

## College of Visual and Performing Arts

To: College of Visual and Performing Arts Faculty

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

Date: March 27, 2020

Re: Annual Report

This document provides a summary of my activities and accomplishments as they relate to the responsibilities of this leadership position, March 29, 2019 – March 27, 2020.

### **Networking**

I continue to develop and solidify relationships with multiple constituencies at Radford University. We are all aware of the opportunities and challenges our university faces in terms of retention and recruitment. Working with the teams in both Enrollment Management, University Relations and Student Affairs has been very rewarding as together we explore effective ways to increase enrollments and ensure and enhance our students' success. Our CVPA team and Facilities Management continued to work very closely this past year on the planning process for the proposed new Center for Adaptive Innovation and Creativity.

Our university has been experiencing changes in leadership over this past year. I was honored to serve on two search committees concurrently: Search Committee for the Provost and Vice President of Academic Affairs and Search Committee for the Dean of the College of Humanities and Social Sciences. Both the work and outcomes achieved by these committees were admirable. It afforded me additional opportunities to work with and appreciate the colleagues I have across the campus.

Forging and maintaining productive relationships between all constituencies is critical to the efficient operation and health of the institution. I continue to devote major time and effort to keeping the lines of communication open between the college and the numerous university arenas.

As important as it is to forge and maintain relationships within the institution, the same principle applies to networking with arts educators, administrators, advocates, professional organizations and businesses outside its "walls":

### Arts Presenters

Columbia Artist Management, Inc  
CAMI/Music  
Association of Performing Arts Presenters (APAP)  
MarianneSchmockerArtisits International  
Opus Three Artists

### Arts Organizations

projects + gallery  
Hartz Gallery, MO  
Taubman Museum  
Dorothy Gillespie Foundation  
Berlin Opera Academy  
Franklin Park Arts Center, Louden County  
The Radford Heritage Foundation  
The Long Way Home Inc.

### Architecture/Construction Firms

Hord Coplan Macht/ William Rawn Associates  
Skanska CM

### Accreditation Bodies

SACS Commission on Colleges  
National Accrediting Association for the Arts (NASAD, NASD, NASM, NAST)  
CIDA

### Community College/K-12 Partnerships

Northern Virginia Community College System  
Southwestern Virginia Community College  
Blue Ridge Community College  
New River Community College  
Montgomery County Public Schools  
Radford City Public Schools

## **Resource Allocation**

As dean of the college I manage three CVPA budgets: Operational, Adjunct and Intercession. I formulate and coordinate a fourth budget for the University Performance Series. I am involved in all personnel matters and management including hiring, evaluation, salaries, part-time faculty appointments and college needs assessment. The college leadership team meets weekly to discuss 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:

- Though the college acquired no new positions for this academic year, we have completed five faculty searches and three other searches are on process. During this evaluation cycle I interviewed fifteen candidates and would like to recognize and commend the departments' search committees for attracting such strong candidates to our campus. My time spent with these candidates was a learning experience on many levels.

- Ms. Susan Taylor completed her first year as the new Director of University Advancement for the College of Visual and Performing Arts this past August. She comes to us with years of experience in fundraising, donor development and stewardship. She has strategically worked with Dean, Chairs and faculty to grow our college's engagement in the advancement arena.
- Ms. Bridgett Valentine joined the College of Visual and Performing Arts family as the new Coordinator of Office Administration. After assessing Office of the Dean operations her role has been redefined to Budget Manager for the college.
- During this evaluation period the college has received approximately \$55,000 from the Equipment Trust Fund allocation. These funds continue to positively impact the way our college delivers instruction to our students.
- Over this evaluation period I have met several times with John Cox, Executive Director of the RU Foundation, and Derek Neal, Controller of the RU Foundation, to review all CVPA foundation accounts. Where appropriate, funds were merged and/or renamed to better reflect the conditions of establishment and true portfolio of college endowments and current use reserves.
- Since January 2019 **five** newly endowed funds were established and gifts received by the College of Visual and Performing Arts totaled **\$1,747,680.00**.

