

MEMORANDUM

TO: College of Visual and Performing Arts Faculty

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

DATE: March 31, 2012

RE: Information for Evaluation of the College Dean

.....

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, 2011 through May 2012) for your reference. In addition to cross-referencing these activities with my 2011-12 academic year goals, 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 2011/12 campaign goal of at least \$75,000 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 Arts Society Campaign Chair, Dr. Rosalyn Lester. 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 23<sup>th</sup> year of fundraising support to the College of Visual and Performing Arts. The Arts Society Annual Campaign is approaching **over \$725,000 in gifts, pledges, and cash donations** (totals from January 2011 to present) that will continue to support the college’s approximately 100 student scholarship recipients, program funds, endowments and outreach activities. This total far exceeds our goals for the year! There are now 44 endowed scholarships dedicated to the arts with 2 that are currently very close to endowment status (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 working very closely in the recruitment of new Arts Society members and event planning. Her skills and involvement virtually insure the continued success of the Arts Society and she and I*

*continue to work exceptionally well together. We are also working very closely with Kathleen Harshberger and the Development staff to investigate and pursue all avenues to attract and cultivate donors to assist in these efforts. In the fall 2011, the university received the honor of being designated "All-Steinway School" status, a significant milestone for the university.*

**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 75 seats have been 'named' in the recital hall. Two facilities in the CVPA were 'named' this year as a result of significant contributions: The James and Lilli Hawes Studio Theatre and the Ann Gardner Gray Costume Shop in the Department of Theatre.*

**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 am currently teaching MUSC 485 (spring) Psychology of Music. I have also served or am currently serving on 4 music therapy thesis/final project committees.*

**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** - *This process is underway and ongoing. I submitted a details proposal to outline a fee structure that would support guest artists, outside exhibits, a strong performance calendar, and a distinguished speaker series. I have also re-opened the discussion regarding '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.*

**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 (Young People's Concerts with the Wind Symphony and the RU Percussion Ensemble, Holiday Theatre production, Opera Ensemble (coming up this spring) ). A collaboration between Art, Music (percussion), and Dance resulted in a presentation at the Taubman Museum in Roanoke that resulted in rave reviews. In addition, support was made possible for the Percussion Ensemble's concert tour to*

*Croatia and the upcoming Madrigal Singers tour to Russia providing the participating students with a truly significant education and artistic experience.*

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

**RESULT** – *positions in Interior Design and Theatre have been advertised and one (ID) is approaching conclusion and the Theatre position has been successfully filled. I also continued the process begun by Prof. Margaret Devaney who served as Interim Dean of the CVPA last year to identify the priority of positions across the college as they become available for filling.*

**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 have recently hosted a prospective student in my class to provide a hands-on experience as she makes her college decision. My participation at New Student Orientation was in my temporary role of Interim Provost, addressing all five groups of students/families providing an overview of Academic Affairs.*

**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** – *We 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. I believe for the most part that we have been successful.*

**GOAL** - Work with and assist other university divisions in the areas of recruitment (Admissions), government relations, community relations (President’s Office and Foundation). This includes working with other administrators and faculty as we meet and educate legislators (locally and in Richmond) as to the needs of Radford University.

**RESULT** – *Worked with four CVPA Open Houses (with Donna Oliver) and hosted a number of Arts Society events in which there was significant community involvement. Finally, the receptions that are associated with major performance/exhibit events host many individuals as our guests and supporters from the community and region. These events are extremely effective in maintaining and cultivating our relationships with the individuals with whom we count on for support. It was my pleasure to meet with a variety of state and local officials in my role to promote the college and university. During the first half of this evaluation year, I had extensive activity in this area as Interim Provost including: working with New College Institute (NCI), meeting with*

*numerous legislators and business people on behalf of the university, local government and service officials, and university officials throughout Virginia, to name a few groups.*

**GOAL** – Begin formal planning phases 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).

**RESULT** – *We continue to plan for a self study based on consultant recommendation.*

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

**RESULT** – *This is ongoing. I note that, with the blending of the Department of Dance and the Department of Theatre & Cinema into the School of Dance and Theatre, these programs will retain their original CIP codes and that we will continue to pursue accreditation of the programs in Dance with NASD.*

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.

**GOAL** -Work with the Department of Interior Design and Fashion to continue the development of a MFA degree in “Design Thinking,” a design curriculum that would be totally on-line.

**RESULT** - This goal is well on its way to achievement with the program now being nationally advertised, faculty hires beginning, the curriculum fully developed, tuition ready to be proposed, and inquiries/applications being accepted. The program is expected to accept its inaugural class in the fall, 2012 semester.

**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
- RU Foundation Board (spring 2011 semester as Interim Provost)
- President’s Cabinet (spring 2011 semester as Interim Provost)

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

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

**GOAL** - Negotiate and contract the 2011/12 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 negotiated and tentatively scheduled the following major events for the 2011-2012 season (pending funding approval)*

*-National Chinese Acrobats of Beijing*

*-National tour of “Porgy and Bess” full production*

*(additional bookings are planned pending funding approval)*

*Additionally, I worked closely with the Department of Theatre, the Department of Dance, and the RU Art Museum to secure annual funding from the Student Finance Committee in Student Affairs.*

**GOAL** -Coordinate local arrangements of guest artists and performers (including University Performance Series) who come to Radford University to perform, give master classes, teach, etc.

**RESULT** – *Assisted with the hosting, housing, and/or presenting of guest artists in Theatre, Music, Art, and all of the professional touring companies that come to RU through the University Performance Series.*

**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.*

**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 2011-12 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*

*-involvement in all personnel matters and management (evaluation, promotion, tenure, hiring, salaries, part-time faculty appointments and planning)  
-administrative supervision of CVPA Advising Center  
-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}*

### **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. I reviewed approximately fifteen manuscripts between the two publications.*

*\*\*I was also invited to write the forward to a new book titled “Bio-Guided Music Therapy: A Practitioner’s Guide to the Clinical Integration of Music and Biofeedback”...publication date: 2011.*

**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.*

**GOAL** -Community Networking:

**RESULT** – *Accomplished and Continuing*

- I continue to serve on the Board of Directors of Brain Injury Services of Southwest Virginia, Inc., Roanoke. This year, I serve as the vice president of that board.
- Serve on the Board of Trustees of Carilion New River Valley Medical Center...*I am currently Chair-elect of the Board of Trustees.*
- Spoke at a number of community service events

**GOAL** - Maintain professional memberships with:

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

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