

**THE ARTS AT
THE UNIVERSITY OF NORTHERN COLORADO**



THE ARTS AT THE UNIVERSITY OF NORTHERN COLORADO

With common purpose, we look to the College of Performing and Visual Arts' future as a distinctive division of the University of Northern Colorado that remains affordable and accessible yet uncompromised in our vision. The range of challenges facing arts colleges in public higher education will not change our vision for the present and future of the College: to be the very best of its kind.

The College of Performing and Visual Arts at the University of Northern Colorado is one of the most distinguished public university arts programs in the country, and has the highest percentage of arts majors on a university campus in Colorado. Comprising the School of Art and Design, the School of Theatre Arts and Dance, the School of Music, the UNC Galleries, the Little Theatre of the Rockies, the UNC/Greeley Jazz Festival, and the Center for Integrated Arts Education. The College of Performing and Visual Arts also hosts a myriad of other curricular and co-curricular programs in the arts. The College is home to two Colorado Programs of Excellence, and its statewide, regional, national, and global reputation in arts and arts education has been built and maintained for more than a century.

The College's theatre program was named by the Denver Post as the best undergraduate theatre program in Colorado. It will be celebrating seventy-five years of the Little Theatre of the Rockies in 2009, and hosts an extraordinary performance series. The College is also home to the UNC Symphony Orchestra, which was selected by *Down Beat* magazine as Best College Orchestra for six of the last nine years. The Jazz Studies program has been the winner of over 100 awards in 25 years and was recognized by *Down Beat* as the number one university Jazz Band in the nation in two of the last three years. Current students and graduates of the College have received Fulbright awards in music education, the Irene Ryan Acting Award, the ASCAP Foundation Award in composing, the Kennedy Center's American College Theatre Festival award for acting, directing, and design, the Colorado Press Associations award in photography, and our computer graphic students have been accepted into numerous international juried shows. College Alumni have served as arts educators in over 400 schools in Colorado and beyond and graduates are performing on Broadway and in national touring shows, as well as in film and on television. Other alumni are members of major symphonies throughout the United States and in celebrated opera companies in the USA and Europe. Our alumni include an award-winning playwright and artists exhibiting at the Guggenheim Museum and the National Gallery in Washington, D.C.

VISION

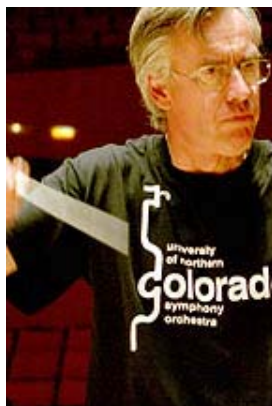
This document sets forth a vision for an arts-infused campus with an overarching mission for an integrated arts and culture program at the University of Northern Colorado that immerses the campus community in the arts in every way possible. The College of Performing and Visual Arts can lead the institution in investing human, physical, and financial resources in pursuit of a fuller dialogue and spirit of cultural arts collaboration on and off campus. In the process, the University of Northern Colorado's profile and programs will be strengthened and the arts will influence both the academic program and the cultural offerings of the University.

Our vision encompasses five strategic elements through which we will fulfill and enhance our service to the constituents of the University and the citizens of Colorado:

1. *Building on Traditions*
2. *A Community of Learners*
3. *Unique Sense of Place*
4. *Best Practices*
5. *Building Bridges*

For each of these areas of concentration this document provides:

- Descriptions that highlight the core values and purposes that guide our strategic planning, policy development, and resource allocation.
- Strategic intentions that move the College toward realization of its overall vision. (Each intention and action step also notes in parenthesis direct connections with the University's Academic Plan)
- Action steps designed to augment and sustain the College's nature and character.
- Tasks completed to date



STATEMENT ON THE NATURE AND CHARACTER OF THE COLLEGE OF PERFORMING AND VISUAL ARTS

The College of Performing and Visual Arts is Colorado's distinctive public university program in the arts. From our nineteenth-century roots, we have achieved and will continue to achieve regional, national, and international recognition for the quality of our arts education and co-curricular programs. Our Front Range home is in the heart of a historically rich community that has emerged as a leader in a vibrant region preserving the positive elements of its history while embracing new social, cultural, and economic opportunities. Committed to serving the educational needs of the citizens of the state and the region, we bring the world to the University of Northern Colorado and the University to the world.

