

**SUNY Potsdam  
Administrative Unit  
Assessment Summary Form**

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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.

Contribute to a vibrant arts culture on campus and in the surrounding community.

**Desired Outcomes/Objectives**

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

- A. Plan and execute an impactful, diverse series of high-quality guest artist events for the campus and community annually
- B. Plan and manage the annual Spring LoKo Arts Festival for the campus and community

**Related Targets/Measures**

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

- a. **(A1)** Provide a balanced, high-quality season that includes guest artists representing a range of backgrounds, identities, repertoires, and genres to the campus and community.

- i. Target: Track genre, instrument studio areas and repertoire to inform a balanced offering over 4-year cycles in alignment with Crane School of Music academics and comprehensive student experience, and an enriched community experience.
- ii. Target: Develop a process for campus and community members to submit guest artist requests. Utilize this feedback to inform future booking selections.
- iii. Target: Capture audience feedback by launching a survey program at the conclusion of each event. Annual season goal of 80%, or better, positive average audience experience rating (1-10 scale).
- b. **(A2)** Steward all guest artist focused endowed funds by selecting guest artists as guided by the MOU documents and in coordination with on-campus and community stakeholders
  - i. Target: Meet the parameters of all guest artist endowed funds managed under CPS.
  - ii. Target: Collaborate with faculty, staff, student organizations and/or community members through meetings and planning sessions that align guest artist events and residencies with academic or strategic campus goals.
  - iii. Target: Complete 100% of annual endowed fund reports on time for submission to donors.
- c. **(B)** Steward the LoKo Arts endowed fund as guided by the MOU documents and in coordination with the College Advancement leadership managing the donor relationship
  - i. Target: Manage annual funding application cycle: facilitate 1-2 annual meetings of the LoKo Arts Festival Committee to evaluate funding application submissions by SUNY Potsdam students, faculty, and staff. Utilize the committee recommendations and annual budget document to make project funding decisions.
  - ii. Target: Complete 100% of annual endowed fund reports on time for submission to donors

**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.**

**A1:** The 2023-23 CPS season represented a strong, robust schedule of guest artists carefully selected to include a diverse range of artists, genres, repertoire and representing instrumentalization reaching every studio area in Crane School of Music. A significant number of Masterclasses were offered to students in coordination with faculty and as an enhancement to the academic programs. The wide offering of events also helped rebuild a public audience on the heels of COVID event cancellations, virtual programming, and reduced capacity/COVID safety protocol events. This was the first season without event restrictions.

- i. Our genre/instrument tracking sheet goes back to 2015. Looking at the 2021-22 and 2022-23 seasons, we have covered every major Crane studio area (Brass, Wind (including Double Reed), Guitar, Organ, Percussion, Strings, Voice). We additionally programmed professional dance (Modern ensemble), and children's theatre. Genres represented chamber (traditional, modern and indigenous), Americana/Folk, Opera, Musical Theatre, Jazz, Latin Jazz and Afro-Latin Jazz. Repertoires ranged from traditional classical pieces, premieres of new work, living composers, Avant Garde/experimental and work by historically under-represented composers. Headlining Artists were 44% male, 54% female and 2% non-binary (Two Spirit); 52% white, 40% non-white, 8% Hispanic. Masterclass offerings to students were driven by studio area faculty

in coordination with artists/artist management to develop high-impact residencies. Anecdotal/informal student feedback was overwhelmingly positive regarding their experiences in the classes/workshops.

- ii. This process is in early stages of development. Working directly with the Crane Dean, we agreed to have faculty submit all guest artist requests through the established process in Crane, then work collaboratively with the Crane Leadership team to program a comprehensive guest artist schedule that is best aligned to the academic calendar, overall campus priorities and considers demands on facilities and available resources. This plan forward that will begin August 2023 for the 2024-25 Academic Calendar and will be assessed for effectiveness at the end of the 2023-24 cycle for revisions or process changes. A current/open survey of audience that attended the Summer Musical production of “The Addams Family” includes a form field to collect suggestions for future Musical productions. We are additionally collecting suggestions from the 2023 Summer Musical cast/crew/pit orchestra to help inform selection of the 2024 production and establish a list of most requested titles for future years. Post-event audience surveys for the 2023-24 season will include a future artist suggestion form field for continuing to collect data from active audience members.
- iii. Progress toward this goal is ongoing. We created and deployed our first audience feedback survey for “The Addams Family” summer musical run of 5 performances (July 13-16, 2023). That survey closes August 6, 2023 and data will be collated and analyzed for improving the overall audience experience at CPS events. Preliminary results from the ongoing survey (70 responses as of August 1, 2023) gave us an overall average positivity rating of 97.6%, exceeding our target goal of 80%. There were 5 questions on 1-5 scale. Each question had an average positivity rating of 96-98%. Additional, optional open-ended feedback questions provide specific improvement areas or celebrate successful experiences to continue.

