

# Administrative and Educational Support Report\*

Department of Art

Annual Action Plan  
Annual Assessment Report

June 2006 – May 2007

\*Student Learning Outcomes for this department are available at  
<http://ie.panam.edu/CoAHLearningOutcomes.htm>



**Annual Action Plan: June 1, 2006–May 31, 2007**

**Unit:** Department of Art

**UTPA Mission:** The University of Texas-Pan American (UTPA) serves the higher education needs of a rapidly growing, international, multicultural population in the South Texas Region. The University preserves, transmits and creates knowledge to serve the cultural, civic, and economic advancement of the region and the state. The University provides students advanced instruction in academic programs offered through innovative delivery systems that lead to professional certification, and baccalaureate, master’s and doctoral degrees. Through teaching, research, creative activity and public service, UTPA prepares students for lifelong learning and leadership roles in the state, nation and world community.

**Division:** Academic Affairs     **Unit Head:** Anthony Crisafulli

**Unit Mission:** The Art Department of University of Texas-Pan American serves the higher educational needs of a rapidly growing, international, multicultural population in South Texas Border Region. The Department is committed to offering a comprehensive range of state of the art courses, facilities, and programs that lead to professional certification, baccalaureate, and master’s degrees. The department facilitates contributions of professional quality, contemporary creative work from both students and faculty to local, regional, national and critical thinking ability, and individual creativity while immersing students in the cultural and artistic heritage of Mexico, the Southwestern United States, and Latin America. Through teaching, research, creative activity and public service, the Department is dedicated to preparing students for lifelong learning and leadership roles in a global society.

**UTPA Goal:** Become an outstanding research institution, emphasizing collaborative partnerships and entrepreneurship.

**Academic Affairs Objective:** Establish a research environment that is student-learner centered.

**College/AVP Objective:** Establish a research environment that is student-learner centered.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Establish a research environment that is student-learner centered.	Hire strong research and creative faculty who are student-learner centered.	Tenure-track job postings include strong research potential and strong	By April 1, 2007, 100% of tenure-track job candidates will demonstrate strong	

Annual Action Plan June 1, 2006–May 31, 2007

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
(1)		teaching competencies as minimum criteria	research potential and strong teaching competencies	
	Expand the course offering for graduate and undergraduate students that allow research in interactive design, animation and 3D design similar to other universities in the UT system.	Develop new courses in interactive design, animation and 3D design	By May 31, 2007, prepare course proposals for submission to University Curriculum Committee.	
	Develop a technology driven research studio for graduate and undergraduate students that allow creative research in interactive design, animation and 3D design similar to other universities in the UT system.	Develop proposal for a computer driven research design lab for students.	By March 1, 2007 present proposal for computer driven research design lab to department, college, and university.	
	Recruit Graduate and Undergraduate students who desire to focus on technology and the creative process.	All candidates evaluated for graduate admission on the basis of creative development and research criteria.	By May 1, 2007, 100% of candidates for admission to art programs demonstrate a high level of research and creative development.	
	Showcase research achievements of faculty and students.	Publicize the research achievements of students and faculty.	By July 31, 2007, 75% of faculty and student research accomplishments are publicized in appropriate media.	
	Improve students' success rates in job market and	Develop new undergraduate courses that	By May 31, 2007, propose new courses to	

Annual Action Plan June 1, 2006–May 31, 2007

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
	admission to graduate programs	focus on making students competitive in the work place and in admission to highly selective graduate programs.	department, college, and University Curriculum Committee.	
	Bring it Align Art Department with the goals and expectations of the university.	Assess appropriateness of student learning outcomes in meeting curricular and institutional goals	By May 1, 2007 100% of art curriculum will be assessed in order to address correlations among student learning outcomes, curricular goals, and institutional goals. Faculty minutes will be used to document the review.	
	Engage in development and grant writing.	Increase grant writing and submission to appropriate agencies.	By May 1, 2007, 80 percent of faculty will write at least one grant.	
	Investigate procedures for obtaining lab fees attached to Art courses	Propose the collection of Lab Fee for purchasing technology and materials for research directed instruction.	By January 1, 2007, the Art Department will formally request lab fees attached to lab courses	
	Rebuild traditional art studios to encourage research in traditional practice of the present as well as the past.	Explore options for funding reconstruction of traditional art studios	By May 31, 2007, develop proposal for funding purchase of technology and materials for research directed instruction.	

Annual Action Plan June 1, 2006–May 31, 2007

**UTPA Goal:** Enhance UTPA’s engagement with the community to meet challenges and maximize opportunities.

**Academic Affairs Objective:** Promote engagement with existing organizations to address challenges and opportunities.

**College/AVP Objective:** Promote engagement with existing organizations to address challenges and opportunities.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Promote engagement with existing organizations to address challenges and opportunities. (2)	Expand FESTIBA promotion and participation by distributing flyers, memos, news releases about FESTIBA.	Increase Art Department participation in FESTIBA	50% increase over 2006 in number of faculty who participate in FESTIBA by March 3, 2007.	Funds to conduct events for FESTIBA

**UTPA Goal:** Collaborate with K-12 schools to enlarge the pool of applicants who are personally prepared and academically qualified for higher education.