We center the College of Performing and Visual Arts experience on student development inspired by our commitment to the arts traditions embodied in the study of music, theatre, dance, art, and design, and to developing leadership in the arts;

We support collective and individual growth, enlightenment, and transformation;

We value the search for truth through reasoned and disciplined inquiry, innovation, and free expression;

We embrace tolerance and inclusivity and the broadest possible diversity of people and perspectives;

We share a strong sense of place -- an historic campus with a collegial, nurturing atmosphere; and

We fulfill and enhance the nature and character of the College through policies and resources that reflect and advance these ideals and aspirations.



1. Building on Traditions



Our focus on student learning, in academic, artistic, and personal terms, epitomizes the College of Performing and Visual Arts community. We believe that lifelong learning results from engagement in an arts educational experience that blends and infuses the most pertinent aspects of the history and philosophy of the arts, professional preparation in the arts, and leadership in the arts throughout the curriculum and co-curricular opportunities. We commit to ongoing professional and personal development, indicating a common understanding that what we learn is as important as what we teach.

We celebrate the gifts of all people and value individuals for the creations, achievements, and contributions with which they enrich our College. We wish to enrich and advance our lives and those of the people around us, and the culture and civilization in which we live. We expect all individuals to dedicate themselves to, and impart to those we commit to teach, the qualities of accountability, respectfulness, responsibility, collegiality, reflectivity, and insightfulness.

The University of Northern Colorado provides a strong liberal arts education matched by an emphasis on professional career paths in the arts. The College of Performing and Visual Arts offers a unique and comprehensive range of program of study choices that lead to the following degrees:

- Bachelor of Arts – Liberal Arts Emphasis
- Bachelor of Arts – Musical Theatre
- Bachelor of Arts – Theatre Arts
- Bachelor of Arts – Interdisciplinary Studies: Fine Arts
- Bachelor of Arts – Art and Design
- Bachelor of Arts – Music
- Bachelor of Music Education
- Bachelor of Music
- Master of Arts – Art and Design
- Master of Music

Doctor of Arts – Music

The University of Northern Colorado offers a wide array of highly regarded teacher preparation programs. The College of Performing and Visual Arts is a leader in providing teacher preparation in art, music, and theatre on the undergraduate and graduate level.

- Bachelor of Arts in Art Education
- Bachelor of Music Education
- Bachelor of Arts in Theatre Education (secondary)
- Master of Music with an Education emphasis
- Master of Arts with an Arts Education emphasis
- Master of Arts in Theatre Education

The University of Northern Colorado cultivates the transforming power of the arts within all its students and within the community. The College of Performing and Visual Arts reaches the entire University of Northern Colorado student body in liberal arts education courses in the arts for non-arts majors.

The University of Northern Colorado provides the arena in which cultural meanings can be made and experienced. The College provides performance and exhibition opportunities on a regular basis by the following groups:

- Chamber Ensembles
- University Orchestras
- Women's Glee Club
- Men's Glee Club
- Concert Band
- Symphonic Band
- Wind Ensemble
- The University of Northern Colorado Art Galleries
- Vocal Jazz Ensembles
- Pride of the Rockies Marching Band
- Juventus Vocal Ensemble
- Jazz Lab Bands
- Theatre and Musical Theatre Productions
- Opera Theatre Productions
- Seasonal Dance Concerts
- Little Theatre of the Rockies

The University of Northern Colorado performs a vital role as impresario and sponsor of the arts in service to the community and as a model of excellence in cultural presentations, productions, and commissions. The University of Northern Colorado serves as a patron of the arts and is a leader in supporting artists in the region. The College of Performing and Visual Arts offers sustained artistic support to over 100 full and part-time faculty and staff and provides support for visiting artists.