### **CVPA Facilities**

I meet regularly with Jorge Coartney, Executive Director of Facilities Management, Michael Biscotte, Director of Facilities Planning and Construction, Steve Harrison, Director of Facilities Management and Operations and William White, Architect, to reconfigure space and plan new space for our college now and into the future.

The planning process for the proposed CAIC continued through this evaluation cycle. During April and May the CAIC Steering Committee gathered to complete the programming, schematic design and preliminary design planning process. During the summer of 2019 the Preliminary Design was approved by the State but the Full Project funding was not approved. Early fall semester the CAIC plans were reviewed to identify specific issues that needed further attention and possible re-design. Throughout the semester President Hemphill travelled to Richmond and around the state advocating for CAIC. On December 12, 2019 Mike Biscotti and I presented a PowerPoint to the college discussing timelines, floor plans, swing spaces etc. The CAIC project is part of a comprehensive Bond Package which is **included** in the State Budget. The State Budget is back on the Governor's desk awaiting his final approval which will officially complete this year's budgetary process. There is every reason to believe the doors to Porterfield Hall and McGuffey Hall will close at the end of the 2020 fall semester. The dean, the chairs and specific faculty are currently working with Facilities Management, Student Affairs, Conference Services and Student Center Operations to develop a Swing Space Plan that will maintain, and in some cases enhance, the quality of existing academic and performance/exhibition spaces.

## Promotion & Publicity

- Met with Jason Hutchens, CVPA Communication Officer, on a regular basis throughout this evaluation period to revise and monitor the college's PR strategic plan in terms of improved CVPA visibility and increased awareness of our many programs, projects, events and highlights. As per the plan, the college has:

Restructured the newsletter format and publication schedule

Placed heavier emphasis on social media strategy + video/multimedia content

- o Increased CVPA follower base on Facebook
- o Increased CVPA Instagram follower base
- o Increased CVPA Twitter follower base
- o Developed/distributed approximately 34 original pieces of video content to promote CVPA programs and events

Added an additional work-study position (multimedia journalists) to help write/craft stories and develop original CVPA multimedia content

Purchased new equipment to create higher quality multimedia products

- o Panasonic DSLR camera with HD video capabilities
- o Trapcode Particular software plugin to create particle/visual effects
- o Funded a second training on advanced motion design techniques using After Effects software for college communication officer.

- Met with Lisa Ghidotti, Director of State Government Relations, to discuss and identify CVPA Points of Pride to share with state legislators and delegates, October 31, 2019.
- Met with VP and AVP of University Relations to discuss strategies to strengthen the partnership between UR and CVPA to better promote our college and university, January 7, 2020.

## Accreditation

- Member of the campus-wide Steering Committee for the Fifth Year Interim Report for SACSCOC. Responsible for writing the Compliance Report for F4 4.4. The report was submitted to SACSCOC spring semester 2019.
- The deans continue to meet regularly with Dr. Sandra Baker, Assistant Provost for Academic Assessment, to discuss assessment issues related to SACS as well as to plan for *Institutional Effectiveness Day* fall 2019.
- Working with Dr. Baker and her team to align the college's student learning outcomes with the University Strategic Plan, SCHEV and the forthcoming REAL general education model.
- Met with Department of Design Chair, faculty members and CIDA site visitors, December 9 and 10, 2019.
- Member of the University Academic Program Review Committee.

