wise action using it, treat it with a sense of humor, and keep it in perspective? What is the basic conceptual relationship between advocacy and economic issues and decisions in higher education? This presentation will provide a preparation for the roundtables that follow on Friday afternoon, and the second and third sessions on economics and advocacy on Saturday morning.

Presenters: Kristi Nelson, University of Cincinnati
Jay Kvapil, California State University, Long Beach
Samuel Hope, NASAD National Office

2:00 p.m.-
3:30 p.m.

ROUNDTABLES

The roundtable sessions provide an opportunity to ask questions of peers regarding issues important to your institution. Discussion will begin with the topics of economics and advocacy, based on the previous sessions. Additional topics may be brought forth from the floor. Discussion comments and issues gathered by session Recorders will be considered by the NASAD Executive Committee in the future work of the Association. .

Group 1: Private institutions with art/design major enrollment less than 300 Allegheny (17)

Moderator: Karene Tarquin Faul, College of Saint Rose
Recorder: Stephen Ellis, Cooper Union for the Advancement of Science and Art

Group 2: Private institutions with art/design major enrollment of 300+ Urban (17)

Moderator: Allen Sabinson, Drexel University
Recorder: John M. Sullivan, Watkins College of Art & Design

Group 3: Public institutions with art/design major enrollment less than 200 Frick (CL)

Moderator: Robert Gibson, Mississippi University for Women
Recorder: Charles Carraway, Jackson State University

Group 4: Public institutions with art/design major enrollment of 201-350 Conference A (CL)

Moderator: Benjamin Withers, University of Kentucky
Recorder: Cynthia Clabough, State University of New York, Oswego

Friday (continued)

2:00 p.m.-
3:30 p.m.

ROUNDTABLES (continued)

Group 5: Public institutions with art/design major enrollment of 351-550 **Lawrence Welk (ML)**

Moderator: Stephanie Smith, Youngstown State University

Recorder: Jean Nagy, Middle Tennessee State University

Group 6: Public institutions with art/design major enrollment of 551+ **Bob/Delores Hope (ML)**

Moderator: Benjamin Christy, Buffalo State College

Recorder: Richard Young, Boise State University

3:45 p.m.-
5:15 p.m.

ORIENTATION TO FORMATS B AND C FOR SELF-STUDY **Monongahela (17)**

NASAD has two new optional formats for self-study. Each starts with its own perspective to foster a review against NASAD standards and an analysis of future challenges and opportunities. In the NASAD accreditation process, institutions choose among the two new formats, the traditional or standard format, or, under certain conditions, their own approach.

This workshop will demonstrate features intended to reduce data-gathering so that the focus of the self-study can be on analysis and projection. The session will include suggestions about ways of using the formats to accomplish specific institutional objectives, and present a set of questions to ask when deciding which format to use.

Please note: This session is focused almost exclusively on Formats B and C. An orientation to the entire NASAD accreditation process will be held on Saturday from 10:00 a.m. – 1:15 p.m.

Karen P. Moynahan, NASAD National Office
Samuel Hope, NASAD National Office

3:45 p.m.-
5:15 p.m.

ART AND DESIGN IN PITTSBURGH **Grand Ballroom (17)**

Pittsburgh has been the site of a surprisingly rich and eclectic visual arts community for many years. It is home to major museums like the Carnegie Museum of Art and The Andy Warhol Museum, as well as distinguished smaller ones like the Frick Art Museum and the Mattress Factory. Art education is a significant part of most of the metropolitan area's more than two dozen colleges and universities. In addition, Pittsburgh hosts many grass-roots arts efforts and over 100 galleries; its funding community has been generous and supportive of both start-ups and established organizations. This panel will provide an overview of Pittsburgh's visual arts scene and its relationship to the city's unique history and identity.

Panelists: Sue Abramson, Pittsburgh Filmmakers
Jeff Ritter, La Roche College
Susanne Slavick, Carnegie Mellon University

Moderator: Brady Lewis, Pittsburgh Filmmakers

Friday (continued)

6:30 p.m.-
7:30 p.m. **RECEPTION FOR THE ASSOCIATION** **Urban (17)**
(Cash Bar)

7:30 p.m.-
10:00 p.m. **ANNUAL AWARDS BANQUET** **Grand Ballroom (17)**

Moderator: Robert Milnes, University of North Texas

Fellowship: Ray Allen, Maryland Institute College of Art

Citation: Robert Irwin, San Diego, CA
Bill Strickland, Pittsburgh, PA

Saturday, October 17

7:00 a.m.-
8:30 a.m. **CONTINENTAL BREAKFAST FOR THE ASSOCIATION** **Urban (17)**

8:45 a.m.-
9:45 a.m. **SECOND GENERAL SESSION** **Grand Ballroom (17)**
ECONOMICS AND ADVOCACY II:
PRESENTATIONS

Typical economic conditions bring all sorts of pressures to bear on decision-making within academic institutions. While no institution or no administrative challenge is exactly the same, there are some general approaches to making the case for institutions and programs of art and design in difficult economic times. For example, to what extent do advocacy approaches and messages change? What are some principles for making effective decisions and advocacy regarding priorities? What kind of questions should we ask ourselves to avoid making choices that reduce our ability to return to full capacity or development further once economic conditions have improved? What are the similarities and differences between making the case internally and externally? What is the role of the art/design administrator in educating other decision-makers about the ramifications of particular decisions?

