

College of the Canyons Student Art Collection

Business Plan

2010-2011

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Executive Summary

As the Santa Clarita Community College District (College of the Canyons) continues to expand its facilities a need is exposed to enhance and rejuvenate them through an organized art program. This program, referred to as the *Student Art Collection*, will address this need by providing a long term solution that embraces our students and creates a meaningful archive and lasting dialog for generations to come. Students will receive a real-life, practical experience through their involvement in the *Student Art Collection*, while the District will build a meaningful collection of art created by the talented art students attending the college.

This is a long term and student based program that provides students an opportunity to compete on a professional level and be included in what will in short time become an important asset for the college. Students will learn the importance of presentation and professionalism, while developing the interactive skills required to become a successful artist.

The college faculty, administrators and staff will participate as well by benefiting daily from the enriched visual environment provided by student artwork. This project will stimulate a dialog between students, their families, and community members as well. Ultimately the goodwill and sense of place created will be this project's greatest achievement. Students will begin to feel a part of the campus in a real tangible way.

Implementation of this project can begin immediately with the assistance of the Friends of the Fine Arts. This Art Gallery support group will be able to provide for some initial funding and will be soliciting future donations to this project. The Solution Team will be looking for other revenue to ultimately establish the *Student Art Collection* as a stand-alone project. To this end, a mini-grant application has been submitted to the college Foundation and committee members are investigating additional grants, donations and possible endowments. We expect to have adequate funding for four initial awards to be presented in May 2011 (selected from student entries to the Art Gallery's annual student exhibition).

The future development of this project will be dependent upon revenue and the committee's ongoing priority will be to expand our funding with the goal of establishing an endowed program. By the spring of 2012 we expect to expand our awards to possibly six (6) in order to meet rising demand for artwork on campus.

This program will be committee based with the committee consisting of five to seven members. Chairmanship of the committee will be voluntary and determined by the committee. The committee will consist a minimum of: Art Gallery Director, Art Department faculty member, Photography Department faculty member, Classified staff member and one student representative. Ideally this committee would consist of two additional faculty members from other disciplines.

The Student Art Collection Program requires funding to operate. The initial start-up costs will be monetary awards, framing, installation hardware and reception costs. The start-up cost projections are expected to be \$1,000.00 for awards, \$400.00 for framing, \$300.00 for reception and publicity, \$100.00 for signage, and \$200.00 for security hardware and other installation costs.

Mission Statement

To promote student excellence in the visual arts at College of the Canyons while enriching the environment in District facilities.

Goal

The college of the Canyons Student Art collection team endeavors to create an ongoing program which would allow the Santa Clarita Community College District students to submit their artworks for competition to be included in a district art collection. The chosen artworks would become part of the Santa Clarita Community College Districts' permanent art collection, and thereafter displayed at the Valencia Campus, Canyon Country campus and future district facilities.

Objectives

- Student success and growth is achieved by the practical, real-life experience of submitting their artwork for award consideration and possible inclusion in the district art collection.
 - Students will be awarded a monetary prize and certificate of accomplishment that will:
 - Instill a sense of value to their work.
 - Encourage participation in this process.
 - May be used as a transcript/resume entry.
- To create goodwill between students, college community and the community at large by acquiring art for the district with the intent of building a historical collection over time.
- Enhance district facilities while developing a sense of place and connection to the college.
- Ultimately display the student art collection in all district facilities.

Project Description

This project would be developed with the intent of creating a student art collection for the district. An art acquisition committee would be formed to oversee this endeavor and a system for acquisition would be implemented. Annually, students would be able to submit their artwork for evaluation by a panel of experts. Areas of interest would be in four basic media including painting, drawing, graphics and photography. From the submissions submitted, the panel would select four students to receive a \$250.00 award for excellence. Thereafter, the selected artwork becomes property of the district and will be displayed as part of the SCCC District student art collection.

Proposed art shall display a high level of artistic quality (see *criteria* attachment) and craftsmanship that supports and enhances the academic and creative missions of College of the Canyons. All artwork considered must be acceptable to current standards, guidelines and policies of the COC community.