Building on Traditions Strategic Intentions:

- Recruit members to the College community that builds upon the values as expressed in its nature and character. (UNC Academic Plan Goal 2 – Objective 2a)
- Emphasize the importance of accurate and instructive evaluation and assessment to ensure accountability. (UNC Academic Plan Goal 2 – Objective 2c)
- Establish a College-wide emphasis on leadership development.
- Enhance professional development opportunities. (UNC Academic Plan Goal 5 – Objective 5b)
- Increase and promote opportunities for students, faculty, and staff to understand tolerance and a diversity of people and perspectives. (UNC Academic Plan Goal 1 – Objective 1b)
- Increase efforts and methods of attracting students, faculty and staff from diverse and underrepresented groups and places. (UNC Academic Plan Goal 1 – Objective 1b)
- Provide a wide range of clear choices and strong incentives to retain faculty and staff. (UNC Academic Plan Goal 2 – Objective 2b)
- Place more emphasis on graduate programs and recognize the quality of these programs as a pillar of distinctiveness. (UNC Academic Plan Goal 3 – Objective 3c)
- Study academic credit, calendar, and scheduling issues in order to improve student learning, increase study abroad opportunities, and enhance faculty engagement. (UNC Academic Plan Goal 3 – Objective 3a)
- Prepare students to understand international issues with a global perspective. (UNC Academic Plan Goal 3 – Objective 3a)
- Pursue and maintain national accreditation for each program of the College for which national accreditation is offered. (UNC Academic Plan Goal 5 – Objective 5c)
- Continue to support an emphasis on the creative process (UNC Academic Plan Goal 5 – Objective 5c)

Building on Traditions Action Steps:

The College of Performing and Visual Arts is known for outstanding teaching at all levels that creates, in its students, an excitement about learning and the arts that lasts a lifetime. The College is committed to uncompromising quality in its academic and lifelong learning programs and to providing the excellent teaching and student support services necessary to help each student succeed. The College will enhance the current University of Northern Colorado liberal arts core curriculum to disseminate and infuse the arts at the University of Northern Colorado and its undergraduate and graduate programs of study through the following as they relate to the intentions listed above:

- Be more inclusive of minority representation in CPVA faculty, staff, and student body to 20% by 2012 (*Search and Recruitment Committees*)(UNC AP 1b, 2a, 4a)
- Creation of a CPVA Arts Educators Advisory Board (*Center for Integrated Arts Education*) (UNC AP 5a, 5b, 5c)
- Increase funds for minority faculty recruitment (*Provost Office*)(UNC AP 2a)
- Look to the development of more pre-collegiate summer programs and continued support for *Creative Spaces* (*Creative Spaces Coordinators, Office of Community Arts*)(UNC AP 1b, 5a)
- Develop an outside peer review program (*Assistant Dean*)(UNC AP 2c)
- Development of an endowed guest professor program (*Dean, Development Officer*)(UNC AP 2a, 2b, 5b, 5c)
- Energize a CPVA Leadership Affinity Group and disseminate readings on leadership to faculty and staff (*Dean's Office*)(UNC AP 2b)
- Development of on-line courses and programs of study (*Potential CPVA Task Force*)(UNC AP 1c, 3a)
- Examine course load standards and differentiated faculty roles and rewards (*Assistant Dean, Potential CPVA Task Force*)(UNC AP 2c)
- CPVA will strive to increase Professional Development support to a minimum of \$1,000 a year for every full-time member of the CPVA faculty and staff as resources grow by 2012 (*Provost*)(UNC AP 2b, 5b, 5c)
- The College will increase its efforts to internationalize the curriculum through the establishment of new student/faculty foreign exchanges, curricular development at the school and college levels, increase in the number of visiting artists and scholars, and by developing co-curricular and public programs that have a global perspective. (*Assistant Dean, Potential CPVA Task Force*)(UNC AP 3a)
- CPVA proposes to establish scholarships and activities to bring talented, under-represented, and disadvantaged performing and visual arts student to the graduate degree programs in the arts environment provided by University of Northern Colorado. Activities include the identification, recruitment, retention and career counseling of undergraduate students and recent graduates in the United States from diverse backgrounds. The project will provide a foundation for the development of artists, musicians, arts educators and scholars committed to the practice of music and the visual arts and may be a basis for *growing-our-own* faculty in the future. (UNC AP 1e, 3c)
- The College will look to establish a block of time of no classes in the weekly academic schedule in order to allow more time for professional and curriculum development activities. (*Provost*)(UNC AP 1a, 1c, 1d)
- The College will seek accreditation with NASAD, NAST, and NASD, and continue to maintain its NASM accreditation status. (*School Directors*)(UNC AP 5c)
- Building on the excellence of the current graduate and undergraduate curricular offerings, the College plans to develop the following new degree programs:
 - MA in Arts Leadership (*Dean*)(UNC AP 3a, 5b, 5c)
 - BFA in Theatre (*Director STAD*)(UNC AP 3a)
 - Summer MA in Music Education (*Director SOM*)(UNC AP 3a)



