If you ask me what I came into this life to do, I will tell you: I came to live out loud.

Emile Zola
Welcome & Introductions

December 1, 2017
Introductions

Uganda/GLI CAM Ambassadors:

Lauren Brady, Ashley Nepomuceno, Bella Musser, Annie Lawrence
About GLI

The Global Livingston Institute strives to support innovation, communication, collaboration, and awareness. With an emphasis on students and community leaders - GLI is an open organization with the goal of empowering and improving communities around the world.
Goals (Pre-Trip)

❖ DEFINE what the objectives are for a GLI/CAM Partnership
❖ GIVE honest, accurate depictions of our experience through blogs
❖ REPRESENT our values of creative excellence, discovery, and Denver abroad
❖ NETWORK with GLI staff (U.S. and local) and bands/musicians
❖ ENGAGE with locals
Take-Aways

❖ “Production company” must have flexibility and adaptability
❖ Creating jobs for Ugandans has to be a top priority
❖ Ugandan culture must be considered in every idea or situation
❖ Collaboration with GLI could provide many opportunities for our student body (Not just in CAM)
Goals (Post-Trip)

- Determine what a “production company” looks like through a Ugandan lens
  - What steps are needed to move towards creating this company for GLI?
- Further establish a working relationship with GLI
- Develop ongoing internship/job opportunities for CAM students
- Send more CU Denver students to Uganda
  - Have students apply & be notified of selection in advance
  - Establish work/networking schedule & opportunities to prepare for trip
    - Do we include this in the school curriculum, as a mandatory elective for those who are selected?
- Establish fundraising opportunities to lessen the costs & help kickstart materials needed for production company
CAM and GLI

Collaboration with GLI would provide students, faculty, and staff many opportunities including:

❖ Travel/Exposure to other cultures
❖ Opportunities to create initiatives
❖ Experience in the field
❖ Job and internship opportunities
❖ Community outreach
❖ Personal Development
LYNX Camp/Recruitment Update & Scholarship Campaign

Dave Walter
Denver Campus - College of Arts & Media Enrollment
Fall 2017 - Census

Note: click a value to filter the remaining charts. For example, click the female bar to limit all other charts to female students.

Student Level: All | Gender: All | Residency: All | Academic Load: All | Race/Ethnicity: All | Class Level: All | Registration Type: All

Student Level
- Undergraduate: 1,261 (97%)
- Graduate: 38

Gender
- Female: 529 (40%)
- Male: 770 (59%)
- Unknown: 4 (0%)

Residency
- Resident: 1,051 (81%)
- Non-Resident: 248 (19%)

Full/Part-Time Status
- Full-Time: 1,013 (78%)
- Part-Time: 286 (22%)

Race/Ethnicity Summary
- Minority: 472 (38%)
- Non-Minority: 827 (64%)

Race/Ethnicity
- African American: 60
- Asian American: 104
- Hispanic: 257
- International: 14
- Native American: 38
- Pacific Islander: 13
- Unknown: 10
- White: 803

Class and Major Level
- Freshman: 336
- Sophomore: 296
- Junior: 272
- Senior: 357
- Masters: 38

Registration Type
- New Freshman: 224
- New Transfer: 179
- New Graduate: 17
- Readmit: 9
- Continuing: 870
Denver Campus - College of Arts & Media - Music Enrollment
Fall 2017 - Census

Note: click a value to filter the remaining charts. For example, click the female bar to limit all other charts to female students.

Student Level: All | Gender: All | Residency: All | Academic Load: All | Race/Ethnicity: All | Class Level: All | Registration Type: All

Student Level: Undergraduate - 528
Gender: Male - 370, Female - 156, Unknown - 2
Residency: Resident - 377, Non-Resident - 151
Full/Part-Time Status: Full-Time - 424, Part-Time - 104

Race/Ethnicity Summary: Minority - 183 (35%), Non-Minority - 345 (65%)


Class and Major Level: Freshman - 150, Sophomore - 99, Junior - 112, Senior - 159

Registration Type: New Freshman - 102, New Transfer - 72, Readmit - 6, Continuing - 348
Fall Denver Campus Applied Weekly Trends

