

## MEMORANDUM

TO: College of Visual and Performing Arts Faculty

FROM: Dr. Joseph P. Scartelli, Dean  
College of Visual and Performing Arts

DATE: April 1, 2014

RE: Information for Evaluation of the College Dean: 2013-14

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As per the current process for the evaluation of college deans, I share with you a list of accomplishments and activities from the current evaluation year (June, 2013 through May 2014) for your reference. I have also indicated my “Administrative/Teaching Responsibilities” and “Professional” activities. I hope this information will be useful in completing the annual evaluation of my performance as Dean of the College of Visual and Performing Arts.

Thank you.

### **Administrative/Teaching**

**GOAL** - Continue leadership role with the Arts Society of Radford University to achieve the 2013/14 campaign goal of at least \$150,000 to continue building the scholarship endowments and identify funds to support instructional endeavors within the CVPA. I will also continue my very strong working relationship with the new Arts Society Campaign Chair, Dr. Myrl Jones. In addition, I will continue to work with the Office of University Advancement staff on major gift potentials and creation of additional endowments, working closely with the CVPA liaison, Kathleen Harshberger.

**RESULT** -*The Arts Society is completing its 25<sup>th</sup> year of fundraising support to the College of Visual and Performing Arts and is currently planning a 25<sup>th</sup> anniversary celebration of the creation of the Arts Society in 1989, my second year as Dean of the CVPA. The Arts Society Annual Campaign has attracted \$222,641.80 in donations received so far this fiscal year (from July 1 through February 28, 2013) and remaining pledges totaling \$63,004.54. We are currently working on two major gift prospects that may take our total for the year well over \$400,000. This figure adds to the total that will continue to support the college’s over 100 student scholarship recipients, program funds, endowments and outreach activities. This total, once again, far exceeds our goals for the year! There are now approximately 45 endowed scholarships dedicated to the arts (up from 35 in 2009). I also hosted a number of meetings of the Arts Society Leadership Committee comprised of university and community individuals/officials to discuss and plan initiatives and strategies for the campaign year. I wish to note that Dr. Rosalyn Lester served our efforts and the cause of our students with great enthusiasm and*

leadership. She resigned during the year and Dr. Myrl Jones, Professor Emeritus from the Department of English has assumed the role of Chair of the Arts Society Leadership Committee going forward. We thank Dr. Lester for her extraordinary leadership and dedication to the work of the Arts Society and look forward to continuing under Dr. Jones' leadership! We also work very closely with the Office of University Advancement and particularly Kathleen Harshberger to investigate and pursue all avenues to attract and cultivate donors to assist in these efforts. As a result, the college was the recipient of a number of major cash gifts this year while we also enjoyed another overall increase in the number of donors. I must note some of the activities planned and implemented to benefit the Arts Society:

- Donor receptions for University Performance Series events
- "Give Your Heart to Art" fundraising dinner
- "Curtain-Up" fundraising dinners for Theatre
- "Chuck Hayes Stage Naming" fundraiser

These and other events have all been implemented to cultivate new donors as well as long-time supporters of the Arts at RU.

**GOAL** - Work with the RU Foundation to determine "naming opportunities" and prospective donors to the new Fine and Performing Arts Facility.

**RESULT** – I am continuing to work with the Office of University Advancement to determine the areas of the Covington Center that will be attractive to potential large donors who wish to 'name' certain locations in the building. The work is ongoing. Currently over 80 seats have been 'named' in the recital hall. Significant progress has taken place in the campaign to name the stage in Pridemore Playhouse for Mr. Chuck Hayes, Professor Emeritus in the Department of Theatre and Cinema.

**GOAL**- Continue to administer the Governor's School (Visual and Performing Arts), an approximately \$400,000 grant from the Virginia Department of Education.

**RESULT**- The Governor's School for the Arts has now had 4 successful years at Radford University, CVPA and planning its fourth year for this summer of 2014 hosting approximately 200 of the best arts students in Virginia. As co-principal investigator of the grant (along with the Governor's School for the Humanities (Dr. Bill Kennan)), I work closely with program directors to plan and implement the 4-week residential program including my own guest teaching and performing.

**GOAL** - Teach one course per semester. In addition, I expect to serve on or supervise 2 to 4 graduate theses/graduate project committees.

**RESULT** – I taught MUSC 485/MUSC 585 (Psychology of Music I) in the fall and am currently teaching MUSC 486/MUSC 586 (spring) (Psychology of Music II). In addition, I am serving on 7 graduate project or thesis committees in music therapy (chairing one).