**Academic Affairs Objective:** Collaborate with P-12 institutions, STC and UTPA on curriculum alignment.

**College/AVP Objective:** Develop field trips and on campus programs for K-12 students.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
----------------	---	---------------------------------------	--	------------------------------

*Annual Action Plan June 1, 2006–May 31, 2007*

<b>Unit Objective</b>	<b>Strategy(ies) to Achieve Unit Objective</b>	<b>Measurable Outcome for Unit Objective</b>	<b>Assessment Criteria, Evaluation Methods for Measurable Outcome</b>	<b>New Resources Needed in FY07</b>
Develop field trips and on campus programs for K-12 students. (3)	Increase accessibility of Art Department to local K-12 students.	Propose campus activities such as exhibits, on campus sculpture/murals with renowned professional national and international artists.	By May 31, 2007, present proposal to department for campus activities for K-12 students.	



Annual Assessment Report: June 1, 2006–May 31, 2007

Unit: Department of Art

**UTPA Mission:** The University of Texas-Pan American (UTPA) serves the higher education needs of a rapidly growing, international, multicultural population in the South Texas Region. The University preserves, transmits and creates knowledge to serve the cultural, civic, and economic advancement of the region and the state. The University provides students advanced instruction in academic programs offered through innovative delivery systems that lead to professional certification, and baccalaureate, master's and doctoral degrees. Through teaching, research, creative activity and public service, UTPA prepares students for lifelong learning and leadership roles in the state, nation and world community.

Division: Academic Affairs

Unit Head: Anthony Crisafulli

**Unit Mission:** The Art Department of University of Texas-Pan American serves the higher educational needs of a rapidly growing, international, multicultural population in South Texas Border Region. The Department is committed to offering a comprehensive range of state of the art courses, facilities, and programs that lead to professional certification, baccalaureate, and master's degrees. The department facilitates contributions of professional quality, contemporary creative work from both students and faculty to local, regional, national and critical thinking ability, and individual creativity while immersing students in the cultural and artistic heritage of Mexico, the Southwestern United States, and Latin America. Through teaching, research, creative activity and public service, the Department is dedicated to preparing students for lifelong learning and leadership roles in a global society.

**UTPA Goal:** Become an outstanding research institution, emphasizing collaborative partnerships and entrepreneurship.

**Academic Affairs Objective:** Establish a research environment that is student-learner centered.

**College/AVP Objective:** Establish a research environment that is student-learner centered.

Annual Assessment Report June 1, 2006–May 31, 2007

Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Establish a research and creative environment that is student-learner centered. (1)	Hire strong research and creative faculty who are student-learner centered.	By December 31, 2006, 100% of posted job announcements for tenure-track positions include research potential and strong commitment to teaching as minimum criteria.	All positions were posted by December 31 and offers were made and accepted by March 31, 2007	Because of the early postings, we were able to hire very qualified faculty for all four vacant positions.
Establish a research and creative environment that is student-learner centered. (2)	Expand the course offering for graduate and undergraduate students that allow research in interactive design, animation and 3D design. Similar to other universities in the UT system.	Course content was revised for existing courses that allows research in interactive design, animation and 3D design.	This year 50 undergrads and 15 graduate students gained knowledge in research in interactive design, animation and 3D design.	We are able to Develop MFA BFA and Minor in Digital Media, Animation and Digital Design for 2007-2008
Establish a research and creative environment that is student-learner centered. (3)	Develop a technology driven research studio for graduate and undergraduate students that allow creative research in interactive design, animation and 3D design. Similar to other universities in the UT system.	<ol style="list-style-type: none"> <li>1. The development of such lab.</li> <li>2. Survey of graduated students.</li> <li>3. Formal assessment by Graduate faculty of student research.</li> </ol>	Studio was gained this year with the proper software and computing power. Research has expanded on the graduate level. A Solar project was developed and 15 interactive projects. 450 digital prints were complete and a profile study of printer and color values.	Changes include alignment with the revisions to BFA and MFA.
Establish a research and creative environment that is student-learner centered. (3)	Recruit Graduate and Undergraduate students who desire to focus on technology and the creative process.	Number of theses successfully gained	We gained 14 Graduate Students who met this goal	<p>Need funding for graduate student and more studio space to accommodate growth.</p> <p>Need more research space and labs for research and production.</p>

Annual Assessment Report June 1, 2006–May 31, 2007

Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Establish a research and creative environment that is student-learner centered. (3)	Develop new undergraduate courses that focus on “real world” design needs of employers.	University approval for new courses.	All technology driven courses were revised but because of the lack of software and computers we were still falling short.  We still lack the ability to print.	Changes include New Labs and Software as well as establishing a in hours design firm.  Develop a professional printing and development facility

**UTPA Goal:** Enhance UTPA’s engagement with the community to meet challenges and maximize opportunities.

**Academic Affairs Objective:** Promote engagement with existing organizations to address challenges and opportunities.

**College/AVP Objective:** Promote engagement with existing organizations to address challenges and opportunities.

Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Promote engagement with existing organizations to address challenges and opportunities. (4)	Expand FESTIBA promotion and participation	Number of events held by the department for FESTIBA	A Journal, and two gallery exhibitions play were all part of FESTIBA	The Dept. of Art had a stronger presence in FESTIBA this year

Annual Assessment Report June 1, 2006–May 31, 2007

**UTPA Goal:** Collaborate with P-12 schools to enlarge the pool of applicants who are personally prepared and academically qualified for higher education.

**Academic Affairs Objective:** Establish expectations/standards that define students who are personally prepared and academically qualified for college.

**College/AVP Objective:** Develop field trips and on-campus programs for P-12 students

Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Develop field trips and on-campus programs for K-12 students. (5)	Work with endowed chair to create on campus activities such as exhibits, on campus sculpture/murals with renowned professional national and international artists	Number of visitors to classrooms in the Department of Art	Endowed chair did not come due to illness.	Assign a faculty member to handle outreach.