The committee feels that the Art Gallery's annual student exhibition in May would provide the most effective opportunity to implement this program. A separate awards presentation would be held and current winners would then be installed at the entry to the West Wing of the Dr. Dianne G. Van Hook University Center. When the next awards are announced and installed, the existing artworks would be relocated throughout the campus facilities.

A student art collection would benefit students as well as the district. Student recipients of these awards will be able to state in their resumé that they are included in the Santa Clarita Community College Districts' art collection. In addition, the student receives a cash award and certificate for their efforts. The district benefits as well, because over time a historical art collection will be developed that reflects the student's efforts, documenting their time and achievement here at COC and, or, CCC. Periodically selections from this collection could be reproduced for college purposes on printed and electronic formats. The most valuable benefit, however, would be the goodwill created between the district and the student.

This collection promises to develop and deepen students' appreciation and enjoyment of a wider variety of art while developing a sense of place and a connection to the college. The Student art Collection will communicate to students, staff and the community that student work is valued and is of professional quality.

Financial Analysis

The Student art Collection Solution Team has identified initial funding sources for this program including: Grants, endowments, direct donations and the Foundation's annual "mini grant" program.

The Student Art Collection team has applied for a 2010 Foundation mini-grant and a copy of this application is included (see attachments) with this document.

Additionally the team has been assured that the Friends of the Fine Arts, the Art Gallery's membership program with the Foundation, can be utilized to solicit contributions for this effort. In order to facilitate this partnership, an updated letter to our donors has been prepared (see attachments) that encourages contributions for this project.

In order to initiate a COC Student Art Collection, the following financial considerations must be met:

- 4) annual award levels at \$250.00 each = \$1,000.00
- 4) annual framing costs at approximately \$100.00 each = \$400.00
- 1) annual reception to honor the four recipients = \$300.00
- Signage = \$ 100.00
- Additional (installation, hardware) = \$200.00

Approximate Total Costs = \$2,000.00 per year

Marketing Analysis

A marketing plan would need to be developed by the art acquisition committee. The following considerations would be taken into account:

- Formalizing the acquisition plan and developing content guidelines for artwork. The goal of the review process is to select only the artworks that represent the highest standard of excellence. The committee will be looking for evidence of technical skill, as well as creative excellence.

- Presentation: Only professionally presented artworks will be considered. Quality and elements of design: Public artwork may have other functions in addition to aesthetic enjoyment. For example, a work of art may establish a focal point, modify, or enhance a space or identify a building function. As far as possible, artworks will be selected that enhance the building and its purpose. The artwork must be an original (no copies) work from the person submitting it.
 - The student must be enrolled at COC at the time of submission
 - Drawings must be matted, paintings must be dry and flat, and framed works must have appropriate mounting hardware.
 - Application (see attachments) for consideration must be clearly and fully filled out and be submitted with the work.
 - Number of entries per student: The student can submit one or two pieces for consideration. Size: Work should not surpass 48" in any one direction.
 - Label: Work must be clearly labeled with the name of the student, date of completion, size, media, title and courses completed at COC.
 - Proposed artworks shall be structurally sound and present no environmental or safety hazard.
 - Suitable for viewing: All submissions must be suitable for family viewing.
- Developing community sponsorships.
 - The Art Gallery will be sending FOFA members a letter informing them of this project and asking for contributions.
 - The committee will actively seek individual donors to endow this project.
 - The Committee will be contacting framing sources in the community to solicit framing sponsor(s).
- Finalizing award levels. Depending on resources, the committee may vary the award levels, and or, increase the number of awards.
- Establish a consistent framing style.
- Identifying campus locations for artwork display, and prioritizing placement of artwork.

- Develop brochures, timelines for submissions, and advertising strategies.
- Target art courses to encourage students to submit their artwork.
- Inform the college community and community at large utilizing email, local newspapers, radio and television news sources.
- Develop a link attached to the Art Gallery website that would give details and information on the student art collection.

Management Summary

Our LEAP Solution Team will serve initially as the basic committee which shall have oversight from the COC Art Gallery Director. We will determine the number of committee members with a minimum of five (seven maximum members).

It is desirable to include at least one member from the Art Department, one from the Photography Department, a faculty member from another discipline, a classified staff or administrative member and a student representative.