Presenters: Samuel Hoi, Otis College of Art and Design
Georgia Strange, University of Georgia
Happy Fernandez, Moore College of Art and Design

Moderator: Peter Barna, Pratt Institute

Saturday (continued)

10:00 a.m.-
11:30 a.m.

INTEREST-GROUP SESSIONS

(1) ECONOMICS AND ADVOCACY III: CONFERENCE B (CL)
ROUNDTABLE AND OPEN DISCUSSION

This session provides an opportunity for interested attendees to continue discussing connections between economic conditions and advocacy.

Resources: Samuel Hoi, Otis College of Art and Design
Georgia Strange, University of Georgia
Happy Fernandez, Moore College of Art and Design

Moderator: Peter Barna, Pratt Institute

10:00 a.m.-
11:30 a.m.

(2) PREPARATION OF GRADUATE GRAND BALLROOM (17)
STUDENTS FOR TEACHING

Many students enrolled in advanced graduate degrees will be full-, part-time, or adjunct teachers at some point in their careers. This fact produces rationale and incentive for addressing the question of teacher preparation during graduate study. The most common approach is graduate teaching assistantships. These and other approaches such as mentoring programs, as well as coursework and/or literature related to pedagogy and teaching models are intended to develop teaching competence and are used in various ways in individual institutions and programs. This session will begin with an overview presentation. Attendees will hear what has been learned during the course of preparing future faculty through projects of the Council of Graduate Schools. Further information will be provided by representatives of graduate programs in NASAD member institutions. The session will then turn to a discussion among attendees with opportunities for individual questions to the entire group..

Presenter: Daniel Denecke, Council of Graduate Schools

Responders: Stacey McKenna, Maryland Institute College of Art
Charles Garoian, Pennsylvania State University
Katerina Ruedi Ray, Bowling Green State University

Moderator: Stan Trecker, Art Institute of Boston at Lesley University

(3) BACCALAUREATE AND ASSOCIATE DEGREE ALLEGHENY (17)
RELATIONSHIPS

A significant number of reasoned and documented projections indicate that two-year associate degree-granting institutions will play an increasing role in the preparation of students who continue and obtain baccalaureate degrees. The U. S. population is growing, but few new institutions are being built. Many individuals must obtain their collegiate education close to home. Economic pressures and credit-hour caps

Saturday (continued)

10:00 a.m.-
11:30 a.m.

**(3) BACCALAUREATE AND ASSOCIATE DEGREE
RELATIONSHIPS (continued)**

Allegheny (17)

are focusing states and localities on articulation agreements and curricular continuity. This session will explore these issues as a basis for presenting and considering what administrators should know and think about as local decision-making occurs.

Presenters: Stephen Black, Vincennes University
Charles Grieb, California State University, Fullerton
Sally Struthers, Sinclair Community College
Sally Parsonson, Art Institute of Atlanta

Moderator: Sally Packard, Sage College of Albany

10:00 a.m.-
11:30 a.m.

**OPEN HEARING: EMERGING
CURRICULAR ISSUES IN DESIGN**

Frick (CL)

This hearing will provide a focused opportunity to exchange ideas and concerns about future curricular issues in design. Given that design definitions, content, and practice are evolving rapidly, what specific curricular implications seem apparent or forthcoming for your institution? Questions associated with discipline blurring, flexibility in a dynamic environment, technological impacts and expansions, and development of new design specializations will be brought forward for discussion. Both undergraduate and graduate education will be considered. A list of issues to be addressed is located in your annual meeting packet. Additional issues will be welcome. Our goal is a detailed identification of curriculum-related concerns by institutions preparing professionals for the next 40 years of design. The results of the hearing will be shared with the NASAD Working Group on Design and Design Education.

Moderator: Karen Monzel Hughes, University of Cincinnati

Resource: Eric Anderson, Carnegie Mellon University

Recorder: Mark Marion, NASAD National Office

Saturday (continued)

10:00 a.m.- 1:15 p.m. **WORKSHOP: PREPARING FOR NASAD EVALUATION** **Conference A (CL)**
(preregistration required)

Designed especially for institutions that plan to receive evaluation visits during the next two years, this workshop will cover various self-study techniques, relating them to NASAD procedures.

Power Boothe, Hartford Art School
William Mowder, Kutztown University of Pennsylvania
Karen P. Moynahan, NASAD National Office

11:45 a.m.- 1:30 p.m. **EXECUTIVE COMMITTEE LUNCHEON MEETING** **Laughlin (CL)**

1:30 p.m.- **ADJOURNMENT OF NASAD ANNUAL MEETING**

NASAD Sixty-Sixth Annual Meeting
October 14 – 16, 2010

Westin Hotel Cincinnati