

**SUNY Potsdam  
Administrative Unit  
Assessment Plan**

Administrative Unit: The Art Museum

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**PURPOSE**

Administrative Assessment is an ongoing process that allows a unit to evaluate and – where necessary – improve its programs, services and operations. Assessment is a systematic approach to demonstrate continuous improvement in programs, services and operations. This template is to be used when creating your assessment plan. Assessment plans should be measurable, meaningful and manageable.

**UNIT MISSION STATEMENT** The Art Museum at the State University of New York at Potsdam's mission is to make direct experience of the visual arts accessible to students, faculty, staff, and alumni of the College, as well as to residents of Northern New York. It serves as the center for visual arts at SUNY Potsdam through the collection, exhibition, and interpretation of quality works of art from the 20<sup>th</sup> and 21<sup>st</sup> centuries and offers a study collection of these and other works that are pre-20<sup>th</sup> century. It provides experiences that supplement and enhance classroom curricula and promotes audience involvement in museum activities through exhibitions, publications, and programming.

**GOAL #1**

*Reminder: Generally speaking, goals should be grounded in the mission of the unit, be broad, and linked to the overall institutional priorities and goals. They should focus on strengthening and improving critical functions, services and processes and reflect the most important/urgent priorities of the unit.*

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

**GOAL #1 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO?**

(Select all that apply)

- ☒ Retention and Enrollment
- ☐ Financial Stability and Analysis
- ☒ Academic Programs and Planning
- ☒ Strengthening Community Connections
- ☒ Diversity, Equity, Inclusion, & Belonging

**Briefly describe the link between goal #1 and the institutional priority area(s) selected.**

Students enrolled in the BFA and those involved in Art Attack receive a professional exhibition opportunity that better prepares them for life as a visual artist. This is not something all universities offer, and it is appealing to those students. The professional exhibition opportunities enhance the Art Department's course offerings. The exhibitions provide experiential learning for those enrolled in the Museum Studies minor. The exhibitions provide the community with opportunities to experience professional art in a museum space as well as provide professional artists an opportunity to exhibit their art. Exhibitions provide underrepresented artists and students an opportunity to share their work with the community as well as allow underrepresented students

	and community members inclusivity and belonging. The exhibitions provide research and discussion points for disciplines across campus from historical, cultural, and topical standpoints.
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#### **GOAL #1 – DESIRED OUTCOMES AND OBJECTIVES**

Tip: Outcomes and objectives should be SMART... Specific, Measurable, Achievable, Relevant, Time-bound

The Museum will provide one exhibition per year for St Lawrence County high school students

The Museum will increase the number of students involved in exhibitions

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

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

#### **GOAL #1 – ASSESSMENT METHODS, MEASURES, AND TARGETS**

Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets.

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

**GOAL #2**

Enhance pedagogy through the increased use of the permanent collection of art by college faculty, staff, and students.

**GOAL #2 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO?**

(Select all that apply)

- ☒ Retention and Enrollment
- ☐ Financial Stability and Analysis
- ☒ Academic Program Excellence
- ☐ Strengthening Community Connections
- ☒ Diversity, Equity, Inclusion, and Belonging

Briefly describe the link between goal #2 and institutional priority area(s) selected.

By providing object-based learning, the Museum is enhancing student's learning and recognizing that not all students excel in the traditional classroom environment. Some students need to be moving and exploring to be engaged. Utilizing the objects in the Museum exhibitions and collections provide those opportunities for non-traditional and experiential-based learning. The permanent collections and outside exhibitions contain art from diverse communities which can be engaged with in course work and independent research.

**GOAL #2 – DESIRED OUTCOMES AND OBJECTIVES**

Tip: Outcomes and objectives should be SMART... Specific, Measurable, Achievable, Relevant, Time-bound

Museum staff will increase the number of faculty opportunities for utilizing the collections in their education plans

Museum staff will increase interested staff members opportunities for object-based educating/learning with the collections

Museum staff/faculty will provide Museum Practices students, interns, and student workers with opportunities for object-based learning with the permanent collections

**GOAL #2 – ASSESSMENT METHODS, MEASURES, AND TARGETS**

Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets.

Museum staff will increase the number of faculty opportunities for utilizing the collections in their education plans by 10%

Museum staff will increase interested staff members opportunities for object-based educating/learning with the collections by 5%

Count & record interested department professors (typically Anthropology, Art, Theatre and Dance, and Crane faculty) utilizing the Museum for class instruction with our log-in book

Count & record all staff members utilizing the Museum for educational purposes with our log-in book

Count Art & Museum Studies students utilizing the Museum for object-based learning within the Museum facilities

Target- All interested faculty, staff, and students allowed object-based learning experiences within Museum facilities

### GOAL #3

Increase experiential learning experiences through professional internships, job opportunities, and Museum Studies courses.

#### GOAL #3 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO?

(Select all that apply)

- ☒ Retention and Enrollment
- ☐ Financial Stability and Analysis
- ☒ Academic Program Excellence
- ☐ Strengthening Community Connections
- ☒ Diversity, Equity, Inclusion, & Belonging

Briefly describe the link between goal #3 and institutional priority area(s) selected.

Providing professional internships on campus assists in retention of students who don't have the means to travel for internship opportunities and yet need them to graduate. The Museum offers students the ability to intern in a professional setting while learning how museums operate. The Museum provides students with the experience working in a professional museum setting they need to graduate and begin their museum careers. The minor in Museum Studies courses incorporate the Museum in them and provides the only chance for students to work in the only arts administrative department on campus. Working with and studying art from diverse communities offers numerous opportunities for inclusivity and belonging especially when those students are from the same or similar diverse backgrounds.

#### GOAL #3 – DESIRED OUTCOMES AND OBJECTIVES

Tip: Outcomes and objectives should be SMART... Specific, Measurable, Achievable, Relevant, Time-bound

The Museum will increase number of internships for Museum Studies Minor students

The Museum will increase number of internships for Arts Administration major students

The Museum will offer two students employment as Student Assistants annually

The Museum will increase number of students with FWS employment

Museum faculty/staff will increase the number of Museum Studies students provided experiences in art handling and exhibitions

### **GOAL #3 – ASSESSMENT METHODS, MEASURES, AND TARGETS**

Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets.

The Museum will increase number of internships for Museum Studies Minor students by 10%

The Museum will increase number of internships for Arts Administration major students by 5%

The Museum will increase number of students with FWS employment by 10%

Museum faculty/staff will increase the number of Museum Studies students provided experiences in art handling and exhibitions by 10%

Tally the number of students interested in internships and their qualifications with the number of internships provided by the Museum last year

Tally the number of Museum Studies minor students with the number of internships provides last year

Compare the number of students applying to work at the Museum with the number allotted to work

Utilize online recruitment tools such as Handshake to assess for increased student workers

Target- All interested students given internships and all eligible students employed