Building on Traditions Completed Tasks:

- An increase of targeted funds for faculty to recruit an more inclusive student body took place in FY2008 and FY2009 (*UNC AP 1b*)
- Bi-lingual public programming took place through our Youth Theatre program and continues to be a programmatic item in the STAD(*UNC AP 1b, 5a*)
- An increase in scholarship funds to recruit underrepresented undergraduate students has already had an impact on the College's student body demographics, most significantly in the STAD (*UNC AP 1b*)
- CPVA has 100% of courses participating in the student evaluations of course and instructor assessment program (*UNC AP 1d, 2c*)
- CPVA has established an annual award to recognize CPVA faculty creative intellectual work starting in academic year 2008/2009 the CPVA Scholar of the Year is the recipient of this monetary award.(*UNC AP 2c*)
- School-based student advisement is in operation (*UNC AP 1e*)

2. A Community of Learners

Guided by a strong commitment to outstanding teaching enhanced by research and service opportunities for faculty and students, the College of Performing and Visual Arts places learning at the forefront of all we do. We hold ourselves to high standards of scholarship and integrity and affirm the rights of all members of the community to express their views and to disagree respectfully with others. The College of Performing and Visual Arts attracts a diverse, highly qualified, achievement-oriented, and socially responsible student body from Colorado and beyond. The College of Performing and Visual Arts is an institution of choice for many arts students from Northern Colorado. Our graduates are prepared to become leaders in their arts professions and in their communities.

A Community of Learners Strategic Intentions

- Challenge students to excel, articulating and communicating high standards and high expectations for student achievement and engagement. (UNC AP Goal 3)
- Enhance the academic and social culture of the college by offering out-of-classroom events and experiences that consistently connect students to higher learning. (UNC AP Goal 3)
- Enhance college-based student services by improving their accessibility, awareness of, and convenience. (UNC AP Goal 3)
- Reflect the intimacy necessary to the College of Performing and Visual Arts experience by determining the capacity of the College of Performing and Visual Arts' student body. (UNC AP Goal 3)
- Provide appropriate support to allow each student to complete a meaningful culminating experience such as a research project, recital, service learning initiative, and/or internship in the major. (UNC AP Goal 3)
- Enhance and expand programs centered on service learning. (UNC AP Goal 3)
- Promote a college-wide emphasis on academic ethics and integrity. (UNC AP Goals 1 and 3)
- Review faculty roles, responsibilities, and rewards as driving forces in transforming the college. (UNC AP Goal 2)
- Creation of a professional development program for adjunct and part-time faculty and staff. (UNC AP Goal 2)
- Develop and implement a distinctive program of arts leadership (arts administration and arts management) studies. (UNC AP Goals 3 and 5)

A Community of Learners Action Steps:

The College of Performing and Visual Arts is known for its nationally and internationally prominent faculty that excel in artistic activity, teaching, and service, as well as its talented and experienced staff that provide outstanding support for programs and student development. The reputation of the College and its ability to carry out its mission depends upon the quality of its faculty and staff. The recruitment and retention of faculty and staff who are preeminent in their fields, able to give students the highest caliber arts instruction and to serve as role models, advisors, and mentors is of supreme importance. It is also essential that the College's faculty and staff reflect the diversity of the region and the student body, and be committed to working together as a team for the benefit of the entire University community.