## **Fundraising and Advancement Activities**

- My relationship with Andrew Ross and his family continues to deepen as together we find ways to build Andrew's legacy with our college and the university. Occasions to come together included monthly visits to Andrew's home in Chapel Hill, NC, the **2019 Roanoke Walk to Defeat ALS** at Hollins University (Team Radford raised the most money, \$17,000), the Partners in Excellence Luncheon held in October, and another visit from Andrew and Ross family to visit student exhibitions in the Art Museum on Tyler Avenue and the Andrew W. Ross Gallery in the university library in early December. His family have endowed three funds (significant gifts) that will continue to support scholarships, guest artist residencies and student awards/gifts into the far and distant future.
- In a campus-wide event held on October 3, 2018, Radford University announced the largest gift from an individual in the university's history. Sandra C. Davis and William C. Davis donated a generous sum of eight million dollars to the university. As part of this major gift the College of Visual and Performing Arts received \$2.6 million dollars which allowed us to award significant four-year renewable scholarships to four CVPA students this academic year.
- Completed the contractual procedures for this year's University Performance Series events: *The Four Italian Tenors*, The American Shakespeare Center's *The Grapes of Wrath* and *Drum Tao 2020*. Arts Society receptions preceding the UPS events are central to our fundraising efforts.
- Worked with RU Museum Director Dr. Steve Arbury and Susan Taylor on hosting the annual fundraising event *Give Your Heart to Art*, and the *Centennial Exhibition Opening*, September 20 and 21, 2019. These events were the first of numerous events planned to celebrate the centennial year of Dorothy Gillespie's birth.
- Created the 2019 "Dean's Fall Letter" to be distributed to CVPA alums, friends and major donors as part of the College Annual Fund initiative.
- Worked closely with Crystal Hubbard, Assistant Director of Annual Giving, on the "Giving Tuesday" and April "Spring Fever" Campaigns to raise funds to support scholarships and other college initiatives.

## **Alumni Engagement and Friend Raising**

- Met regularly with Advancement VP and her team to create strategies to ensure CVPA will meet its monetary goals as it relates to the Radford University Capital Campaign.
- Meeting with the RU Capital Campaign Steering Committee and the CVPA/ Waldron Campaign Steering Committee Sub-group every semester. These meetings provide the opportunity to discuss the college's points of pride as well as the college's needs and future growth initiatives.
- Served on the Capital Campaign Gala Committee preparing for the gala event which celebrates the public phase of the university's capital campaign. Scheduled for April 18, 2020.
- Attended specific receptions for our friends, alumni and donors on the President's Highlander Family Tours April – July, 2019.
- Working with RU Museum Director Dr. Steve Arbury, Mr. Gary Israel, and other arts venues throughout the region in preparation for the 2020 Dorothy Gillespie Centennial Celebration.

## Retention & Recruitment

- Work with Foundation Scholarship Coordinator Ms. Cherie Durbin to clarify current university scholarship allocation methods and to solidify a CVPA overall process that ensures more efficient and streamlined scholarship procedures. The Leadership Team has confirmed the CVPA scholarship recipient names and award amounts for the 2020-21 academic year. The CVPA scholarships, including the Arts Society scholarships, the general CVPA scholarships and the discipline-specific endowed scholarships, total **\$191,160.00**, a 7% increase from last year. These scholarships are very valuable to the college in terms of retaining current qualified students as well as recruiting new ones.
- As part of a University partnership with Southwest Virginia Community College, developing transfer guides for the BA degree in Studio Art and Dance. This provides the SWCC graduate a seamless pathway to degree completion at Radford University.
- The college's living-learning community, *Community of Artists*, continues to grow each year in popularity and scope. I am currently working with members of the Student Affairs team and Ms. Dana Trask, coordinator of our community, to accommodate the growing demand of incoming freshman who want to be involved in our *Community of Artists*. The College of Visual and Performing Arts Ambassadors, a group of stellar student leaders, are involved in many of our college's events including all of our Open Houses and Highlander Days. Their active interaction with our prospective students is an invaluable piece of the college's recruitment efforts.
- Through the year, there has been a comprehensive effort across all university divisions to develop meaningful strategies to retain students and ensure their success while here at Radford University. CVPA continues to offer classes specifically for freshman, participate in 20/80 Processor, establish freshman course pre-packages to streamline QUEST registration and offer 7-week courses for both our spring and fall semesters.
- As a member of the Governor's School Advisory Committee, I continue to work throughout the year with the Governor School Director and his team to ensure policies and procedures are in place that support a positive Governor's School experience for ALL involved. Institutional Research has confirmed that a number of GS participants return to RU as undergraduate students – especially students in the visual and performing arts area.
- The Academic Affairs Leadership Team in collaboration with numerous constituencies across campus are working with Ruffalo Noel Levitz consulting group to create a holistic first year experience for all new freshman. This is currently a work in progress and I deeply appreciate our college's professional advisors' very meaningful engagement in this challenging planning process.