Application Type: New UGRD Degree-Seeking Total
School/College: Arts and Media

Admit Year
- 2016
- 2017
- 2018

Select Status
- Applied
Academic Announcements

Sam McGuire
CAM Faculty and Staff Meeting—Dean’s Report

December 1, 2017
Scholarship and research are vitally important to the College of Arts & Media.
CU Denver connections fuel creative pursuits

Denver Post: The Denver art scene’s newest hotspots may be right up your alley — literally

Blog: camdean.org
Twitter: #lkaptain
WELCOME FROM THE DEAN

Greetings from the College of Arts & Media (CAM) at the University of Colorado Denver!

Not only is our unit Colorado’s first arts and entertainment college—but we are also one of the few public institutions nationally to be offering programs at the intersection of arts, technology, and commerce. It’s at that location that our art changes lives.

It has only been within the past 20 years that significant research has illuminated new career paths for prospective students and their parents to consider. Please read the following sentences from Steven J. Tepper and Elizabeth Long Lingo (formerly of Vanderbilt’s Curb Center for Art, Enterprise & Public Policy),

“Artists need to be masters of navigating across historically disparate domains, for example, specialization and generalist skills, autonomy and social engagement, the economy’s periphery and the core, precarious employment and self-directed entrepreneurialism, and large metro centers and regional art markets.”

That is what CAM is all about. Our faculty has high expectations for our students—and in that regard, a core belief we all share is the importance of assuring that young artist, designers and scholars have the tools to form their own creative identity. They will then be able to establish their role in the new contingent economy by leveraging entrepreneurship and enterprise for their success as artist citizens.
Here we are and here’s where we are going.
Briefing with University of Colorado, Denver
Thursday, 12 October 2017
Proposed 6 strategic initiatives of CAM:

a) Deliver an outstanding educational and creative student experience.
b) Embed entrepreneurship across the College of Arts & Media.
c) Support relevant research in the creative industries.
d) Advance CU in the City through CAM communication and branding.
e) Improve financial strength of CAM.
f) Develop and implement a CAM strategic plan that incorporates the above recommendations.
Determination of CAM Strategic Initiatives

2012
CAM Culture Report

2015
CAM All-Day Retreat with outside Facilitator
+ Half-Day CAM Retreat with Branding Specialist

2017
Innovative Resource Consulting Group
46 Interviews with faculty, staff & students
Dean has 65 hours of meetings
+ Strategic Planning with Lois Todd

2012: More fund raising, build reputation, less micromanaging from the Dean’s Office

2015: More/better facilities, build reputation, increase student scholarships

2017: More management/leadership from Dean’s Office to Departments, make Dean’s Office smaller, more and better meetings
Proposed 5 strategic initiatives of CAM:

a) Deliver an outstanding educational and creative student experience.

b) Embed entrepreneurship across the College of Arts & Media.

c) Support relevant research in the creative industries.

d) Advance CU in the City through CAM communication and branding.

e) Improve financial strength of CAM.
1. Consider and evaluate the current accreditation in relation to department development and goals

2. Create a signature asset for the department, College, and University

3. Move the Music and Entertainment Industry Studies Department from a regional focus to more of a national and global program

4. The faculty and chair should develop a joint vision that creates a unique and innovative department that addresses future issues and opportunities

5. Develop and implement a MEIS strategic plan that incorporates the above recommendations
STRATEGIC PLANNING
TFVP
2017-2018

1. Work with Dean and Associate Dean to implement name change.

2. Find a location for remaining costumes and props

3. Continue generating large SCH through core Theatre classes, Horror Film, Fundamentals of Film and TV

4. Build further relationships with TV and Film outlets and production companies in Denver. Includes airing student film, Denver Film Festival partnership, Denver Silent Film partnership, internships, TFVP events, to name a few.

5. Through KCAC amendment Film/TV continues to use King Center Space for creative activity.
1. Identify existing entrepreneurial actives/classes and aspects that can be enhanced or created

2. Create and implement a marking and branding plan for the department

3. If favorable in the new budget model, expand university core offerings and move the scheduling and staffing responsibilities of these classes under the Chair.