The College must fully support its faculty and staff, and provide the resources they need to carry out their duties and continue their own professional development for the greater good of the University and its students. The College is therefore committed to:

- Develop a CPVA Faculty/Staff eNewsletter to share the activities of faculty and staff with each other (*Office of Community Arts*) (*UNC AP Goal 1 Objective 1a*)
- The establishment of a brown-bag lunch series where-in CPVA faculty share their research, scholarship, and creative work with the CPVA community of learners (*Dean's Office*)(*UNC AP Goal 1 Objective 1a*)
- Implementation of portfolio and portfolio alternative for admission to the School of Art and Design (*SAD Faculty*)(*UNC AP Goal 1 Objective 1e*)
- Examination of gateways for all CPVA programs of study (*School Directors*)(*UNC AP Goal 1 Objective 1e*)
- Implement a guest artists/scholars program (*Dean, School Director, Development Officer*)(*UNC AP Goal 3 Objective 3a, 3b*)
- Professional Association conferences, regional, national, and international hosted by CPVA (*School Directors*)(*UNC AP Goal 5 Objective 5b, 5c, 5d*)
- Posting of student handbooks on College and School websites (*School Directors, Office of Student Services*)(*UNC AP Goal 1 Objective 1a, 1c*)
- Explore more open studio and practice room hours (*School Directors, UNC Police*)(*UNC AP Goal 3 Objective 3a*)
- Developing additional honors courses for CPVA (*Deans and Directors*)(*UNC AP Goal 3 Objective 3a*)
- Require a culminating experience for all programs of study (*School Directors*)(*UNC AP Goal 3 Objective 3a*)
- Communication of intervention procedures for students-at-risk, academically and personally (*CPVA Office of Student Services*)(*UNC AP Goal 3 Objective 3a*)

Community of Learners Completed Tasks:

- Training session for faculty on incorporating service-learning into the syllabus and curriculum as well as in the pedagogical uses of advanced technology has been incorporated into the Mentor/Protégé program (*UNC AP Goal 2 Objective 2b*)
- The development and implementation of signature cultural festivals to take place on the UNC campus and in the community: Pathways to China 2008 and Earth Reveries 2009(*UNC AP Goal 5 Objective 5a*)
- CPVA Freshmen Orientation Experience School Based (*UNC AP Goal 3 Objective 3a*)
- Development of skill levels as pre-requisites for certain dance classes is part of the STAD NAST accreditation self-study process(*UNC AP Goal 3 Objective 3a*)
- Insure music instruments (*School of Music*)(*UNC AP Goal 1 Objective 1c*)



3. Unique Sense of Place

The College of Performing and Visual Arts engenders a strong sense of place, reflecting our architectural history in our continuing development. We strive to provide and maintain high quality facilities for learning, creating, performing, and exhibiting. As stewards of our environment, we preserve its natural features and habitats to facilitate learning and to enhance the beauty of the campus.

Sense of Place Strategic Intentions

- Continually review, update, and communicate to the University community and beyond a comprehensive plan for the preservation and development of the College's physical facilities. (*UNC AP Goal 1*)
- Implement a program of permanent outdoor commissioned artworks and integrate public art and the creation of green and spiritual spaces into the University's planning processes. (*UNC AP Goal 1 Objective 1b, 1c*)
- Establish a schedule of priorities and a funding mechanism for addressing safety and deferred maintenance needs that will result in bringing all college facilities to optimal condition. (*UNC AP Goal 1 Objective 1c*)

Sense of Place Action Steps:

The College of Performing and Visual Arts highly prizes aesthetically pleasing and well-appointed buildings and attractive landscaping, which play a vital role in helping the College fulfill its many goals. Properly equipped studios and spacious, specially designed galleries, rehearsal, and performance facilities, arts resource centers, and classroom facilities are essential to enhance the teaching and learning efforts of students and faculty.