## International

- Diversity of programming and attracting performance events from around the globe remain central to the committee's mission. This performance series we brought to campus *The Four Italian Tenors* and *Drum Tao 2020*. Next year we are presenting arts productions from China, Ireland and Denmark.

## **Outreach to the Community and Beyond**

- The college plays a central role as a cultural center for the arts in Southwest Virginia. During this evaluation period, the college continued to thrive as more than 800 students, faculty and staff worked together to promote the rich cultural heritage of our university, community and region. Over 100 in-house arts performances, exhibitions and events were scheduled for the spring 2019 and fall 2020 semesters including theatre productions, dance performances, music concerts, and art and design exhibitions.

## **Committee Memberships**

- Leadership Council (Cabinet and Deans' Council)
- Academic Affairs Leadership Team
- CAIC Building Steering Committee
- RU Venture Lab Start-Up Committee
- University Performance Series Committee – Chair
- Academic Program Review Committee
- Academic Policies and Procedures Committee
- CVPA Leadership Team
- Arts Society Leadership Committee
- Tree of Life university/community project committee
- Governor School Advisory Board
- University Commencement Committee
- Provost and Vice President for Academic Affairs Search Committee
- College of Humanities and Social Sciences Dean Search Committee
- Capital Campaign Gala Planning Committee

## **The Coronavirus – COVID 19**

**On the afternoon of March 11<sup>th</sup> President Hemphill called an Emergency Management Operations Meeting with representation from numerous constituencies across campus. It was the beginning of a united effort to start preparations to effectively deal with the pandemic the campus, the nation and the international community are facing. The next morning deans were working with University Relations and Admissions to help create virtual Highlander Days. The CVPA Leadership Team met Thursday afternoon to start preparations on the college and department levels. Meetings with departments and dean occurred the following Monday and Tuesday to gage how individual units were navigating through online course delivery transition, performance, exhibition and event cancellations and a myriad of other issues that continue to surface as we move forward. The Emergency Management Operations Team, the Academic Affairs Leadership Council and the CVPA Leadership Team continue to meet on a weekly, daily or on an as needed basis. Please pay attention to emails received as that will be a consistent pipeline of information during this period. I am beyond proud of how our college is managing this crisis and so thoughtfully and purposely taking care of our students.**

## **2020-2021 Goals**

*As an institution, we are not yet aware of all the challenges we face in terms of the Coronavirus Pandemic. Create a college task force to explore effective ways to deal with these challenges in accordance with ongoing Radford University, State and Federal plans, policies and mandates.*

*In collaboration with the CVPA leadership team, faculty, Facilities Management and other campus stakeholders develop a CVPA “Swing Space” Plan and “Move In” Plan in preparation for the CAIC construction period beginning December 2020.*

*Encourage and expand friend/fundraising activities within our college which will align and support Radford University’s forthcoming Capital Campaign.*

I continue to acknowledge and applaud the CVPA faculty and staff for its ability to remain nimble as we creatively field the many and ever-changing challenges and possibilities we face. CVPA stays the course and keeps the student as the number one priority. I sincerely thank you for your support, good will, and counsel as the college and university navigate unknown territory as well as bright new frontiers.

Respectfully submitted,

A handwritten signature in black ink, reading "Margaret T. Devaney". The signature is written in a cursive style with a long, sweeping tail that extends to the right.

Margaret T. Devaney