**GOAL** -Work with and assist CVPA faculty in their efforts to construct and submit at least 8 grant proposals.

**RESULT-** *Approximately 15 grants (internal and external) were written by faculty in the CVPA during the current academic year. More must still be done to encourage and support more applications for external grants.*

**GOAL** – Work with all appropriate parties to investigate and possibly implement alternative sources of funding through proposed fee structures to support academic/artistic classroom and studio needs as well as arts programming (i.e. guest artists, university performance series, outside art exhibitions, etc)

**RESULT** – *It was decided by the CVPA Leadership Team to pursue this goal through a New Initiative proposal in addition to pursuing private funding support upon learning that a university-wide fee assessment could not be done. We continue to clarify a process to implement a structure for assessing ‘course-based’ fees to cover the costs of consumables required of students in many CVPA course (ex. art supplies, printing expenses, etc.). These discussions are currently in progress and a proposal is expected to be submitted before the completion of the current spring semester.*

**GOAL** – Work closely with each department on outreach initiatives and activities, particularly with regard to providing high quality arts experiences to school-age populations to the extent that budget permits.

**RESULT** – *We enjoyed a particularly successful year. In addition to the traditional, major outreach events (the RU Percussion Ensemble, Holiday Theatre production, Opera Ensemble (coming up this spring)).*

**GOAL** -Work closely with each department in the CVPA that is advertising and hiring faculty and support positions during the academic year.

**RESULT** – *Teaching positions Art, Dance, and Music were advertised and duly searched with successful results in Dance and Music. The searches in Art are ongoing as of this report. The searches for 2 staff positions in Theatre are either underway or just commencing. Through the new initiative funding process, the department chairs and I developed a priority list of new positions to be added as funding permits. Two of the above noted faculty positions are a result of that process from last year.*

**GOAL** - Work with the Vice Provost for Enrollment Management and the Office of Admissions to coordinate all student recruitment activities including all open houses, school visits/performances/exhibits, New Student Orientation, etc.

**RESULT** – *I have assisted in planning and participating in all events related to recruitment of new students. I continue to host college information sessions for all the spring open houses and fully participate in Quest each year, presenting the college parent sessions as well as participate in information sessions with new students and families.*

**GOAL** - Work closely with each department to assess equipment, faculty development, and facility needs that can be addressed through the equipment trust fund and any “one-time” funds that may be available to Academic Affairs.

**RESULT** – *As was reported last year, we once again made the most of internal resources as well as the Equipment Trust Fund to address identified priority needs throughout all of the departments. I have worked closely with the department chairs to address priority needs that are currently being addressed with year-end funds. Through an intensive priority development process, the CVPA has been able to make headway (some significant) in addressing equipment needs made available through year-end dollars. The prioritization process has greatly insured that the needs that have the most impact on student learning continue to be addressed. I applaud the college chairs for their diligent work. Significant equipment and infrastructure needs were addressed this year. This year, I also worked with the Department of Art, the RU Foundation, and Facilities Management to secure funding for perennial rental of the Bondurant Center in downtown Radford to be transformed into a student-managed gallery open to the general public and adding significantly in meeting the department’s exhibiting needs as well as providing a venue for students to gain hands-on experience in gallery management.*

**GOAL** – Continue formal planning with the Department of Art and the Department of Interior Design and Fashion in their goal to achieve accreditation with the National Association of Schools of Art and Design (NASAD) with the goal of submitting a self-report and plan for a site visit during the 2013-14 academic year.

**RESULT** – *We continue to plan for a self study based on consultant recommendation. The onsite accreditation visit is taking place in mid-April with a decision expected from the National Association of Schools of Art and Design (NASAD) later in the summer. The Departments of Art and Interior Design and Fashion must be commended for the work accomplished in performing the rigorous self-study and supporting documentation.*

**GOAL** -Work with the Department of Dance to begin formal investigations into accreditation with the National Association of Schools of Dance (NASD).

**RESULT** – *This effort continues to progress. The Department of Dance is now completing its self-study for accreditation with the NASD (National Association of Schools of Dance) and has set a target of submission of its self-study so that an on-site visit will take place in the fall, 2014.*

NOTE: Both of these accreditation efforts are in support of the “RU 7-17 Strategic Plan,” Goal 2.1, bullet 10...Increasing the number of programs achieving national accreditation or certification by requiring that every program eligible for accreditation or certification attain it. **With the approval of these two current efforts, ALL programs in the CVPA will be accredited through their respective accreditation bodies. (Interior Design, Music, and Theatre were all reaffirmed by their respective accrediting bodies last year).**

**GOAL** -Serve on the Committees to which I have been assigned:

- Deans' Council
- CVPA Leadership Team
- Academic Policies and Procedures
- University Performance Series Committee (chair)
- University Academic Program Review Committee
- Convocation and Commencement Committee
- Ad hoc committees as assigned (ex. Large Class Compensation Task Force)

*In addition, I coordinate the CVPA Commencement Ceremony and work in the annual QUEST Programs (Parent sessions, student sessions).*

**RESULT** – *Accomplished and Continuing.*

**GOAL** - Negotiate and contract the 2013/14 University Performance Series including researching and distribution of information to the University Performance Series Committee.