4. To increase VA area enrollments and recruitment efforts, Work with the college and university to leverage VA classes in existing and new campus and city recruitment, retention and outreach efforts

5. If favorable in the new budget model, identify departmental growth potential areas in the that can be used to subsidize slower growing areas. Also, develop and implement a funding strategy for these initiatives including moving the DAC back to a D2 program.

6. Develop and implement a VA strategic plan incorporating the above recommendations
**Blocking**

- Strategic thinking, planning and alignment
  - **All faculty, staff led by Executive Committee.**
- Transparency and information flow down
  - **Dean, Asso Dean, 3 Chairs, Assis Dean, HR, Marketing. Dean is on Twitter, has a blog, Facebook, LinkedIn. Project management system —dapulse.**
- Internal communications and messaging
  - **Hired Marketing Director (Alice Crogan).**
- Current meetings, working groups and committees
  - **Reaffirming the value and voice of effective and efficient meetings, and continued efficacy of working groups and committees.**
CAM is talent rich and in need of more strategic direction

CAM has 5 strategic initiatives and each department has strategic priorities. **Strategy and direction are ready to activate.**

- CAM should be an atmosphere of abundance . . . we can . . . versus of scarcity . . . we can’t

With increased enrollments, new budget model will provide additional resources.

- CAM has many things going for it and this should be messaged heavily

- **Hired Marketing Director (Alice Crogan).**

- CAM can benefit from being a sum versus the 3 department areas (Parts)

- Departments can increase rankings—collaborate across the college (SNAAP results provide a template).

- College Issues/Concerns not so much about culture as about “strategy” and “direction”.

**Direction**—address SNAAP results, CAM has 5 strategic initiatives and each department has strategic priorities. **Strategy and direction are ready to activate.**
Leadership should provide more internal focus.

- Dean spending more time in office—less fund raising, community relations and recruiting coordination.

- Reorganize the functions and staff in the office of the Dean to increase effectiveness, efficiency and support for the faculty and the College.

- Eliminated Assistant Dean position, added responsibility to Dean’s Exec Assistant, Assistant Dean and HR Director. Less outreach and marketing.

- Develop and implement a strategic plan with an annual and multiyear focus.

- Developed 5 College Strategic Initiatives, each department generated 5 priorities. Will assign dates for assessment of progress.

- Develop the plan in an approach of bottom up and top down, joined in the middle due to the uniqueness of the College.

- In process—and including acting on SNAAP Survey.
Recommendations-Mark Carneal

- Increase the administrative support for each department area. Chairs and faculty could benefit significantly.  
  ⚡ With increased enrollments—can do more under new budget model.
- Create and implement an effective and efficient operating rhythm for College operations.
  ⚡ New meeting structure created by leadership team and consultant
- Improve the communications, messaging and branding internally.
  ⚡ Hired Marketing Director (Alice Crogan).
- Increase transparency, collaboration and shared governance.
  ⚡ Academic working group no longer meets. CAM Committees continue to shape and advise.
As Dean, I stand to address every recommendation put forth by Mark Carneal
Unintended consequences of office reorganization

• Fewer donor visits / contacts
• -20% drop in applications

New budget model depends largely on increased enrollments
Consultants
Beth Herman, Nov 2014 & Jan 2015
Stacy Sopcich, Aug 2015
Mark Carneal, Feb-Sept 2017
Lois Todd, Jan-Nov 2017
Many CAM faculty, staff and students prefer receiving information through visual depictions.
The final slide is a visual representation of the mission, vision and values created by CAM faculty, staff, students, and community partners 2015-17.
College of Arts & Media
University of Colorado Denver

Our mission is to effect change by preparing students to successfully pursue their passions.

We envision a world made smaller and more fully human, by the artist's interpretation of the human experience.

Support an outstanding educational and creative student experience

Embed entrepreneurship across the College of Arts & Media

Advance CU in the City through CAM communication and branding

Support relevant research in the creative industries

Improve financial strength of CAM
If you ask me what I came into this life to do, I will tell you: I came to live out loud.

Emile Zola