

**College of Creative Arts
West Virginia University
Annual Report, December, 2007**

Preface

During the 2006-07 academic year, the College of Creative Arts, with the exception of a drop in enrollment, made significant progress toward the achievement of its goals as stated in the *College of Creative Arts Strategic Plan, 2008-2010*, which aligns the College's goals with those of WVU's *2010 Plan*.

In addition to the strategic advances made by the College, fundraising activity for the College, primarily due to the Mesaros gift, topped four and one half million. This placed the College of Creative Arts fourth among University Units for fiscal year 2007.

With the exception of Provost Office monies which contributed to CAC facility improvements and electronic media upgrades, funds used to advance the Strategic Goals were realized through internal reallocation of State and Foundation monies.

In this 2007 *Annual Report*, the Key Indicators cited, note the progress made toward achieving the CCA Strategic Goals (targets).

1. Attract and Graduate High Quality Students

Target: Maintain Professional Accreditation in All Divisions

Key Indicators

- CCA remains the only fine arts college in WV to have all major programs professionally accredited
- Division of Theatre and Dance received NAST reaccreditation in 2007

Target: Meet WVU Goal of 848 majors by 2010

Key Indicators

- CCA currently enrolls 696 majors (-89 in response to WVU Goal)
- CCA has hired an Enrollment Specialist
- CCA is implementing new undergraduate recruitment strategies
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Target: Meet WVU Goal of 1173 FTEs by 2010

Key Indicators

- CCA FTEs at 1086 (+9 of Fall, 2007 goal)

Target: Improve Retention Rate

Key Indicators

- 2006 retention rate was 71.8% for students retained within the CCA and 90.9% for students retained at WVU

Target: Create New Curricular Opportunities

Key Indicators

- New minors in visual art and arts administration have been created
- Modules in musical theatre and acting before the camera are offered in Theatre

Target: Increase Private Scholarship and Student Travel Funds

Key Indicators

- Student travel support reached \$12,000 yearly

Target: Promote Excellent Advising

Key Indicators

- Theatre and Dance formally evaluates advising

2. Recruit and Retain High Quality Faculty Committed to the Land-Grant Mission

Target: Advance a competitive salary schedule for entry level positions

Key Indicators

- From 2004 to 2007, entry level CCA salaries reached \$46,000, up \$4,000 from 2006

Target: Respond to Salary Compression Issues

Key Indicators

- Higher entry level salaries were kept within “striking distance” of recent CCA hires
- Market adjustment funds were added to performance based salary increases to address salary compression issues for five faculty

Target: Provide start-up research support for new faculty

Key Indicators

- 2007 incoming CCA faculty received up to \$5,000 for studio equipment and up to \$3,000 to assist with moving expenses drawn from Foundation funds (in 2006, new faculty support funds were at \$3,000 with no support for moving expenses)
- 2007 start-up support and moving expenses played a fundamental role in securing the hire of seven excellent tenure-track candidates

Target: Provide professional development funds for faculty who have been granted tenure or promotion

Key Indicators

- In addition to available CCA and WVU development funds, \$500 was made available to newly promoted and or tenured faculty; funds assisted two new tenured faculty

Target: Provide research support funds for Sabbatical and Development Leave faculty

Key Indicators

- Two faculty on Sabbatical and Development Leaves were awarded \$1,000 to \$2,000 for equipment and/or travel

Target: Enhance faculty mentoring

Key Indicators

- CCA has instituted a series of new faculty orientation events

Target: Adopt a differential workload paradigm for tenured faculty where and when feasible

Key Indicators

- Short of Sabbatical and Development Leaves, two faculty engaged in specific research or development activities and were given a one semester reduction of teaching loads

Target: Increase program recognition nationally and promote faculty research activities

Key Indicators

- Ten faculty involved in leadership positions in national organizations

Target: Provide leadership opportunities for protected class and interested faculty

Key Indicators

- In 2007, two of the three Division chairs were members of protected classes; director of Community Arts is a protected class member

Target: Increase research/development support funds

Key Indicators

- CCA provides \$10,000 yearly for faculty/staff development funds

3. Enhance the Educational Environment for Student Learning

Target: Maintain professional staff and increase development funding for staff

Key Indicators

- Staff development funds were available; one staff member received support for professional development

Target: Continued CAC studio/classroom renovations, space reallocation and life safety upgrades

Key Indicators

- Life Safety upgrades have been substantially completed
- HVAC upgrades have been completed including electronic monitoring of systems
- Provost's Office funded renovation of ceramic kiln courtyard

Target: Seek studio and storage space outside the CAC

Key Indicators

- Theatre and Dance rents storage space for set furniture, props, etc.

Target: Establish a meaningful reward system for excellence in teaching

Key Indicators

- Outstanding faculty in teaching, research/creative activity, and service in each Division are publicly recognized.

Target: Utilize the WVU Art Museum to enhance educational opportunities

Key Indicators

- Currently, a course in Curatorial Practices is taught.

