

To: College of Visual and Performing Arts Faculty

From: Margaret T. Devaney, Dean
College of Visual and Performing Arts

Date: March 27, 2015

Re: Nine Month "Annual" Report

My short tenure as dean has been a whirlwind of activity and change, including challenging issues and exciting opportunities. Below is a summary of my activities and accomplishments as they relate to the responsibilities of this leadership position.

Networking

One of the first challenges I faced as a new dean was developing relationships with the upper administration at Radford University. Though I work mostly with the Academic Affairs Leadership Team, my connection with Student Affairs, Finance and Budget, Advancement, Admissions, University Relations and Facilities Management is of major importance. Meaningful relationships cannot be forced and do not happen overnight. After nine months in this new position I know I have made significant progress in this area and have enjoyed working with highly qualified professionals who are truly committed to RU's continued growth and forward progress.

Resource Allocation

The college leadership team discusses both college and discipline-specific goals and challenges. These discussions allow us to define priorities in relation to the college's personnel, programmatic and facility needs. For this academic year the college acquired two new staff positions and upgraded three 1500 hour wage positions. In addition, the department operational budgets received another "bump" as a result of the Base Budget Adequacy Initiative approved in 2011. This past fall nine new initiatives were submitted to the Provost. The academic deans will work with the Provost in the prioritization of the new initiatives across academic affairs once accurate information becomes available regarding state budget cuts, tuition increases and new freshmen enrollment numbers for the 2015-16 academic year.

CVPA Facilities

- Set up a temporary CVPA Dean's Office Suite in Whitt Hall 113-114
- Created the new CVPA Advising Center in Porterfield Hall 242-243-244
- Designated two offices for CVPA Adjunct Professors and Graduate Assistants in Porterfield Hall 240-241
- Designated one office as a student lounge for theatre majors in Porterfield Hall 250
- After touring Porterfield East with Jorge Coartney, Director of Facilities Management and Michael Biscotte, Project Engineer, I am working with members of the faculty to create a prioritized list of locations requiring attention throughout the building.
- Am currently scheduled to meet with Chris Willis, Asst. VP and Chief Facilities Officer and Roy Saville, Director of Facilities Planning and Construction, about the Campus Master Plan. This will be the first of many discussions revolving around the Porterfield Hall renovation and all that that building project entails.
- The Porterfield Renovation Planning Committee will be established and its mission defined by end of April 2015.

Promotion & Publicity

- Worked with Leslie King, CVPA Information Officer, to cultivate a PR strategic plan intended to improve visibility for the college and increase awareness for our many events. Initiatives have included:
 - Networking with local media sources;
 - Making advance press kits available to the media in a timely manner;
 - Creating print and online advertising for target audiences;
 - Reviewing social media for audience interaction and trends.
- Conducting preliminary discussions with Leslie King and other campus constituencies about how to assimilate and adapt to the new Radford University Branding Initiative and website redesign. Our goal is to embrace the branding evolution while maintaining the rich and unique qualities that define the college and its departments.

Accreditation

- Working with the Departments of Art, Design and Dance as they move towards full accreditation with NASAD and NASD.
- The deans meet regularly with Dr. Ebenezer Kolajo, Asst. Vice Provost for Academic Assessment, to discuss assessment issues related to SACS as well as to plan the next *Institutional Effectiveness Day* fall 2015. This is part of a greater effort to integrate formalized assessment practice into our campus culture to ensure quality program development.

Fundraising

- Working with Kathleen Harshberger, Director of University Advancement for the College of Visual & Performing Arts, Dr. Myrl Jones, President of the RU Arts Society, Melissa Wolhstein, VP for University Advancement, and the Arts Society Executive Board to enhance interest in fundraising for the college. Methods outlined include increasing RU Arts Society membership and alumni outreach, identifying potential donors, and creating new social/fundraising events tied to college performance and exhibition events.
- Established a good working relationship with Mr. Andrew Grossman who has served as our Columbia Artists Management, Inc. (CAMI) liaison for many years. Together we completed the contractual procedures for this year's University Performance Series events, *Tango Buenos Aires* and *National Acrobats of the National Republic of China*. Arts Society receptions preceding these events are central to our fundraising efforts.
- The RU Museum, Advancement Office and I are working closely with Mr. John Bowles, founder of the Selu Conservancy, preparing for the Gond artists' visit to campus September 2015.

