

NATIONAL ASSOCIATION OF SCHOOLS OF ART AND DESIGN

PROGRAM

Sixty-First Annual Meeting

October 14 – 16, 2005

**The Loews Philadelphia Hotel
Philadelphia, Pennsylvania**

NATIONAL ASSOCIATION OF SCHOOLS OF ART AND DESIGN
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*The number in parentheses next to each room name denotes
the floor on which that meeting room is located.*

Thursday, October 13

8:00 a.m. – 12:00 noon	COMMISSION ON ACCREDITATION <i>(Members only)</i>	Lescaze (33)
1:00 p.m. – 6:00 p.m.	REGISTRATION	Washington Foyer (3)
1:45 p.m. – 5:00 p.m.	WORKSHOP FOR VISITING EVALUATORS <i>(by invitation only)</i>	Congress B (4)
2:30 p.m. – 5:30 p.m.	PRE-MEETING WORKSHOP FOR NEW AND ASPIRING ART AND DESIGN ADMINISTRATORS IN HIGHER EDUCATION <i>(by pre-registration only)</i>	Washington AB (3)

Friday, October 14

8:00 a.m. – 5:00 p.m.	WORKSHOP FOR VISITING EVALUATORS <i>(by invitation only)</i>	Congress B (4)
8:00 a.m. – 6:00 p.m.	REGISTRATION	Washington Foyer (3)
9:00 a.m. – 3:15 p.m.	PRE-MEETING WORKSHOP <i>(continued from Wednesday afternoon)</i>	Washington AB (3)

Friday, October 14 (continued)

2:15 p.m. –
4:15 p.m.

FORUM: QUESTIONS OF ORIGINALITY

Regency A (2M)

What is originality? In what ways, and to what extent, does it exist? Can originality itself be taught? Can concepts and techniques that foster originality be taught? These questions are important in and of themselves, but they take on a particular poignancy in a culture of pastiche, parody, and appropriation. Attempts to pursue these questions lead to many conceptual and cultural territories, particularly because there are cultural differences with respect to definitions and meanings of originality. This session will explore all of these issues, connect them to the professional education of artists and designers, and explore them in relationship to plagiarism and other intellectual property issues.

Presenters: Fred Fehlau, Art Center College of Design
Jamer Hunt, Philadelphia College of the Arts

Moderator: Mark Breitenberg, Art Center College of Design

2:15 p.m. –
4:15 p.m.

MENTORING JUNIOR FACULTY

Regency B (2M)

Most graduate programs do not prepare individuals to join the professoriate, especially when the complete range of responsibilities is considered. Although many graduate students have teaching or other assistantships, the full range of professorial life is not addressed. Junior faculty arrive at an institution with significant needs for guidance and support. This session will focus on the mentoring role of the art and design executive. How can administrative leaders best nurture new faculty? What are the primary issues that need to be understood at the beginning? How can the art/design administrator best consider issues of timing and pacing in the first year of mentoring? What about departmental and campus values and priorities? How can these be shared in a productive way? What are the warning signs of time management problems? How can these be addressed sensitively and productively? This session will consider a broad range of mentoring issues and provide an opportunity for discussion among attendees in a roundtable format.

Presenters: Carlyle Johnson, Tennessee State University
Harold Linton, George Mason University
Marcia Rickard, Saint Mary's College

Moderator/Presenter: Adrian Tio, Northern Illinois University

Friday, October 14 (continued)

2:15 p.m. – **ADVISEMENT AND MENTORING** Regency C (2M)
4:15 p.m. **IN THE UNDERGRADUATE CURRICULUM**

Advisement is a traditional aspect of undergraduate programs. Today, effective advising is more challenging than ever. Students are arriving with a greater breadth of background and aspiration. Art and design disciplines are evolving and blending in new ways. Career choices are expanding, general education and specialization exhibit new relationships and accommodations. Given these and other examples, how can advisors help students to get the best orientation to higher education in general, to the institution as a whole, and to their specific program of study? How can advisement become more integrated with curriculum development and curricular choices? How can individual advisors make the best possible assessments of student capacities and aspirations as a basis for making specific recommendations for programs or courses of study? What impacts do we expect from technology on various aspects of advising? What are the futures issues in faculty advisement? Are paid advisors on the horizon? These and other issues will be discussed in a roundtable format following presentations and questions from attendees.