Through a well-planned process dedicated to preserving and enhancing the historic campus ambiance of the University while providing the functional, technologically sophisticated facilities required to fulfill its mission, the college has identified the following initiatives:

- To renovate and expand existing and new facilities on campus to provide the needed office space, studios, and instructional spaces required by the growth of the College's academic and cultural programs. *(Dean) (UNC AP Goal 1 Objective 1c)*
- To create a first class performing and visual arts center for the campus and the community. A professionally managed, state-of-the-art facility devoted to the presentation of a wide-range of performing and visual arts forms will be an important part of every student's cultural education while at the University of Northern Colorado and an indelible part of the region's cultural offerings. *(Dean)(UNC AP Goal 1 Objective 1c)*
- To fully implement a public arts program for all capital projects on campus and to have 1% of all construction costs devoted to public arts, with the aim to incorporate public arts in all new capital projects from the initial stages of the project planning. *(Dean, UNC Galleries Director, SAD Faculty) (UNC AP Goal 1 Objective 1c)*
- The establishment of a facilities manager position for the CPVA *(Dean)(UNC AP Goal 1 Objective 1c)*



4. Best Practices

The College of Performing and Visual Arts provides systems and services consistent with the best practices nationally, enabling the smooth and efficient operation of the College in advancing its goals and the work of its community members. The College of Performing and Visual Arts has the flexibility and policies necessary to support the professional growth and development of faculty and staff, making the most effective and efficient use of their talents and experiences.

The College of Performing and Visual Arts provides a framework for the management of instructional and information technology, and ensures that information technology resources are used effectively and efficiently to support the mission, goals and objectives of the College.

Best Practices Strategic Intentions

- Maintain and enhance advanced administrative and academic software applications that support the mission of the College. *(UNC AP Goal 1)*
- Explore and integrate new technologies into instruction and research. *(UNC AP Goal 1)*
- Enhance the accessibility and efficiency of the College's network systems and website to be a model for disseminating information and communication. *(UNC AP Goal 1)*
- Review and put in place budget processes and financial practices that reflect a sense of accountability *(UNC AP Goal 1)*
- Meet and exceed standards for safety and emergency procedures *(UNC AP Goal 1)*
- Establish arts resources environments where students, faculty, and visiting artists and scholars have an opportunity to stay in touch with current developments in the arts. *(UNC AP Goal 1)*
- Provide the resources and support necessary to create outstanding arts study environments which exceed national standards for on-site arts research services *(UNC AP Goal 1)*
- Employ sophisticated methods of working with friends of the university, alumni, and the business community to build a culture of philanthropy *(UNC AP Goal 5)*
- Establish the human resources and the management information systems necessary to assure the maximum utilization of the resources of the College and maintain a CPVA E-Newsletter *(UNC AP Goal 1)*
- Develop a highly effective communications and marketing program that will enhance public understanding and appreciation of the College's programs and take steps to build a stronger and more cohesive external image *(UNC AP Goal 1)*
- Develop a planned giving program in cooperation with the UNC Foundation *(UNC AP Goal 5)*
- Have ongoing strategic thinking as part of the culture of the College *(UNC AP Goal 1)*

Best Practices Action Steps:

- Providing equipment and staff support essential for the full functioning of arts resource centers, through the development of:
 - The Art and Design Resource Center *(SAD Faculty)(UNC AP Goal 1 Objective 1c)*
 - A theatre and dance archives and study center *(STAD Faculty)(UNC AP Goal 1 Objective 1c)*

