

2016-2017 Assessment Cycle VPAA_Hilliard University Art Museum

Mission (due 1/20/17)

University Mission

The University of Louisiana at Lafayette offers an exceptional education informed by diverse worldviews grounded in tradition, heritage, and culture. We develop leaders and innovators who advance knowledge, cultivate aesthetic sensibility, and improve the human condition.

University Values

We strive to create a community of leaders and innovators in an environment that fosters a desire to advance and disseminate knowledge. We support the mission of the university by actualizing our core values of equity, integrity, intellectual curiosity, creativity, tradition, transparency, respect, collaboration, pluralism, and sustainability.

University Vision

We strive to be included in the top 25% of our peer institutions by 2020, improving our national and international status and recognition.

College / Department / Program Mission

College Mission

Provide the college mission in the space provided. If none is available, write "None Available in 2016-2017."

Department / Program Mission

Provide the department / program mission in the space provided. If none is available, write "None Available in 2016-2017".

The Paul and Lulu Hilliard University Art Museum's mission is both to serve the students, faculty, and staff of the University of Louisiana at Lafayette and to enrich the lives of Louisiana residents by fostering an understanding and appreciation of the visual arts.

The Museum seeks to achieve these goals through collection development and by organizing and presenting major exhibitions and related programming showcasing art works from all historic periods and all corners of the globe. Such varied programming will be designed to meet the educational and cultural needs of Louisiana's highly diverse population.

Assessment Plan (due 1/20/17)

Assessment List (Goals / Objectives, Assessment Measures and Criteria for Success)

Assessment List

Goal/Objective	Increase revenue	
Legends	OO - Outcome/Objective (administrative units);	
Standards/Outcomes		
	Identifier	Description

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Results & Improvements (due 9/15/17)

Results and Improvement Narratives

Assessment List Findings for the Assessment Measure level for Increase revenue

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		\$30K in earned income from venue rentals been met yet? Met	year.		
	Indirect - Benchmarking	Has the criterion Secure grant funding from at least 50% of grant requests been met yet? Met	In grant funding, 5 of the 6 applications submitted were funded.		
	Indirect - Benchmarking	Has the criterion Meet or exceed goal of 10,000 visitors for the year been met yet? Met	Our goal of 10,000 visitors for the year was exceeded with a total of 12,000		

Assessment List Findings for the Assessment Measure level for Assure programs are relevant

Goal/Objective	Assure programs are relevant					
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	Assessment Measures	Assessment Measure		Criterion		
		Indirect - Focus Groups		Feedback on programs		

Assessment Findings	Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
	Indirect - Focus Groups	Has the criterion Feedback on programs been met yet? Met	Focus groups conducted in July 2017 provided positive community input re: relevance of museum programs.		

Assessment List Findings for the Assessment Measure level for Enhance reputation

Goal/Objective	Enhance reputation				
Legends	OO - Outcome/Objective (administrative units);				
Standards/Outcomes	Identifier	Description			
	Research SI.Research SI 2.KPI 4	Provide more resources and enhance administrative infrastructure to support procurement of external funding, intellectual property development, entrepreneurial start-ups, and patents.			
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	Direct - Increased media presence (Other)				
Assessment Findings	Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
	Direct - Increased media presence (Other)	No data has been entered.	HUAM received greater media presence in FY16-17 in online and print publications. Acadiana Advocate featured several articles on our exhibitions, as well as coverage in their society page. We also		

			invested in paid advertising to promote exhibits and programs.		

Reflection (Due 9/15/17)

Reflection

1) How were assessment results shared in the unit?

Please select all that apply. If "other", please use the text box to elaborate.

Distributed via email

Presented formally at staff / department / committee meetings (selected)

Discussed informally

Other (explain in text box below)

2) How frequently were assessment results shared in the unit?

Frequently (>4 times per cycle)

Periodically (2-4 times per cycle) (selected)

Once per cycle

Results were not shared this cycle

3) With whom were assessment results shared?

Please select all that apply.

Department Head (selected)

Dean / Asst. or Assoc. Dean

Departmental assessment committee (selected)

Other faculty / staff (selected)

4) What were the measurable or perceivable effects on your current (2016-2017) findings based on prior action plans (created in 2015-2016)?

In FY2015-16, our action plans focused on goals related to board development, strategic planning, staff and volunteer development, and educational programming.

In FY2016-17, the Advisory Board bylaws were approved expanding the board to 11 members. Nine of those positions are filled with new expertise in the areas of PR, accounting and facilities. The museum just completed the first of a three-year strategic plan and is performing well toward the goals of increasing revenue; enhancing reputation and assuring relevance in its programs. Earned revenue increased by 140%. Annual visitors exceeded 12,000 and more than 60% of our programs were presented in partnership with campus and community organizations. The staff at the museum has increased to 11.5 permanent positions and 11 student workers, and we currently have 37 volunteers. With the hire of a full-time educator last year, we made great strides in fulfilling our education mission with programming targeted at K-12 students, teaching training opportunities, age-specific tours and activities and family workshops. Last year our educational programs served 3500 guests.

5) What has the unit learned from the current assessment cycle?

Please see the attached annual report for more information. For FY16-17, we are pleased with our progress on the assessment measures that we set:

- Membership has increased to 335 units, and there was a 6% return on our direct mail recruitment.
- A corporate membership program has been established and currently there are 2 members at this level.
- Event rentals generated \$30K in revenue for the year.
- In grant funding, 5 of the 6 applications submitted were funded.
- Our goal of 10,000 visitors for the year was exceeded with a total of 12,000

Attachments

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Upload any supporting documents related to your assessment plans, results, or improvements. Documents may include rubrics, survey questions, reports, etc. There is no limit to the number of documents you can upload.

Click "Select File" to upload document(s)

2016_17_HUAM_Annual_Report_Final.pdf