**A2:** This target was met through a series of meetings with leadership at the faculty and administrative levels, as well as with re-establishing a CPS Advisory Board comprised of campus and community stakeholders to help guide programming, brainstorm solutions to challenges facing CPS, and to serve as workgroup support in carrying out the mission. The CPS Advisory board met 3 times, as well as ad hoc sub-committee meetings on targeted initiatives. Sherry Paradis was utilized as a campus stewardship expert to help interpret MOU documents and guide best use of funds. Deans and Faculty Chairs were utilized to guide guest artist selections and develop high-impact masterclass/workshop opportunities for students. All required 2022 annual Fund reports were submitted on time to the Advancement team. 2023 annual fund reports are in progress and anticipated to be submitted by end of August 2023.

**B:** The annual LoKo Arts Festival was held April 27-May 8, 2023 and represented a robust multi-disciplinary schedule of arts events across campus for students, faculty/staff and the public to attend free of charge. The funded projects were recommended by the LoKo committee who reviewed each application and met to discuss which projects to advance forward based on the scope of the LoKo MOU and within the annual budget. Over 40 events were included in the schedule and balanced between Art, Music, Literary Arts, Theatre, Dance and Multidisciplinary projects. While the Festival donors were unable to attend, highlights from events were shared with them by the assigned Development Officer through videos, photos, livestream (Spring Concert with Guest Conductor), and a schedule of events. The 2022 fund report was submitted on time to the Advancement team. The 2023 annual fund report is in progress and anticipated to be submitted by the end of August 2023.

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

A1: based on feedback from Crane Leadership and meetings Administration (VP of Advancement, Deans, Provost), fewer events were programmed for the 2023-24 season and will continue to hold at that level or a more consolidated level for the 2024-25 season to meet the realities of the available staffing resources on campus at this time. CPS and Crane will pilot a collaboratively planned guest artist season for the 2024-25 season to pool staff and financial resources, while investing in better PR/Marketing for those events. We are working on fewer but more strategic and robust residencies that have the highest impact on the campus and surrounding community and will assess the outcomes at the end of the 2023-24 and 2024-25 cycles. As the last 2 years of CPS events have covered all major studio areas and wide range of genres/repertoire, we plan to continue that high level of diverse guest artist offerings to the students and community. The 2023-24 season was approved by Crane Leadership as aligned to academic targets.

We will continue the audience survey assessments after each event. We also plan to develop a similar survey for Crane students to capture more formal and complete feedback/data.

A2: We will continue to develop and refine ways to collaboratively plan events and solicit feedback from stakeholders. One area for growth would be to develop stronger relationships with community partner organizations and identify collaborative event planning opportunities.

B: An outcome from meetings with Advancement and Administration is to pilot a reformatting of the LoKo Arts Festival for 2023-24 that reduces the Spring culminating festival to 5 days and provides project funding on a rolling basis for the rest of the academic calendar. This model is meant to reduce schedule demand on students at the end of the academic calendar, reduce facilities demands and better meet the needs of faculty/student requests for project funding outside of the festival date window. This reformatted model will be assessed at the end of the academic calendar.

**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.

Tracking historical guest artist instrument studio areas, genres and repertoire data is an important tool in ensuring Crane students have access to high-quality experiences by leaders in their respective majors at least once during their time as an undergraduate. It anchors decision-making in ensuring a balanced 4-

year cycle of performances and residencies where students feel reflected and represented. For example, while percussion or drums has been part of many ensemble performances, chamber groups or as accompaniment, an ensemble solely dedicated to percussion had not been brought to campus since 2019 and only 2 percussion ensembles were represented in the last 40 guest artist performances going back to 2015. Those 2 percussion ensembles consisted of members that are 89% white and 78% male. Using that data, Excelsis Percussion Quartet was booked for a residency in March 2023. Excelsis Percussion Quartet is an international group of women with a multilingual combination of five languages and each member is highly accomplished in their own right as soloists. Female Crane percussion majors made a point of relaying their excitement having the opportunity to work with artists who they felt represented them in the field. Percussion majors and ultimately the profession is still largely dominated by male artists and this residency was very impactful to those students. Excelsis also lead a Middle/High School daytime workshop and performance on campus for regional school children. This representation can serve as a critical experience in encouraging girls to pursue percussion instruments in band. Anecdotally, a group of female attendees ran up to the stage to have their programs signed by the artists and ask more questions. Those observable impacts make it clear that continuing to plan events and residencies in an intentional way is important and valuable.

Data from the audience survey of “The Addams Family” will inform Fall 2023 planning for the 2024 Musical production. It will help the Creative/Production Team to choose a title and to address any areas where we can improve the audience experience. For example, a few comments related to additional signage/wayfinding and more ushers in the lobby. This is an actionable item that we can improve upon for the next Musical run by engaging more volunteer ushers, hosting an usher training night and posting wayfinding signage on bright paper to aid in Front of House management.

Data from the cast/crew/pit orchestra of “The Addams Family” will inform Fall 2023 planning for the 2024 Musical production. This feedback will help the Creative/Production Team implement process changes to create an improved experience for all working on the production. In looking at preliminary results, there is consistent feedback that adding 1-2 weeks to the rehearsal and build schedules would greatly improve the process for all. This is an actionable item that we can put into practice by requesting an earlier start date during our campus approvals process.