

School of Art Unit Plan 1990 - 1993

VISION STATEMENT

The School of Art is dedicated to the idea that educating men and women in the visual arts constitutes a major responsibility in the total mission of higher education at East Carolina University. The curriculum in both the undergraduate and graduate programs encourages experimentation, the development of ideas, and problem solving in areas such as fine arts, applied arts, art education and history of art. The major emphasis is to prepare the student in the visual arts to be competitive in any area of the fine or the applied arts. The School of Art welcomes diversity and provides equal opportunity regardless of ethnic, socio-economic, and cultural background. The faculty is committed to communicate effectively their area of expertise in the studio-classroom and continually reinforce their knowledge with personal involvement in their areas of specialization. While many students will elect to enter the workplace as educators and fine artists, others will pursue diversified careers in applied arts. The faculty believes that the majority of the graduates will make positive contributions to their communities and excel in their chosen professions.

During the planning period, the School of Art will focus on improving undergraduate and graduate education by more aggressive recruiting, reviewing courses and supporting programs to assure maximum effectiveness, and developing procedures for stimulating excellence in teaching. A strong secondary goal will be the enhancement of the Gray Gallery as a teaching and cultural resource.

ELEMENTS OF DISTINCTION

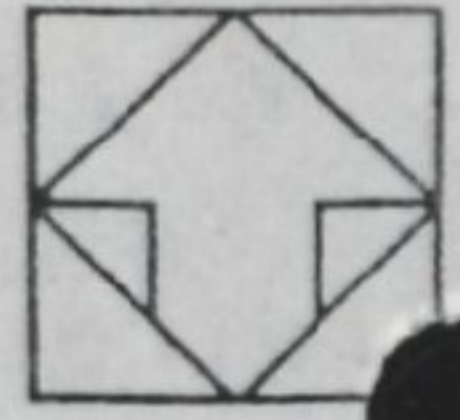
◆The largest and most diverse art program in North Carolina with offerings in art education, art history, ceramics, community arts management, computer graphics, drawing, environmental design, fabric design, graphic design, illustration, metal design, painting, photography, printmaking, sculpture, video art, weaving design, and wood design

- ◆One of 161 programs accredited by the National Association of Schools of Art and Design and the only NASAD accredited program in North Carolina
- ◆An effective balance between different programs within the School of Art which encourages experimentation, development of ideas, and creative problem-solving
- ◆Faculty who have attained national recognition through their creative activities and service to professional organizations
- ◆Applied design programs which produce majors that are in demand by the business community throughout the southeast and beyond
- ◆A large gallery which is a resource for the School of Art's educational programs and for the community

PRIORITIES FOR ACTION

1. *Achieve distinction in undergraduate education*

- a. Establish a system for the overview of all School of Art curricula with a view toward planning and promoting the effective interaction of programs
- b. Create a mechanism for the ongoing review of programs such as visiting artists, visiting critics, lecturers, presentations, and exhibitions to assure that they are as effective as possible in aiding the development of our students
- c. Institute a policy which requires that all members of the faculty regularly teach at the freshman or sophomore level
- d. Investigate the possibility of establishing admissions criteria allowing for both remedial and accelerated programs
- e. Require the foundation program and each curricular area to develop ways of objectively assessing the effectiveness of their programs at various levels
- f. Include writing and critical thinking elements in every School of Art course



- g. Establish monthly meetings between students and administrative officers
- h. Develop more opportunities for independent study for advanced undergraduate students
- i. Schedule appropriately small classes at the foundation level in both studio and art history courses
- j. Review academic regulations and policies to identify areas that need more conscientious attention
- k. Conduct exit interviews with students and visiting faculty to determine their opinion of the school's performance
- l. Offer and promote more service courses for non-art majors, including a masterpieces course in art history and, faculty time permitting, studio courses

2. Strengthen the commitment to excellence in teaching

- a. Develop policies for the orientation and counseling of new faculty and for assessing their effectiveness so that they clearly understand that effective teaching is a requirement for reappointment
- b. Require evidence of effective teaching experience of candidates for any faculty positions
- c. Use fair and objective ways to measure teaching effectiveness
- d. Recognize and reward outstanding faculty in teaching with awards at School of Art commencement ceremony and with a monetary award when available or by allocating additional equipment funds for his or her program
- e. Establish a Dean's advisory committee of senior faculty members to serve as one of the screening steps in hiring new faculty
- f. Schedule meetings for faculty in content related areas to discuss teaching strategies and means of assessing students