Target: Support Professional Technology; expand the digital database of works of art

Key Indicators

- In 2007, \$100,000+ (Provost's Office and CCA monies) funded significant electronic media upgrades in Art and Music
- Private funds supported the renovation of the CAD lab in Theatre and the Photo studio in Art
- Digital database now includes 12,000 images

Target: Support the creation of new and relevant GEC courses

Key Indicators

- New history of architecture courses, were approved with GEC status

Target: Support WVU Libraries; expansion of electronic journals

Key Indicators

- Three endowments currently support the purchase of library materials

4. Promote Discovery and Exchange of Knowledge and Ideas

Target: Create partnerships with WVU Colleges and external arts organizations that lead to new research opportunities

Key Indicators

- PSO partnership expanded professional opportunities for Music faculty and students, especially in the area of composition
- CCA Divisions hosted two state-level arts conferences

Target: Support the creation of new interdisciplinary courses

Key Indicators

- An Honors class on Modernism was developed and taught by three faculty (one from each of the CCA Divisions)

5. Improve West Virginia Health, Economy, and Quality of Life

Target: Create the WVU Art Museum

Key Indicators

- 1.3 million toward construction costs has been pledged or raised including \$300,000 pledge guided by Provost's Office

Target: Expand and enhance Community Arts offerings reaching the citizens of West Virginia and the region

Key Indicators

- In 2006, Division Community Arts programs were centralized into a CCA Department of Community Arts
- In 2007, Community Arts enrollment increased by 30% from 308 to 416 students

Target: Create a CCA marketing plan

Key Indicators

- Audience demographic surveys were completed
- The CCA and CAC has yet to develop a formal marketing plan

Target: Bring top echelon artists to Morgantown; continue with performances, exhibitions, lecture, and outreach activities which serve the cultural and economic life of our community and State

Key Indicators

- Approximately 20 visiting artists were hosted by the CCA, with the majority of these lectures, performances, and master classes free and open to the public
- CCA events draw approximately 30,000 visitors to the CAC yearly
- CCA/CAC events continue to impact the local economy by significantly contributing to the more than \$4M annually generated by the Arts in Morgantown

Target: Increase audience size at CCA/CAC events

Key Indicators

- Yearly ticket sales at CCA events number approximately 11,000

Target: Create CCA Arts Series at the Cultural Center in Charleston in partnership with the West Virginia Division of Culture and History

Key Indicators

- Series began in 2007-2008 season; of 14 activities, 7 are sponsored by the CCA

University Data for College of Creative Arts' Key Indicators

Information for annual progress report on College/School Strategic Plans

1a. Fall Headcount Enrollment

		College/School	WVU (not including Potomac State)
Fall 2007	Undergrad	579	21,145
	Graduate	117	5,595
	Professional	n/a	1,373
	Total	696	28,113
	Total including Pre-majors	n/a	n/a
Fall 2006	Undergrad	578	20,590
	Graduate	136	5,105
	Professional	n/a	1,420
	Total	714	27,115
	Total including Pre-majors	n/a	n/a
Fall 2005	Undergrad	620	19,510
	Graduate	135	5,151
	Professional	n/a	1,390
	Total	755	26,051
	Total including Pre-majors	n/a	n/a

1b. FTE Enrollment

	College/School	WVU (not including Potomac State)
Fall 2007	1,095	26,287
Fall 2006	1,066	25,678
Fall 2005	1,044	24,601

2. First-year retention rate for first-time, full-time freshman

	Students from college/school retained at college/school	Students from college/school retained at WVU	WVU retention rate
2006 Cohort (returned Fall 2007)	71.8%	90.9%	79.4%
2005 Cohort (returned Fall 2006)	75.5%	85.3%	80.5%

3. Six-year graduation rate for first-time, full-time freshman NA

4. Degree production for bachelor, master, professional, doctoral, and total

		College/School	WVU
2006-07	Bachelor	109	3,620
	Masters	22	1,459
	Professional	n/a	148
	Doctoral	5	396
	Total	136	5,623
2005-06	Bachelor	127	3,372
	Masters	26	1,619
	Professional	n/a	168
	Doctoral	6	351
	Total	159	5,510

5. Degree production in STEM and health fields by specific degree program NA

6. Licensure pass rates

Level	Area	2006-07	2005-06
n/a			

7. Sponsored program funding

		College/School	WVU
2006-07	Research	\$	\$87,397,028
	Instruction	\$	\$11,972,281
	Service	\$	\$21,477,407
	Other	\$10,000	\$17,737,446
	Total	\$10,000	\$138,584,161
2005-06	Research	\$	\$88,323,826
	Instruction	\$	\$12,857,671
	Service	\$	\$22,351,083
	Other	\$	\$19,337,113
	Total	\$n/a	\$142,869,693

8a. Placement and employment rates for undergraduate students

	College/School (percent responding to question)	WVU (percent responding to question)	WVU (percent of viable surveys, no response included as negative response)
Percent of respondents with post-graduation employment prior to graduation	47.1%	29.8%	28.2%
Percent of respondents accepted into graduate or professional school prior to graduation	18.2%	46.7%	27.8%

8b. Placement and employment rates for graduate student Data not available

9. Faculty awards

CCA Faculty Awards

Outstanding Teaching

Division of Art: Kristina Olson

Division of Music: Virginia Thompson

Division of Theatre and Dance: Data not available

Outstanding Research/Creative Activity

Division of Art: Robert Bridges

Division of Music: Molly Weaver

Division of Theatre and Dance: Data not available

Outstanding Service

Division of Art: Victoria Fergus

Division of Music: Molly Weaver

Division of Theatre and Dance: Data not available

10. List of programs with national recognition

MFA in Visual Arts ranked #52 by *US News and World Report*