

ENGAGED *Planning* : Strategic Plan Update, Fall 2017

RESEARCH AND CREATIVE PRACTICE

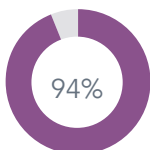
2016-2017 programming in the **BORLAND PROJECT SPACE** featured **14 PROJECTS**, **65 PRESENTERS** (14 faculty/51 students), and **30 EVENTS**.

47.5% of 2017 graduates participated in creative activity outside the classroom; **28.75%** reported involvement in research during their time at Penn State.

THE CENTER FOR PEDAGOGY IN ARTS AND DESIGN (C-PAD) was launched to advance arts and design pedagogies in teaching, research, and outreach.

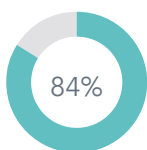
Landscape Architecture began planning a **CENTER FOR ECOLOGICAL DESIGN AND RESEARCH (CEDAR)** to link environmental designers and scientists.

STUDENTS*



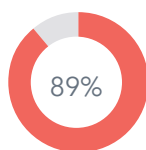
EDUCATIONAL CHOICES

94% of graduating seniors in 2017 reported they were satisfied with their educational choices.



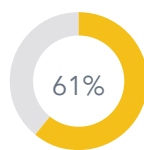
PREPARATION

84% of graduates reported they were satisfied with their level of preparation for their career path or academic endeavor.



ONLINE COURSES

89% of graduating seniors took an online course during their time at Penn State.

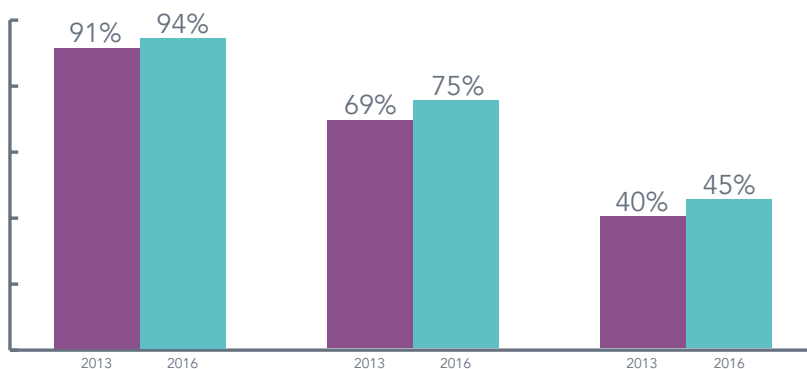


STUDY ABROAD

61% of graduates had a study abroad or study away experience while at Penn State.

*Data compiled from the Spring 2017 Senior Exit Survey; 90% response rate (165 out of 183)

COURSES AND ACADEMIC PROGRAMS*



OVERALL EXPERIENCE

Alums who rate their overall experience as good or excellent

PROFESSIONAL ARTIST/DESIGNER

Alums who have worked as a professional artist or designer

TEACHERS OF THE ARTS

Alums who have worked as a teacher of the arts and/or design

*Data compiled from the 2013 and 2016 Strategic National Arts Alumni Project survey (1014 respondents in 2013, 985 in 2016)

CULTURAL DESTINATION

- The School of Music broke ground on a new recital hall in summer 2017; scheduled to open fall 2018
- The college was a core participant in the feasibility study for an "Arboretum Cultural District," to feature a new museum of art and a museum of science and technology
- The Center for the Performing Arts' presentations generated attendance of more than 30,000 patrons (one-third were Penn State students)

MAKING THE *arts and design* CENTRAL TO PENN STATE AND BEYOND

GOAL #1

CREATE TRANSFORMATIVE EXPERIENCES
FOR STUDENTS



In the past year, 80% of students surveyed in the first PULSE survey attended at least one arts event on campus. 90% of students agree that Penn State's arts events reflect the institution's commitment to diversity and inclusion.*

1,000

students participated in Center for the Performing Arts programs in addition to performances.

79%

of A&A graduating seniors were involved in art or design projects outside their area of study at least once every three months

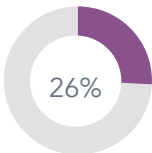
60%

of A&A alums reported working with an artist in the community; up from 43% in 2013 (SNAAP).

*PULSE survey: the CPA, HUB Galleries, Center for Arts and Crafts, and College of Arts and Architecture collaborated with Student Affairs to survey 12,000 students.

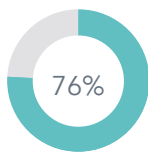
GOAL #2

MAXIMIZE VISIBILITY OF THE
ARTS AND DESIGN AT PENN STATE



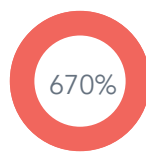
FACEBOOK

followers increased by 26%



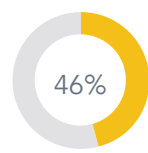
TWITTER

followers increased by 76%



INSTAGRAM

followers increased by 670%



NEWSWIRES

number of stories featured in Penn State newswires increased by 46%

GOAL #3

ENGAGE COMMUNITIES THROUGH RESEARCH,
CURRICULA, AND ARTS PRESENTATION

> 30,000

patrons attended **Center for the Performing Arts** presentations; 800 family members were engaged in children's programming; 3,850 educators/students attended School-Time Matinees; 2,100 students, faculty, staff, and community members were engaged through the Classical Music Project.

50%

of graduating seniors were involved in a service learning or community project at Penn State.

73

artists from across the country were featured in **Woskob Family Gallery** exhibitions.

> 100

participants at multiple **Arts and Design Research Incubator** workshops; the ADRI fostered research programming that integrates art and creative practice into Penn State's research enterprise: for example, FaceAge was installed at the HUB in fall 2016 and at the 2017 IAGG World Congress on Gerontology and Geriatrics.

GOAL #4

LEAD IN TECHNOLOGY IN
THE ARTS AND DESIGN



The **Palmer Museum of Art** collection is now searchable on the Penn State Libraries website; past exhibitions are archived on the museum's website.



The **Arts and Architecture Resource Collaborative** was launched to function as a college-wide digital asset management system; all archival and promotional photography will be searchable and downloadable on the site, with detailed tags, photo info, and more.



The **School of Visual Arts** created the World Campus Digital Multimedia Design degree in collaboration with the colleges of Communications and Information Sciences and Technology.