

2017-2018 Assessment Cycle VPAA_Hilliard University Art Museum

Mission (due 12/4/17)

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 / VP and Program / Department Mission

Mission of College or VP-area

Provide the mission for the College or VP-area in the space provided. If none is available, write "None Available in 2017-2018."

Mission of Program / Department

Provide the program / department mission in the space provided. The mission statement should concisely define the purpose, functions, and key constituents. If none is available, write "None Available in 2017-2018."

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.

Attachment (optional)

Upload any documents which support the program / department assessment process.

Assessment Plan (due 12/4/17)

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

Assessment List

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

	Research SI. Research SI 1	Enhance supporting infrastructure for the conduct of research and innovation.	
	Research SI. Research SI 2	Increase and diversify external funding revenue through grants and contracts, entrepreneurial activities, and fund-raising.	
	Research SI. Research SI 2. KPI 6	Collaborate with University Advancement to increase the number of external relationships and explore various opportunities for fund-raising and gifts to support research, graduate education, and entrepreneurial ventures.	
Assessment Measures	Assessment Measure	Criterion	Attachments
	Indirect - Benchmarking	Meet or exceed established goals for membership revenue	
	Indirect - Benchmarking	Recruit corporate sponsorship	
	Indirect - Benchmarking	Meet or exceed established goal of \$30K in earned income from venue rentals	
	Indirect - Benchmarking	Secure grant funding from at least 50% of grant requests	
	Indirect - Benchmarking	Meet or exceed goal of 10,000 visitors for the year	

Goal/Objective	Assure programs are relevant(Imported)	
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Goal/Objective	Enhance reputation(Imported)							
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Program / Department Assessment Narrative

The primary purpose of assessment is to use data to inform decisions and improve programs (student learning) and departments (operations); this is an on-going process of defining goals and expectations, collecting results, analyzing data, comparing current and past results and initiatives, and making decisions based on these reflections. In the space below, describe the program's or department's overall plan for improving student learning and/or operations (the "assessment plan"). Consider the following:

- 1) What strategies exist to assess the outcomes?
- 2) What does the program/department expect to achieve with the goals and objectives identified above?
- 3) How might prior or current initiatives (improvements) influence the anticipated outcomes this year?
- 4) What is the plan for using data to improve student learning and/or operations?
- 5) How will data be shared within the Program/Department (and, where appropriate, the College/VP-area)?

Assessment Process

1) Toward the goal of increased revenue, strategies include increased membership, increased store sales, increased venue rental income, increased fundraising and grant writing.

Toward the goal of enhancing the museum's reputation, strategies include promoting the museum as a research center, increasing partnerships, producing thought leadership, increasing functionality of Town building.

Toward the goal of assuring program relevance, strategies include diversifying programming, maintaining local partnerships, linking exhibits/programs to current conversations, expanding campus connections.

2) We expect to achieve increased revenue, broader recognition in our communities and increased interest in and recognition for our exhibitions and programs.

3) Initiatives will positively affect outcomes this year.

4) Revenues are reviewed on a weekly and quarterly basis. Strategic plan progress is reviewed every 6 months. Reports are shared with Advisory Board.

5) Weekly revenue reports are shared at weekly staff meetings. Budget managers review revenue/expenses with Director quarterly. The Provost is provided with an annual report summarizing museum financial and programmatic performance.

Results & Improvements (due 9/15/18)

Results and Improvement Narratives

Assessment List Findings for the Assessment Measure level for Increase revenue(Imported)