3. Develop a university culture based on respect for individual rights and human diversity

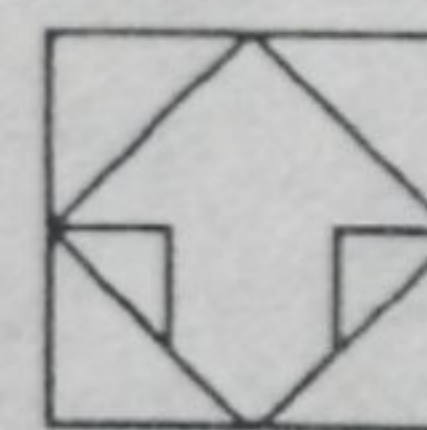
- a. Consider the possibility of providing fellowships for minority graduate students in return for a specified period of teaching after graduation
- b. Encourage scholarship on minorities, women, and non-western art in the art history curriculum
- c. Increase faculty and student participation in programs in South Glamorgan and Wales and in exchange programs sponsored by other institutions

4. Expand doctoral programs

- a. Create and implement strategies to recruit students nationally for the MA, MAEd, and MFA programs in art

5. Strengthen the commitment to research, scholarship, and creative activity

- a. Clearly define proper research and creative activities for the various areas of the School of Art and indicate the degree of commitment to these activities which is expected of each faculty member
- b. Ask faculty to commit annually to specific goals in research or creative activity
- c. Assign or offer alternate tracks such as developing teaching aids or accepting an increased teaching load to those tenured faculty members who do not demonstrate or desire active involvement in research or creative activity as normally defined by the School of Art
- d. Develop incentives for faculty to increase their creative activity, grant writing, and other professional activities
- e. Recognize and reward outstanding faculty in research or creative activity by awards at School of Art commencement ceremonies and by a monetary award when available or by allocating additional equipment funds to his or her program



Strategies for Distinction

6. Improve teacher education and stimulate improvement in public schooling

- a. Recruit and admit academically and artistically qualified students to the upper division of art education
- b. Strengthen the art education program to ensure compliance with accreditation standards and to reflect changing practices in public school art
- c. Obtain more effective feedback from graduates, student teachers, and cooperating teachers in order to strengthen the art education program
- d. Review the purpose and effectiveness of courses required for the BFA degree in art education and recommend changes when and where appropriate to assure coherence and high standards
- e. Strengthen collaboration with the public schools for continuing inquiry about teaching, learning, and public education in art
- f. Plan annual workshops and programs for teachers that will carry credit toward recertification
- g. Offer courses at appropriate times to serve the needs of lateral entry and irregular certification persons in art education
- h. Increase average scores on the art knowledge section of the National Teacher's Examination for art certification students

7. Recruit and support academically proficient and talented students

- a. Enhance recruitment efforts by sending representatives to area portfolio days and to state high schools
- b. Increase standards for admission and create special programs for unusually talented and well prepared students
- c. Expand offerings for nontraditional students
- d. Recognize student academic achievement by a special School of Art awards ceremony and reception at commencement

- e. Strengthen undergraduate advising

8. Advance the University effectively to external publics

- a. Promote greater faculty and student involvement with regional and national art organizations and institutions including increased travel to meetings and conventions
- b. Create and use effective mailers, announcements, and recruiting materials for the School of Art
- c. Enhance efforts to promote exhibitions and lecture programs
- d. Make the accomplishments of the faculty, staff, and students of the School of Art more visible through a continuous system for reporting activities
- e. Enhance the Wellington B. Gray Gallery as a school, university, community, and regional resource
- f. Support the goals in Pitt County's Focus 2007 strategic plan, particularly those relating to cultural activities

9. Develop and use expanded information resources

- a. Encourage the faculty to develop information resources to enrich teaching and learning
- b. Integrate the use of our computing facilities within each area of the School of Art
- c. Enhance computing skills among students, faculty, and staff

10. Provide effective stewardship of the University

- a. Review School of Art programs to determine those to be enhanced, maintained, reduced, combined, or discontinued, and consider the distribution among them of tenure track positions
- b. Review School of Art organizational structure and communications processes

Strategies for Distinction



- c. Establish a system of financial control which allows flexibility in budgeting and effectively links the allocation of funds to the School of Art unit plan
- d. Provide for an objective ongoing review of the use of all rooms within the Jenkins Fine Arts Building
- e. Secure a card entry system to improve security in the Jenkins Fine Arts Building
- f. Create and publish a comprehensive long-range calendar of School of Art business and events as an aid in planning
- g. Prepare and make public a list of priorities for the allocation and use of School of Art funds
- h. Improve security in the Wellington B. Gray Gallery as a means toward attracting better exhibits
- i. Make Rooms 131 and 1342 more conducive to teaching and learning
- j. Improve safety and the appearance of the Jenkins Fine Arts Building
- k. Refine existing assessment procedures and use the results of assessment to improve programs