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## Chapter 5: Program Initiatives to Improve Performance

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Priority: 1

Initiative Title: GOS (General Operating Support) Proposal / LCC Art Gallery

### Purpose of the Program/Proposal

The purpose of this proposal is to insure that the LCC Art Gallery will continue as an institution at the college under the management of a paid gallery director.

The LCC Art Gallery offers a rich and diverse cultural experience to the campus community as well as to the greater metropolitan community. As in the past, the gallery presents nine exhibitions each year. In 2002/03 we featured painting, sculpture, and photography. This year, 2003/04, showcases the work of artists in the areas of painting, fiber art, international poster art, and contemporary installation from artists of regional, national, and international repute. In addition, the gallery provides a venue for the artwork of faculty and students.

2003/04 is the second year that the Art Department has offered the Gallery Management course to students. Students enrolled in this class assist significantly with the basic exhibition operations of the gallery.

It is also the case that this is the fourth year wherein the art gallery has been managed solely on a voluntary basis by contracted and part-time faculty co-directors. Prior to that time there existed a gallery director whose position was funded by the college. A release time arrangement supported this position, which was subsequently lost to budget cuts.

Last year we requested additional resources for the gallery. We submitted a request for, and received, a one-time disbursement for the gallery operations of \$8000 from the college administration. With this money, we were able to purchase essential equipment, a computer, printer, and scanner. We have been able to defray the cost of the gallery class, which necessitates lower enrollment than we knew at the onset. We are also pursuing an ongoing fundraising option for the gallery with start-up costs coming from that one-time funding.

Yet, we are still volunteer co-directors of the gallery. This was to be a temporary situation, a strategy which would keep the gallery open until such time that we would again have a compensated gallery director at LCC. This proposal is directed to that end.

### Why We are Maintaining the Art Gallery

Galleries and museums that are housed on college and university campuses are in a unique position in the artworld, somewhat different from private galleries. As one of these, ours is an educational model. One advantage of a gallery at an educational institution is that it is not dependant on sales to remain open. This also means that the

educational gallery may present provocative and contemporary artwork. This is consistent with the mission statement and core values of LCC. We take a leadership role to provide exhibitions which are inclusive of a variety of media and concepts, and which we believe enhance the lifelong learning experience of all who view the shows.

Those of us who volunteer on the gallery committee as co-directors are committed to the components of the educational model. We believe that it matters, to offer people a visual worldview, an opportunity to experience life as depicted by the dreamers. This commitment has kept us working on the gallery for these four years.

### Resources Needed to Continue the Gallery

The prime resource needed to continue the LCC Art Gallery is a gallery director. This position may be funded in a number of ways. Ideally, the director would have full time employment. More realistically at this time, the college could hire a part-time gallery director. This could be a staff position. Alternatively, this position could be held by a member of the art faculty. This could be a new position, or this could be part of a current faculty member's teaching load. This position could be a release time position. If possible, the director could also be the instructor for the Gallery Management class. Gallery experience/interest will be important.

Also needed is a designated space for gallery equipment, such as the computer.

### List of Gallery Responsibilities

#### **Director**

- curatorial work, preparator, publicity, exhibition, networking, community education, expansion of the gallery's role on campus, fundraising, lending program of the gallery's holdings of artwork, teaching, or collaboration with instructor, of Gallery Management class, budget management, committee work, educational promotion, documentation.

#### **Gallery Committee**

- assist and consult with director, assist with committee work on campus

#### **Gallery Students**

- complete coursework as it relates to exhibition management

### Benefits

The benefits to students are primary. The LCC Art Gallery exhibits work in a variety of art media. Students in the arts gain from this exposure by stretching their understanding of artwork, perhaps in a medium other than their own. The gallery is used by art instructors as another classroom. Exhibiting artists present slide lectures and discussions of their work to an audience of students, faculty, and community members. The Gallery class students benefit most directly in that it expands understanding of the work of the professional artist, the vital role of exhibition, and the business of art presentation. The annual juried student show, and the graduating Graphic Design students' show are paramount to those students' experience.

These benefits extend to faculty and staff in the Art Department, but also to the greater campus community, since the gallery is visited, intentionally or not, by others. The gallery director will increase campus awareness of gallery activities, as (s)he will be compensated for the hours that are necessary for that awareness. In Spring 2003, the Reading Together group used the gallery space for an event. We want to encourage that, and we don't have the time to recruit as many activities as we would like to see. It needs to be part a someone's job description. Many exhibitions draw attendance at lectures and receptions from the metro area. Professional artists and collectors, the press, and others attend. At a Fall 2003 exhibit, I was approached by a visitor from Grants Pass who attended the artist lecture. She had seen the artist's work in Chicago, and she thanked me for keeping her on the gallery mailing list. Lane Community College will benefit from the director's gallery collaborations, networking, and fundraising roles.

### Measurable Outcomes

Not all gallery goals for the new gallery director are measurable. There are those however that can be counted. For example, we can literally count those in attendance at lectures and receptions. Also we can document successful fundraising. We can measure local publicity. We can look at the results of gallery use, as a venue by other departments to evaluate an expanded role on campus.

### Conclusion

In conclusion, this is a determined request from the Art Department to the administration. We need a permanent gallery directorship funded by the college if the gallery is to survive and grow.

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### Budget Information (based on 2003-04)

Annual Art Department Gallery Operation Funds - \$5000

ASLCC Funds for Lecture Series - \$1000 (now in question)

These expenses just cover our operating costs. The position of Gallery Director will be fully funded by the college. Our estimate of the cost to the college will depend on classification and workload.

Part time faculty, based on 4-credit hour class load at level 2.6, per term

\$4356 salary plus \$1407 OPE = \$5763

Full time faculty, based on above

\$4545 salary plus \$2268 OPE= \$6813

The gallery director position equivalent to 2 classes/term would double the cost.

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