

**IUPUI Campus Art Action Plan**  
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**Process for creating the *Campus Art Action Plan***

The Campus Arts Committee:

- Collected information from IUPUI schools and departments on past, current and planned arts related activities and programs.
- Developed a questionnaire that was distributed to IUPUI Deans and Department Chairs to create an inventory of existing art programs and initiatives at IUPUI.
- Inventoried the cultural art activities and initiatives on the IUPUI campus.
- Used the surveys to identify unmet cultural art needs of the campus and determine necessary resources.
- Prioritized the interest for creation or expansion of existing and desired art programs, activities and initiatives.
- Provided information about art and culture at IUPUI that may be used to develop a case statement for securing external support.
- Identified programs and initiatives that could broadly serve campus constituents if they were adequately supported and promoted.
- Identified duplication of efforts that could be strengthened or be more efficient if they were coordinated or combined.
- Created a list of action items.

**The importance and value of the *Campus Arts Action Plan***

As Indiana University's metropolitan campus, IUPUI has a responsibility to use education to transform the lives of individual citizens for the improvement of the entire statewide community, to develop the human potential of all people in Central Indiana for their personal and social advancement, and to create a civil community of learning where difference can be understood, respected, and practiced by each of its members (IUPUI Vision For Diversity).

Public art at IUPUI promotes an environment that encourages diversity, engages emotion and challenges intellect to the benefit of the larger societal good. The arts bring a cultural enrichment that is needed on the IUPUI campus to serve the students and the broader community. Art on university campuses also helps to build identity.

*"A university campus... is a place where every building, every landscape, every object has meaning. In fact, the campus itself is a significant component of the university's branding strategy. The role of an art collection on a campus is subtle: It exists to depict the university as an open-minded, comfortable-with-abstraction, respectful-of-its-history, center-of-the-community kind of place."*

Kurt Kiefer, Campus Art Coordinator, University of Washington  
*Public Art Review* (June/July 2006)

## **A brief summary of the proposed action items**

The Campus Arts Action Plan team proposes that IUPUI engage in the arts by

- Allocating funds to initiate, support and promote art and cultural activities on the campus.
- Creating sculpture gardens that include permanent works of public art as well as temporary installations of sculpture.
- Supporting rotating art exhibitions in the public spaces on campus.
- Developing arts programming for students, faculty, staff and community members.
- Implementing marketing strategies that highlight IUPUI's commitment to excellence in the arts.
- Creating a full-time staff position at IUPUI to develop, manage, coordinate and maintain a comprehensive plan for the art and cultural activities.

## **Strengths**

- Public art helps to create a campus identity and builds a sense of community.
- The Campus Public Art Program would include a diversity of aesthetic styles and a mix of temporary, permanent, and integrated artworks.
- Art enlivens and enriches the quality and diversity of campus life.
- Art fosters a sense of place and will reinforce the unique identity of the IUPUI campus, acknowledging the multi-cultural, interdisciplinary, intergenerational elements of the campus community.
- Art activities and programs can strengthen the relationship between IUPUI, the city of Indianapolis and the state of Indiana by creating a more welcoming environment on the campus for everyone.
- Public Art on campus will strengthen IUPUI's reputation as a cultural community and environment.
- A campus arts plan will connect to city efforts to build economic development and tourism through arts and cultural initiatives.
- A culturally rich environment creates connections for students and help support retention.
- The arts attract a broad base of donors that may not be engaged with IUPUI through sports or academic programs.
- A campus arts program:
  - o Encourages students to take an active interest in the campus community
  - o Provides unique educational opportunities through art projects and an exposure to a wide variety of public art and site possibilities
  - o Improves and enhances the campus environment and the experience of campus life by incorporating art into and around the campus, its open spaces, plazas, and walkways; and by integrating art with functional elements, such as benches, lighting, signage, etc.
  - o Provides a range of artistic experiences through the use of different art mediums, the incorporation of permanent art pieces as well as establishing sites for temporary art pieces and displays
  - o Presents intellectually stimulating and aesthetically challenging works of art that may expand the community's perception of public art and embrace potentially controversial works as opportunities for learning and dialogue
  - o Celebrates the diversity of the campus
  - o Fosters campus spirit and pride

## **Weaknesses**

- The IUPUI campus currently does not provide funding for any art programming or activities.
- Currently the university does not have staff on the IUPUI campus to oversee and coordinate public art on campus and other arts activities that would serve as campus wide initiatives.
- IUPUI does not have a mission statement addressing the development, support and value of the arts on campus life.