The initial committee would be responsible for implementing this project within the timeline described below.

Project Timeline

Phase One: Given the responsibilities listed under the description, this project will begin immediately (May, 2010). The Student Art Committee will work through the details and look for avenues of funding. It would be advisable to collaborate with the annual student exhibition in May for selection of artworks. Since this would not be possible this year (2010), the Committee could build resources and formalize planning during the remainder 2010 and begin selection in spring 2011.

2010-2011

- Resolve initial funding and seek to establish long-term funding for the project through:
 - Grants
 - Donations
 - Business Partnerships
 - Determine “target” audience for fundraising campaign
- Formalize selection process.
 - Refine criteria
 - Determine timeline for submissions

- Establish the protocol for an awards ceremony
 - Location
 - UCEN entry to West Wing
 - Certificates
 - Speakers
 - Reception
- Announce the first award winners, May 2011
 - Creation of a formal announcement card

Phase Two: Funding will continue to be the primary focus, with attention directed to location of long-term benefactors. It is the goal of the committee to establish an endowment that will provide the funds needed to achieve lasting support for this project.

2011-2012

- Create a brochure to be utilized to solicit funds.
 - Establish an independent account with the COC Foundation
 - Meet with COC Graphics to create brochure utilizing student artwork
- Determine where on campus to locate first award winners in preparation for second award winners.
- Create a Student Art Collection website
 - Link website to COC page, Gallery & Art Department pages
 - Document award winners
 - Image of artwork
 - Brief biography of student
 - Photograph of student

Phase Three:

2012-2013

The committee will continue to develop recourses with the intent of expanding the Student Art Collection. This process will involve identifying areas of need both at COC and CCC campuses.

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Student Art Collection

Submission Criteria

To submit your artwork for consideration into the Student Art Collection at College of the Canyons, the following criteria must be met:

- 1) The artwork must be original work from the person submitting it.
- 2) This award recognizes excellence in the visual arts; therefore presentation is critical for consideration. Paintings must be dry and flat, no warped pieces will be considered. Drawings, graphics and photographs must be mounted and matted.
- 3) The student must be enrolled at COC at the time the artwork is submitted.
- 4) The artwork must be done while attending COC, but not necessarily as a class assignment.
- 5) All works submitted for consideration must be suitable for family viewing.
- 6) Artworks must not exceed 48" in any one direction.
- 7) All work submitted must be clearly labeled with: Name, date, title, media and courses completed at COC.
- 8) If chosen by the panel to be an award recipient, the artwork becomes property of the COC Student Art Collection.



**COLLEGE OF THE CANYONS
STUDENT ART COLLECTION**

Artwork Submission and release Form

College of the Canyons

Title of Artwork _____

Student's Name _____

Address:

Street (Include apartment number if needed) _____

City _____ State _____ Zip _____

Phone Number _____ E-mail _____

Please list all Art courses you have completed while at COC. Include Instructor name and dates.

I hereby certify that this artwork is an original work made by the student indicated above. Furthermore, the artwork was done while enrolled in the classes listed as a student at COC, but not necessarily as a class assignment.

If chosen as an award recipient for the Student Art Collection, I, _____, hereby give College of the Canyons the right and permission to use the artwork for the specific purpose of publication on their website, brochures and any college materials the District determines appropriate.

I understand that this artwork becomes the property of the College of the Canyons Student Art Collection and give permission for it to be displayed at the sole discretion of the District. I further understand that the artwork will not be offered for sale by the District.

I have read and understood this agreement.

Signature

Date

Date_____

Dear Friend of the Fine Arts,

The College of the Canyons Art Gallery enhances the cultural life of the college community and the community at large through exhibitions and programs that augment curriculum and engage a greater audience in the appreciation of the visual arts. In many ways, exhibitions in our Art Gallery and programs provide windows into the world around us and help to expand our understanding of the impact that the arts have on our everyday lives.

Art Education affords us an opportunity to explore the views, feelings, cultures, and beliefs of others. It exposes us to new information and ideas that are delivered visually and allows us to look at our world through a slightly different and intriguing prism. Teaching and learning about fine arts cultivates self-expression, imagination and creativity and enhances understanding in the traditional disciplines we teach at College of the Canyons such as mathematics science and English. We hope you will agree that all of these are important concepts and worthy of support.

