

**SUNY Potsdam
Administrative Unit
Assessment Summary Form**

Administrative Unit: The Art Museum

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Assessment Year: 2022-2023

PURPOSE

This annual assessment summary form provides the opportunity for units to follow-up on their assessment plans, track progress toward goals, and to highlight actions taken to improve processes and/or efficiencies in functioning that lead to outcomes that benefits students, staff, or the college. These could be process changes or improvements in efficiency, skill level of staff, opportunities for the college, or other aspects over which the unit has a certain amount of control.

SECTION 1: ASSESSMENT PLAN FOLLOW-UP

A key component of the continuous improvement assessment process is regularly following up on [your assessment plan](#). Please review your plan and select one-third of your unit goals, along with related desired outcomes and objectives to report on the progress made.

Selected Goal

Copy/Paste or enter the goal(s) from your unit plan that you wish to highlight and summarize.

Goal: Increase professional exhibition opportunities for students, faculty, and professional artists especially, artists from diverse communities.

Desired Outcomes/Objectives

Copy/Paste or enter the desired outcomes and objectives connected to your selected goal that you will be reporting on.

- A) The Museum will provide one exhibition per year for St Lawrence County high school students
- B) The Museum will increase the number of students involved in exhibitions
- C) The Museum will increase the number of professional artists with an emphasis on diverse artists exhibiting
- D) The Museum will increase the exhibitions per year for diverse artists within the Permanent Collection of Art

Related Targets/Measures

Copy/Paste or enter the target desired outcomes and objectives connected to your selected goal that you will be reporting on.

The Museum will increase the number of students involved in exhibitions by 20%

The Museum will increase the number of professional artists with an emphasis on diverse artists exhibiting by 10%

The Museum will increase the exhibitions per year for diverse artists within the Permanent Collection of Art by 20%

Review of annual exhibition schedule for student participation

Review of the annual exhibition schedule for diverse artist participation

Review of the annual exhibition for community participation

Review of the annual exhibition schedule for diverse artists in the permanent collection and number of diverse artists represented across campus

Target- All proposed exhibition participants increased over the course of a year

Describe the progress made toward the selected goal and the related desired outcomes and objectives. Be sure to include steps taken and any information/data collected and results.

A) The Museum hosted an exhibition for St Lawrence County high school students in May 2023. A new school, Harrisville Central High School, joined the exhibition this year and another school, Hugh C. Williams High School (Canton Central), re-joined. Canton hadn't participated in over ten years. This helped to increase our number of high school participants by 16%.

B) The Museum provided SUNY Potsdam students with the opportunity to exhibit in the annual all student Art Attack Exhibition. 26 students participated. An increase of 5% over the previous year.

C) This past year the Museum hosted 65 professional artists in its galleries. Of those sixty-five artists, fifteen were people of color and seven identified as queer, and thirty identified as female. This is large jump in our numbers of exhibiting artists as we hosted an alumni group exhibition. The increase in exhibiting artists causes all other numbers to increase.

D) The Museum decreased its display of permanent collection artists due to a photography project. The museum began a two years long photography project- attempting to professionally photograph as much of the permanent collection as possible to aid in the cataloging and safekeeping of the art. This has required the museum to retrieve art on public display to photograph it. This project is dependent on the photographer and their ability to photograph in a timely manner.

Based on the assessment data and information shared above, what planned actions were or will be taken as a result?

- A) The museum will continue to reach out to all St Lawrence County high schools for exhibition, especially those that have either showed no interest in exhibiting or have lapsed over the years with a more personal email.
- B) The museum will continue to work with art faculty and student organizations to promote Art Attack. We will continue to display posters across campus and hire professional jurors to select the art from student submissions. We believe this professional experience is what students are looking for when participating. Our current numbers are still recovering from COVID when we were forced to exhibit online exclusively. It will take at least another year to fully rebound.
- C) The museum did well in getting representation from artists of color and the queer community as well as having a fairly even split between the two main genders. As artists become more open in their self-identities it becomes easier for organizations such as ours to plan more inclusive exhibitions. The museum will continue to explore the possibilities of hosting large group exhibitions to support larger numbers of artists. This is often more expensive and not always attainable with our current budget.
- D) The museum has an over 2,000+-piece collection and many of those are diverse artists. The museum will continue to publicly display those artists when the time arises. Currently, with the photography project happening for 2024, we, unfortunately, will be unable to achieve this goal.

SECTION 2: ADDITIONAL ASSESSMENT ACTIVITY

Please use this space to share an example from this past year when you used assessment and data to plan and/or take action. Be sure to include any available information relating to the results and impact. Your example for this section does not need to be directly tied to your previously submitted administrative unit assessment plan.

At the start of each academic year the museum chooses hours to be open to the public. This is an involved process as it includes a number of students and coordinating their availability with the needs of the visiting public. First, the museum staff meets to discuss the possible/feasible hours. Next, the director consults the previous academic year's guest book and learns which hours the most visitors attended. Next, the museum staff meet with members of the art department to find out their class schedules and when most would likely utilize the museum for their classes. Finally, the museum sets the hours and aligns it with the student workers' schedules.

The information gained from our guest book statistics and meeting with the art department are the most valuable to setting the hours. We will continue to review the current book for next academic year's hours and so on. We are constantly trying to balance availability of student workers and staff with the needs of the public to view the exhibitions. Giving both the campus and outside communities the greatest chance of experiencing the art. Finding the right balance is key to our success.