**RESULT** – *As chair of the University Performance Series Committee and working with that group, I am working with a number of agents to negotiate and contract the 2014-15 season. Contracts should be completed by April, 2014 and should tentatively include:*

*-National Acrobats of the People's Republic of China (fall)*

*-“Drum” (spring)*

*I negotiated and scheduled the following major events for the 2013-14 season:*

*-“Sweet Honey in the Rock”*

*-Alvin Ailey II Dance Company*

*-Chick Corea, (jazz piano)*

**GOAL** - Work closely with the Office of Public Relations and Information to develop the concept for the annual Visual and Performing Arts calendar/brochure highlighting all of the events and activities of the entire college in the upcoming year.

**RESULT** – *Produced and mass-distributed the 2013-2014 CVPA Art Brochure/mailer. The Office of Creative Services works exceptionally well with us to produce an attractive piece that represents the college and university extremely well. Coordinating ideas/concepts with and through the new CVPA Communications Officer has greatly improved the quality and efficiency of this process.*

**GOAL** -Coordinate, implement and host receptions and banquets with the Foundation staff supporting major performances and exhibits and benefiting the Arts Society.

**RESULT** – *Arranged and assisted in implementation of numerous receptions usually in the Covington Center or Bondurant Hall Lobby. These ‘high-profile’ events remain crucial to the efforts of the Arts Society to raise funds that support scholarships and scholarship endowments. Of note, all of the planning and implementation of these receptions (formerly coordinated by my office and the RU Office of Development) have*

*been turned over to my office and are now coordinated almost exclusively by my administrative assistant, Nancy Bishop, working closely with Kathleen Harshberger. Among the events was the third "Give Your Heart to Art" fundraiser and the "Curtain-Up" pre-performance fundraising dinners to support a fund to bring guests artists in Theatre back to RU.*

**GOAL** -Support student and faculty artistic endeavors by attending a significant proportion of events produced in the college throughout the year.

**RESULT** – *Accomplished and Continuing. I have attended upwards of 40 CVPA events over the course of the 2013-14 academic year spanning all five departments.*

**Note:**

*In addition to the activities noted above under "Administrative/Teaching" are the routine administrative/supervisory responsibilities of the position. I meet semi-weekly with the CVPA leadership and almost daily on an individual basis with the CVPA chairs. We work closely on all matters related to:*

- budget management and negotiation*
- facilities issues*
- fundraising*
- publicity*
- involvement in all personnel matters and management (evaluation, promotion, tenure, hiring, salaries, part-time faculty appointments and planning)*
- represent the CVPA to the Board of Visitors, the President, the Provost, and all divisions of the university, Student Affairs, University Advancement, and Business Affairs.*

*{I wish to note, as I continue to do each year, my appreciation for the work and cooperation of the CVPA department chairs and faculty as we continue to provide the best learning and creative environment for all students and programs in the CVPA. I remain particularly grateful to my Administrative Assistant, Nancy Bishop for her formidable knowledge and understanding of all of the systems on which we operate the college and much of the university.}*

**Professional**

**GOAL** -Continue duties as member of the editorial boards of The Arts in Psychotherapy, a major juried international journal in the creative arts.

**RESULT** – *Accomplished and continuing.*

**GOAL** -Continue my own artistic involvement as opportunities arise.

**RESULT** - *I continue to perform with the RU Faculty Jazz Quartet, and various recitals as requested including the Phi Mu Alpha recital last April.*

**GOAL** -Community Networking:

**RESULT** – *Accomplished and Continuing*

- I continue to serve on the following boards:
  - o Board of Directors of Brain Injury Services of Southwest Virginia, Inc., Roanoke (President)
  - o Serve on the Board of Trustees of Carilion New River Valley Medical Center (Chair of the Board)
  - o Board of Trustees – Carilion Clinic
    - Audit and Compliance Committee

**GOAL** - Maintain professional memberships with:

- American Music Therapy Association
- Association of Performing Arts Presenters
- Pi Kappa Lambda
- Phi Mu Alpha.

**RESULT** – *Accomplished and Continuing.*

PERSONAL NOTE: Upon coming up to the completion of my 24 ½ year tenure as Dean of the College of Visual and Performing Arts (in addition to 1 ½ years as interim Provost), I wish to take this opportunity to express my appreciation for the work and dedication of all of the department chairs (past and present), all of the deans, vice presidents, provosts, and presidents (past and present), and of course the faculty and wonderful staff. It has been my privilege to have served with all of you and to be part of the impressive growth and evolution we have experienced on this campus over this period of time. I am most proud to be considered your colleague and look forward to continuing that relationship from among the ranks of the professoriate.