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	Indirect - Benchmarking	Meet or exceed goal of 10,000 visitors for the year			
Assessment Findings	Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
	Indirect - Benchmarking	Has the criterion Meet or exceed established goals for membership revenue been met yet? Not met	FY 17-18 saw a modest decline in membership revenue from \$25,925 to \$23,810, with Hilliard Society memberships bringing in an additional \$38,000.		- Assessment Process: Continuous monitoring: Current active membership numbers 273 + 39 Hilliard Society members. While overall membership revenue is down by \$2,00, our retention rate is 40% and the return on our direct mail campaign was a high 2%.
	Indirect - Benchmarking	Has the criterion Recruit corporate sponsorship been met yet? Met	Many corporate sponsors provided cash and in-kind support at the museum in FY17-18. Cash sponsorships totaled \$4,250 and in-kind support was valued at \$25,800.87.		- Assessment Process: Continuous monitoring: The museum will continue to cultivate relationships with current corporate sponsors as well as outreach to potential prospects.
	Indirect - Benchmarking	Has the criterion Meet or exceed established goal of \$30K in earned income from venue rentals been met yet? Met	In FY 17-18, \$44,850 in income and commitments has been secured for private venue rentals.		- Assessment Process: Continuous monitoring: With the expansion of our education programming into the Town building, rentals of the facility may decline until we are able to expand our facilities and operations in order to best accommodate private events.

	Indirect - Benchmarking	Has the criterion Secure grant funding from at least 50% of grant requests been met yet? Met	Of the 8 grants we applied for, four requests were awarded. Two requests are pending.		- Assessment Process: Continuous monitoring: There is great potential for grant support at the museum. If increased resources (full-time grantwriter) were available, we could maintain a steady schedule of grant applications, especially to federal agencies that could generate thousands of dollars of grant revenue.
	Indirect - Benchmarking	Has the criterion Meet or exceed goal of 10,000 visitors for the year been met yet? Met	Annual visitation this past year was 12,664 + 2,210 attendees of private events.		- Assessment Process: Continuous monitoring: This year's annual attendance is a slight increase (473) from last year's attendance. Upon the advice of our museum planning consultant, we have also started to count attendees of private events which pushes overall visitation to 14,874.

Assessment List Findings for the Assessment Measure level for Assure programs are relevant(Imported)

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Assessment List Findings for the Assessment Measure level for Enhance reputation(Imported)

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Reflection (Due 9/15/18)

Reflection

The primary purpose of assessment is to use data to inform decisions and improve programs and operations; this is an on-going process of defining goals and expectations, collecting results, analyzing data, comparing current and past results and initiatives, and making decisions based on these reflections. Recalling this purpose, respond to the questions below.

1) How were assessment results shared in the program / department?

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 (selected)

Other (explain in text box below)

The museum also produces an annual report that is shared with ULL executive staff and the museum boards.

2) How frequently were assessment results shared?

Frequently (>4 times per cycle)

Periodically (2-4 times per cycle)

Once per cycle (selected)

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 (selected)

Departmental assessment committee (selected)

Other faculty / staff

4) Consider the impact of prior applied changes. Specifically, compare current results to previous results to evaluate the impact of a previously reported change. Demonstrate how the use of results improved student learning and/or operations.

The museum is in the third year of a three-year strategic plan with goals of increased revenue, enhanced reputation and assured relevance. We recently increased the rental rate for private events at the museum due to the significant impact they have on operations this may result in fewer events but revenue should remain stable with the fee increase. This past year, we increased our investment in advertising which has helped to support attendance (reputation). By setting a goal that at least 60% of our programs would be presented with partners, we are presenting nearly all programs with partners on campus and in the community which broadens our audience and assures the program is relevant to the audience.

5) Over the past three assessment cycles, what has been the overall impact of "closing the loop"? Provide examples of improvements in student learning, program quality, or department operations that are directly linked to assessment data and follow-up analysis.

The museum has accomplished a great deal with the addition of several staff positions and the development of its two boards. The Advisory Board has several ULL staff and faculty who help to secure partnerships across campus for the museum resulting in increased student participation. The Hilliard Society Board is just now beginning to actively participate in fundraising which will support increased revenue. The investment in advertising, the high quality of our design work, and the presentation of exhibitions of international and regional importance have contributed greatly to the growth of our reputation throughout the southeast region. Steadily increasing attendance at our programs indicates that the content of our programming is relevant to our community.

Attachments (optional)

Upload any documents which support the program / department assessment process.

2017_18_HUAM_Annual_Report_Draft_Final.docx