## **Opportunities**

- The central Indiana community is highly engaged in art and cultural activities.
- The Indianapolis Cultural Trail is a citywide arts and cultural amenity that will intersect at the IUPUI campus.
- There are numerous opportunities to collaborate with the city's cultural organizations, especially those in the White River State Park.
- Herron's new MFA graduate degree programs will attract talented and highly qualified students to the IUPUI campus. They could contribute to the action items of the campus art action plan.
- High quality public art programs on university campuses attract new community members and visitors and gain widespread national attention.
- The arts can be used to help support IUPUI's diversity goals by connecting to a broad range of people from diverse cultures, ethnic backgrounds and professions.

## **Threats**

- Intellectually stimulating and aesthetically challenging works of art are sometimes controversial. Some groups (internal and external) will find cause for objection without dialogue.
- The arts are often viewed by the general public and those who are uneducated in the arts as non-essential.
- Funding for the arts is difficult to secure and maintain during times of widespread financial need.
- The IU Trustees may not support new student fees for the arts during a time when universities are being scrutinized for increased tuitions and affordability.

## **Assessment of Critical Needs**

### **Inventory of existing art programs, activities, projects and initiatives**

- Herron School of Art and Design (information provided by Valerie Eickmeier)
  - o Four Galleries (Hosts 35 exhibitions annually)
  - o Public Sculpture Invitational (Two exhibitions since 2005)
  - o Visiting Artist and Scholar Lecture Series (approximately 8-10 lectures annually)
  - o Community Learning Programs - Non-degree classes for all ages. (Saturday School, Honors Art Program, Youth Art Camp)
  - o Elective Art and Design courses for IUPUI students. (Approximately 700 enrolled)
  - o Herron student and faculty exhibitions (on-going)
  - o Visiting Artist Workshops (2-3 annually)

- Art Clubs – Photography, Sculpture, Printmaking, Ceramics, Shared Heritage
- Art Student Association hosts various activities such as films, picnics and field trips
- Campus Arts Committee (information provided by Valerie Eickmeier)
  - Campus wide programming that supports academic mission of IUPUI.
  - The committee advises the Chancellor in the selection, acceptance, rejection and placement of proposed art projects for the IUPUI campus.
  - Develops community relations and partnerships through public arts programs.
- Education/Herron (information provided by Valerie Eickmeier)
  - Art Education - K-12 Visual Literacy in the public schools
- Nursing (survey completed by Deborah Cullen)
  - Numerous faculty and students enrolled in Visual Thinking Strategies course at IMA
- School of Medicine Arts Committee (Paul Cook, Committee Chair)
  - Patient/healthcare providers arts program
  - Joined National Society for the Arts in Healthcare (SAH)
  - Multiple grassroots projects initiated to merge humanities and healthcare
- Cancer Center (IU School of Medicine)
  - The Cancer Mosaic Collaboration to promote healing and therapy for families of cancer patients and healthcare providers.
- IUPUI Continuing Studies (survey completed by Mary Jane Brown)
  - Offers art and design studio courses
  - Offers creative writing, acting and dance courses
- Campus Center (Karen Whitney is on the Campus Arts Committee)
  - Cultural Arts Gallery
- Kelly School of Business (survey completed by Roger Schmenner)
  - Leibman Lecture on Art, Law and Business (partnering with IU Law and Herron)
- IUPUI Conference Center
  - National American Museum of Sport
- School of Music (David Peters is on the Campus Arts Committee)
  - Recitals and public performances
- School of Liberal Arts (survey completed by Gen Shaker)
  - Certificate program in Theatre Arts
  - Poetry and Creative Reading Series
  - Classical Studies Program- Annual illustrated lecture
  - Committee on African-American Studies – film series
- School of Physical Education (survey completed by Nicholas Kellum)