Retention & Recruitment

- Increased the departments' allocations for recruitment initiatives within the college
- The deans collaborated on a joint outreach initiative to Virginia community college guidance counselors to better acquaint prospective transfer students with RU academic programs and campus life.
- As a member of the Governor's School Advisory Committee, worked consistently through this academic year with the Provost, Sponsored Programs, Budget and Finance Office, Conference Services, and the VA Department of Education to re-structure and improve the Governor's School "model". This reorganization includes important changes in process and personnel and should positively impact the participants' experience.
- Worked with the CVPA leadership team to develop a proposal to enhance the college's residential learning community in Trinkle Hall. The proposal has been enthusiastically reviewed by key personnel in both Academic and Student Affairs, and funds have been allocated to support programmatic and facility improvement.
- Clarifying current scholarship allocation methods is an ongoing task for the dean and CVPA leadership team. I continue to communicate with the Financial Aid Office, the RU Foundation and the Office of Admissions to ensure more efficient and streamlined scholarship procedures.
- Composed a "Dean's Letter" that will be sent to prospective students accepted to our college for the 2015-16 academic year
- Worked with the Provost to assure that the Virginia State Thespian Conference (VSTC) will take place on our campus January 2016, and that no university fees will be charged to this external organization. VSTC will be hosted by the Department of Theatre and is expected to attract over 600 high school students from the state of Virginia.

International

- Strongly supported Dr. Robert Trent's proposal for a Maymester Study Abroad in Brazil. The exchange between RU and four Brazilian universities will take place May 2015
- In strong support of Dr. Wayne Gallops proposed RU Wind Symphony Performance Tour as part of the *American Celebration of Music in Ireland*, I am working with the International Education Center, Advancement Office, Budget and Finance Office and the Department of Music to identify funding sources as well as clarify the policies and procedures to smoothly "orchestrate" this exceptional opportunity for over 40 RU music majors.

Visibility

- Mr. Michael A. Wray, Rector of the Radford University Board of Visitors, invited the academic deans to a luncheon at the Nesselrod Bed & Breakfast on January 15, 2015. I had the opportunity to share with the rector and other deans the accomplishments within our college, to discuss how future trends may impact our college, and make suggestions for how our college may grow and change to meet the future demands of RU students. This meeting provided a vehicle in which to talk about our college and was very helpful to me personally acquiring a more comprehensive understanding of the other colleges' mission and goals.
- In collaboration with the leadership team, I compiled a document reporting the numerous ways in which the college has implemented the RU 7/17 Strategic Plan objectives. This document will be part of a larger report that will be submitted to the Board of Visitors May 2015.
- Worked closely with Dr. Channel and the Provost to secure a budget line for the Highlanders Pipers and Drummers. We also identified major university events at which the ensemble will perform each academic year.

2015-16 Goals

Increase CVPA's presence, engagement and visibility on campus, in the region and beyond

Create a CVPA Porterfield Renovation Plan that will drive a design and construction process that will result in a physical facility that truly supports a robust and engaged arts education community.

Encourage and increase international activities within our college that align with Radford University's internationalization strategies.

Committee Memberships

Deans' Council
Academic Policies and Procedures
University Academic Program Review Committee
Governor School Advisory Committee
CVPA Leadership Team
College Research Award Committee

We started the 2014-15 academic year with state budget uncertainties, facility shortcomings and an extreme lack of administrative support across the college. Departments faced individual trials that truly tested their functionality and fortitude. I acknowledge and applaud the CVPA faculty for their ability to remain nimble as we creatively field all the possibilities before us. CVPA consistently stays the course and keeps the student as the number one priority. I am honored to serve the college in the capacity of Dean and sincerely thank you for your support, good will, and counsel.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Margaret T. Devaney", with a long, sweeping flourish extending to the right.

Margaret T. Devaney