We invite you to support art education by joining the Friends of the Fine Arts. Membership provides valuable support to the Art Gallery and provides programs to assist students studying fine art at College of the Canyons. One such program is our Student Art Collection. Through annual awards for *excellence in the fine arts* student artworks are donated to the Santa Clarita Community College District's permanent collection.

As a member you will also receive benefits that are outlined in the attached brochure. We sincerely hope you will consider joining the Friends of the Fine Arts to affirm your commitment to the future of art education.

Larry Hurst
Director, College of the Canyons Art Gallery

Michele Edmonson
Assistant Director, Foundation

College of the Canyons Foundation

2010 MINI GRANT PROPOSAL TEMPLATE

1. Description of project: This ongoing LEAP project to showcase the artwork of COC students consists of two main components. One component involves formal recognition of creative excellence. Each year a competition takes place from which four exemplary pieces of student artwork - representing a range of artistic media - are judged winners by an evaluation committee comprising at-large community partners and select COC faculty and staff. Each student winner receives a \$250 cash award. The second component of the project involves the SCCCD's lawful and permanent acquisition of each winner's artwork for installation in the University Center. As the project matures in the future, installation of student artwork can be extended throughout both the Valencia and Canyon Country campuses.

2. Objectives/Student Learning Outcomes: The purpose of this LEAP project is to facilitate the enhancement of student professionalization skills in the arts. All participating students receive practical experience preparing and presenting their artwork for formal judging per specified criteria. All participating students receive constructive criticism from the evaluation committee on their artwork and general recognition and appreciation from the larger viewing public. Winners earn formal commendations to include in their professional dossiers and become directly involved in the beautification of the COC campuses. Ultimately, the aforementioned opportunities of student professionalization and campus beautification result directly from COC art instruction.

3. Budget:

A. **Revenue:** Two types of revenue will be pursued on an ongoing basis to fund this LEAP project. The first type includes internal and external grant opportunities in support of the arts. This revenue source will involve the research of, and application to, relevant grants. Project leaders will work closely with COC grant personnel to locate and pursue grant opportunities. Local community businesses constitute the second type of revenue to be pursued. The ample opportunities for involvement of community business leaders in this LEAP project (i.e. representation on the evaluation committee; publicity of business services; access to a market of local talent and art) can result in long-standing business partnerships.

B. **Expenses:** The total yearly cost of this LEAP project is approximately \$2,000. Itemized expenses include:

- 4 Winner Cash Award at \$250 each = \$1,000
- Framing of 4 Art Pieces at \$100 each = \$400
- Annual Reception to Recognize Winners = \$300
- Signage = \$100
- Miscellaneous (installation; hardware) = \$200

4. Need for project: Given the hyper-competition for limited resources and opportunities faced by COC's students as a result of today's challenging economic climate, this LEAP project facilitates an invaluable honing of their ability to compete strategically through the arts. First, it offers that rare opportunity to actually "measure" one's work with that of peers in an instructional and supportive environment. The friendly competition fostered by this project permits students to become comfortable with having their artwork viewed and critically reviewed as it might be out in the larger professional art world. Second, this project allows select students to leave a lasting public imprint on COC in the form of campus installations. This comports with SCCCD's mission of sustainability, insofar as select artwork produced by COC students under the tutelage of COC faculty is kept local and used to enhance the existing aesthetics of the COC campuses.

5. Steps to implement project:

- Convene a five person advisory board and allocate duties
- Solicit student artwork for the competition
- Establish evaluation criteria by which to judge submitted student artwork
- Evaluate submission and select 4 finalists
- Order supplies and frame artwork
- Install artwork in the University Center
- Award reception

6. **Timetable for project implementation:** In Fall 2010 this LEAP project will begin announcing a Spring 2011 competition that students can anticipate participating in. Student artwork will begin being accepted for the competition at the start of Spring 2011. The competition will then take place mid-Spring 2011.

Signature, Faculty Applicant (Also please print name) Date _____

Signature, Department Chair Date _____

Signature, Division Dean Date _____