- The Moving Company – IUPUI performing dance troupe
- Indiana Cultural Tourism Annual Conference
- School of Informatics IUPUI (survey completed by Mary O’Neill)
  - Interface Symposium
  - Vision Fest – animation symposium
  - Guest Lectures in digital art
  - ArtxPlore (digital museum experience) Collaboration with IMA and Herron
  - Interactive Exhibits and Virtual Flute
- Engineering and Technology (survey completed by Oner Yurtseven)
  - Interior Design Competition
  - Computer graphic projects
- UITS (survey completed by Carol Kegeris)
  - Hosts the annual “Making It Happen” fair that showcases art in technology

**Identified Critical Areas of Need (comments from surveys)**

- Staff support to provide campus level management and direction for campus art programming
- The campus lacks performance space and rehearsal space
- Need social dances on campus
- Funded lecture and/or film series for students
- Need murals in classrooms and public spaces
- More publicity for events
- IUPUI Continuing Studies has difficulty finding locations to offer art and design courses
- Need campus-wide cultural arts programming
- Would like to see more public art
- Lack of facilities for drama
- Host high caliber national figures for lectures and performances
- More display areas and improved exhibit space
- More pleasing environment (enhanced aesthetics) for Cavanaugh Hall and other buildings
- Exhibit development
- More investment in becoming a destination for art and culture
- Seeing visual art all around campus
- Highlight digital media work of student and faculty work
- Need staffing to help manage and facilitate student and faculty projects
- Art work displayed in public spaces of IT Building
- Would like to see traveling art exhibits
- Extend campus-wide cultural arts programs to all media
- Use media arts as a platform to assist in the production of arts initiatives
- Need to provide more exposure to art for our students, faculty and staff
- Wider publicity of cultural art talks, exhibitions, films and other art activities
- Art should be part of everyday campus life
- Showcase the visual art of Herron students in all of the campus buildings would be nice

- Allow non-art students to see what Herron students are doing and hopefully build a broader and greater appreciation for art and design
- Need funding for exhibitions for galleries and community spaces in buildings

## **Implementation**

### **Action: Develop a Public Art Program**

- Create a standardized process for initiating campus public art projects. (Completed)
- Host a juried Public Sculpture Exhibition. (Herron hosted two public sculpture Exhibitions since 2005. Funding came from multiple sources including grants from the Indianapolis Arts Council, Cultural Development Commission, New Frontiers, individual donors and corporate sponsors)
- IUPUI needs to secure funding to continue programming for public art

### **Action: Create a rotating art collection for campus.**

- Temporary exhibits of artwork, ranging from sculptures to paintings and prints that can be placed in public spaces throughout the campus.
- This was stated as a campus need on nearly every survey returned. Herron continually receives requests to provide art exhibitions for public spaces on campus. Requests are accommodated when possible, however additional management and staffing is required for a more comprehensive program.
- Create a staff position to manage IUPUI Campus Arts Initiatives
- IUPUI does not have an art acquisition or collection management plan. IUB has a full-time staff person devoted to this.
- Develop process for selecting artwork, loan agreements for artists, and procedures for installation, insuring and returning works of art. (Completed)
- Many historically important artists have graduated from Herron. It would be significantly important to obtain several alumni and notable Indiana artists' work for a permanent collection at IUPUI.

### **Action: Initiate a comprehensive arts program that includes many art forms and makes information widely available to students.**

- Include a combination of activities to engage students and the community such as art exhibitions, lectures, music, dance, theatre, technology and poetry.
- Develop opportunities for students across the campus to be involved in cultural events.

### **Action: Allocate funding to support campus arts initiatives.**

- Campus Support (Commitment To Excellence)
- Initiate a student campus arts fee.
- Submit grant proposals to foundations. (national and regional)
- Increase individual giving.
- Secure corporate sponsorships.

### **Action: Increase Marketing and Promotion of IUPUI cultural activities.**

- Website - develop an art and culture section and a calendar of events.

- Send E-news and press releases about current events to highlight art and cultural activities.
- Buy advertising for special cultural events and art exhibitions on campus.
- Create a development brochure featuring the cultural activities of IUPUI.  
(See IUB example)

**Action: Commission graduate students to create public works of art for IUPUI.**

- Provide an annual 1-year full scholarship for graduate students in the MFA sculpture program in exchange for a commissioned work of art for the IUPUI campus.