- An arts media technology center (*Office of Computing and Arts Technology*)(UNC AP Goal 1 Objective 1c)
- Development of a center for the co-curricular and public study and appreciation of contemporary art and as a place to create meaning through the interaction with original and tangible objects. (The UNC Museum of Contemporary Colorado Art – NoCo MoCCA) (*Dean, SAD Faculty, UNC Galleries Director*)(UNC Goal 1, 5 Objective 1c, 5a, 5b, 5c, 5d)
- CPVA will explore the development of the Institute for Creative Change, a program that presents to the public, and civic and community leaders, outstanding individuals who have creatively contributed to positive change in contemporary society. (*Dean*)(UNC AP Goal 5 Objective 5a, 5b, 5c, 5d)
- Provide training and resources for faculty to create more on-line, web-based courses (*Office of Computing and Arts Technology*)(UNC AP Goal 1 Objective 1c)
- Provide training and resources for faculty to better utilize advanced technology for instructional purposes, such as interactive syllabi and web-assisted courses (*Office of Computing and Arts Technology*)(UNC AP Goal 2 Objective 2b)
- Add a search element to the College’s website (*Office of Computing and Arts Technology*)(UNCA P Goal 1 Objective 1c)
- Add a current career opportunities function to the CPVA website for current students and alumni (*Office of Computing and Arts Technology, Office of Student Services*)(UNC AP Goal 3)
- Add an on-line opportunity for the purchase of student artwork (*SAD Faculty*)(UNC AP Goal 5)
- Explore opportunities to use advanced technology to share “Master Classes” with other institutions (*Office of Computing and Arts Technology*)(UNC AP Goal3)
- Create a user friendly web-based CPVA calendar for faculty, staff, students, and the community (*Office of Community Arts*)(UNC AP Goal 1)
- Develop a CPVA Common Computer Lab and Café (*Dean*)(UNC AP Goal 1 Objective 1a)
- Look for off-site storage for CPVA (*Dean*)(UNC AP Goal 1)
- Move Ensemble Libraries to Skinner Music Library (*SOM*)(UNC AP Goal 1)
- Profile all CPVA Faculty in a moveable visual display for use at events such as the Gala and recruitment activities (*Senior Management Team*)(UNC AP Goal 5 Objective 5d)

Best Practices Completed Tasks:

- Strengthened relationships with the CPVA Community Advisory Board members and the UNC University Trustees, the UNC Foundation Trustees, and constituents to enhance overall understanding of the College and to clearly articulate the needs and strengths of all CPVA programs and facilities. *(UNC AP Goal 5 Objective 5a)*
- Enhanced programs to secure grants from public and private agencies. *(UNC AP Goal 5)*
- A process is in place to assess technical needs and secure the resources necessary to realize these needs *(UNC AP Goal 1 Objective 1c)*



5. Building Bridges

We envision no boundaries to the College of Performing and Visual Arts' influences and collaborations, reflecting our continuous interaction with the broader community and global society, and we share Greeley's and the region's ongoing commitment to cultural and economic growth. As an intellectual and cultural center, a leader in civic engagement, and an engine for economic development, the College of Performing and Visual Arts centers its mission on serving and being accountable to the people of Colorado.

Building Bridges Strategic Intentions

- Enhance opportunities to attract life-long learners and provide an enriching cultural environment *(UNC AP Goal 5)*
- Place a college-wide emphasis on expanding and enhancing partnerships with the elementary, middle, and secondary schools throughout the state and region. *(UNC AP Goal 5)*

- Maintain and enhance efforts to connect the campus to international and professional arts communities through advanced technology and related professional development and support and exchange. *(UNC AP Goal 5)*
- Advocate to the broader community the importance of the arts and education. *(UNC AP Goal 5)*
- Encourage students to undertake service learning opportunities and community internships that bring together theory and practice while enriching the community. *(UNC AP Goal 3)*
- Expand summer opportunities for current students and non-college students *(UNC AP Goal 3)*
- Continue to develop outreach and touring activities *(UNC AP Goal 5)*
- Continue a commitment to cultivate and build audiences for CPVA programs and productions *(UNC AP Goal 5)*
- Create support and patron groups for CPVA program areas *(UNC AP Goal 5)*

Building Bridges Action Steps:

The College of Performing and Visual Arts promotes a sense of community and provides experiences rich in tradition and creativity that inspire enduring loyalty. Public and special programs are an integral part of the College experience. They add excitement, build a sense of identity and pride, bring people to the University, stimulate support for the College, attract prospective students, and bring regional and national awareness and recognition to the University. Building upon this foundation of excellence, major new initiatives are needed, including:

- The College of Performing and Visual Arts is dedicated to developing programming opportunities to disseminate the arts throughout the University of Northern Colorado and its environs. The arts infused campus will be realized through such efforts as:
 - Attracting artists, composers, performing ensembles, theatre and dance companies, and others through residencies, project support, performance opportunities, and commissions. *(Senior Management Team)(UNC AP Goal 1, 5 Objective 1a, 1b, 5b, 5d)*
 - Bringing to campus and the community professional arts and education conferences. *(School Directors)(UNC AP Goal 5 Objective 5b, 5c)*
 - Promoting “Arts Everyday” at UNC with
 - Public Art on campus and in the community *(SAD)(UNC AP Goal 1 Objective 1a, 1b)*
 - Art Banner System on campus and in the community *(Office of Community Arts)(UNC AP Goal 1 Objective 1a, 1b)*
 - Arts Walk *(UNC Galleries Director)(UNC AP Goal 1, 5 Objective 1a, 1b, 5a, 5b, 5c, 5d)*

➤ Enhanced use of CPVA Arts in UNC Publications
(Office of Community Arts)(UNC AP Goal 1 Objective 1b, 1c)

- Explore more public-based promotion through listings on corporate scrolling marquee (Office of Community Arts, Development Officer)(UNC AP Goal 5 Objective 5d)
- Highlight the role of the CPVA Community Advisory Board both on and off Campus (Dean)(UNC AP Goal 5 Objective 5a)
- Explore broadcast, narrowcast, and webcast opportunities for the College (Office of Computing and Arts Technology, Office of Community Arts)(UNC AP Goal 5)
- Explore a partnership with the Denver-based organization, Up With People (School of Music Faculty)(UNC AP Goal 5 Objective 5a)
- Develop a CPVA Parents' Association (Dean, Office of Student Services, Development Officer)(UNC AP Goal 5)
- Provide more cultural diversity in the Concerts Under the Stars series (SOM)(UNC AP Goal 5)
- Explore multi-lingual CPVA ephemeral literature and multi-lingual options on the CPVA website for international students (Office of Community Arts, Assistant Dean)(UNC AP Goal 5)
- Purchase a fleet of CPVA vehicles for student touring groups that also act as promotional vehicles for the College (Dean)(UNC AP Goal 1 Objective 1c)

Building Bridges Completed Tasks:

- * Developed multi-disciplinary thematic approaches to programming across the campus and in the community that has provided linkages between curricular and cultural offerings and places learning in a larger context. Spring 2009 – Earth Reveries (UNC AP Goal 3, 4, and 5, Objective 3a, 3b, 4b, 5a, 5c, 5d)
- * Integrated the offerings marketed by the Office of Community Arts with regional Chambers of Commerce, Visitor and Convention Bureaus, and other such entities. Promoting the University of Northern Colorado campus as a regional destination for cultural activities. Founding partner of the Greeley Arts Alliance in 2008(UNC AP Goal 5 Objective 5a)
 - Development of a learn and serve program for the College through the Mentor/Protégé program (UNC AP Goal 3 Objective 3b)



IMAGINING THE ARTS AT THE UNIVERSITY OF NORTHERN COLORADO

It is our belief that the arts can deepen and enhance our understanding, enjoyment, awareness, and appreciation of all aspects of our lives. Students are our number one priority in the College of Performing and Visual Arts and at the University of Northern Colorado. We believe that the arts infused campus plays a significant role in nurturing tolerance and a respect for diversity, enhancing the profile of the university as “the place to be” for relevant arts and cultural experiences, and orienting potential students, their families, and friends to the University of Northern Colorado experience and campus life.

The infusion of the arts at UNC plays a significant role in enhancing the University’s profile. The Arts at Northern Colorado is identified as one of the University’s and the community’s main strengths. The continued development of a high quality arts experience at UNC makes a profound and positive effect on the quality of life in the Greeley community, the state of Colorado, and beyond.