**Action: Develop curriculum for general education to be used across disciplines to enhance understanding of art and culture.**

- Representatives from the Writing Center, School of Liberal Arts, Continuing Education, Herron, School of Music, and Informatics should form a task force to develop art programs and courses for visual thinking strategies that would serve degree-seeking students as well as provide community outreach.

**Action: Coordinate efforts of the Student Center's Cultural Art Gallery and the Herron Galleries.**

- Coordinate the administration and staffing of campus galleries.
- Herron has a full time Gallery Director with curatorial expertise and knowledge of exhibition installation and preparation. The Director could supervise the support staff for both the Student Center Gallery and the Herron Gallery.
- Coordinate the marketing, PR and exhibit announcements for campus galleries.
- Provide fellowship to graduate students at Herron and the Museum Studies program to work in the galleries.

**Action: Create a full-time staff position for Campus Arts and Culture.**

- To develop, manage, coordinate and maintain a comprehensive plan for the art and cultural activities.

**Action: Initiate a Campus Arts Fee for IUPUI students.**

- A Campus Art Fee of \$5 per student (per semester) would provide financial support for public arts programming and events. The Campus Art Fee would generate approximately \$253,285.00 per year.
- Funds generated by the Campus Art Fee will provide support for
  - o The placement of public works of art on the campus
  - o Exhibitions and art installations in public spaces
  - o Support for gallery exhibitions (Herron Galleries and Cultural Arts Gallery)
  - o Film series
  - o Lectures by nationally and internationally-recognized artists and scholars
  - o Musical and dance performances
  - o The development of a range of other arts activities (IUB has an annual "Arts Week")

**Funding Sources**

- Implement IUPUI student *Art Activity Fee*

- Allocate *Commitment To Excellence* funds
- Secure private philanthropy (create an endowment fund)
- Submit grant proposals for foundation support
- Solicit corporate sponsorships

## **Outcome Assessment**

- The development of a Campus Art Program at Indiana University-Purdue University Indianapolis will position IUPUI among institutions of higher learning that are known for providing a distinctive cultural climate in which perceptions are keener, thoughts are more powerful, and imaginations soar.
- The action items will provide opportunities for students, staff, faculty, and members of the community to experience intellectually stimulating and aesthetically rich works of art on campus. These opportunities convey that IUPUI is a place where culture, diversity, critical thinking, and intellectual depth, breadth, and adaptiveness is celebrated.
- Campus art activities and programs provide students with opportunities to develop an appreciation for culture, an understanding of the fundamental importance of creativity and the vitality of human artistic expression.
- Campus Public Art Programs create a lively cultural community for its students and visitors to campus.
- Numerous university campuses around the nation are recognized for their commitment to the arts, and feature major sculptural installations that are highly visible, easily accessible, and engaging for campus constituents.

## **Measuring Results**

- Increased student engagement and retention
- Active campus life
- More campus visitors
- Recognition in news and publications
- Increased private philanthropy for the arts
- More cross-disciplinary activities that include the arts
- Increased diversity of students and faculty

## **Peer Institutions**

The following universities have active campus arts programming and associated student fees to support activities. All of the peer institutions have galleries or museums that receive support from the university and also have some form of public art on their campuses.

- SUNY at Buffalo (Buffalo, NY)
- Temple University (Philadelphia, PA)
- University of Alabama at Birmingham (Birmingham AL)
- University of Cincinnati - main campus (Cincinnati, OH)
- University of Colorado at Denver (Denver, CO)
- University of Illinois at Chicago (Chicago, Ill)
- University of Louisville (Louisville, KY)
- University New Mexico – main campus (Albuquerque, NM)
- University of South Florida (Tampa, FL)
- University of Utah (Salt Lake City, UT)
- Virginia Commonwealth University (Richmond, VA)
- Wayne State University (Detroit, MI)

## **Enclosures**

- Questionnaire/survey
- Publication- *Public Art Review* (Public Art on University Campuses)
- IUB Catalog (promotion of art and culture on the IUB campus)
- IUPUI Arts Inventory List
- Campus Art Committee Mission
- Campus Arts – Procedures and Application form