Presenters: Christopher Cyphers, School of Visual Arts
Joseph Seipel, Virginia Commonwealth University

Moderator: Mary Colleen Heil, Pennsylvania College of Art and Design

3:00 p.m. – **EXECUTIVE COMMITTEE MEETING** Roberts (33)
3:55 p.m.

3:30 p.m. – **ORIENTATION TO THE HEADS SYSTEM** Washington AB (3)
4:20 p.m.

The institutional research data gathered and compiled by Higher Education Arts Data Services constitutes a unique and valuable resource for art and design executives. This session will provide an overview of the information contained in annual Data Summaries, which are reports compiled from data submitted by NASAD member and other participating institutions. The explanations will cover use of the data in local policy discussions, as well as opportunities for institutions to obtain customized data reports.

Karen P. Moynahan, NASAD National Office

4:00 p.m. – **BOARD OF DIRECTORS BUSINESS MEETING** Lescaze (33)
5:00 p.m.

Friday, October 14 (continued)

4:30 p.m. – **NASAD RESOURCES:** Washington AB (3)
5:30 p.m. **AN ORIENTATION TO NASAD**

This session will provide an orientation to the resources and operations of NASAD, with special attention to the benefits and responsibilities of Membership. An emphasis will be on ways the Association and its work assist administrators in all aspects of fulfilling their local responsibilities. Individuals attending the NASAD meeting for the first time are especially encouraged to attend.

Sr. M. Cor Immaculatum Heffernan, Marywood University
Karen P. Moynahan, NASAD National Office

5:00 p.m. – **RECEPTION FOR THE ASSOCIATION** Howe/Terrace (33)
6:15 p.m. *(Cash Bar)*

5:45 p.m. – **BOARD OF DIRECTORS DINNER** Lescaze (33)
9:00 p.m. **AND SEMINAR MEETING**

Saturday, October 15

7:00 a.m. – **CONTINENTAL BREAKFAST FOR** Millennium Hall (2)
9:00 a.m. **THE ASSOCIATION**

7:00 a.m. – **REGISTRATION** Washington Foyer (2)
12:00 noon

8:00 a.m. – **OPEN HEARING: REVISION DRAFT I OF THE** Commonwealth (2)
9:45 a.m. **NASAD STANDARDS FOR UNDERGRADUATE DEGREES — PART 1**

The focus of this hearing will be the principles and standards for all undergraduate degrees in art and design, and the liberal arts degree in art and design. If time permits, the hearing will take comment on standards for specific professional degree programs. The text for the hearing is provided in the Annual Meeting packet.

Moderator: Ray Allen, Maryland Institute College of Art
Recorder: Adrienne Issi, NASAD National Office

Saturday, October 15 (continued)

10:00 a.m. – **GENERAL SESSION** Commonwealth (2)
11:00 a.m.

Call to Order
President
Determination of Quorum
Reports: Commission on Accreditation
Committee on Ethics
Treasurer
Executive Director
Introduction of Proposed *Handbook* Changes
Election of Officers
Report of the President
New Business

11:15 a.m. – **RESEARCH** Commonwealth (2)
12:30 p.m.

Inquiry, investigation, and exploration are important aspects of what is commonly called “Research.” These aspects are found in every field of endeavor. Among fields, however, the content, process, and product of “research” may or may not differ. Indeed, there are many definitions of research—each profession has one. Each profession defends its position, even as that profession develops the specifics of its position over time. The fields of art and design have connections to many disciplines and their modes of inquiry, investigation, and exploration. The studio aspects of art and design have their own ways of dealing with research content, process, and product. Art and design programs in higher education are also institutions where different definitions of research collide and compete for status and power.

In October of 2004, the NASAD membership considered possible futures for the terminal professional degree in the visual arts and design. One result was a request for more thorough consideration of research, particularly in terms of content, process, and product. These considerations were projected to be the basis for focusing future institutional decisions about advanced degree programs on a more in-depth understanding of the many types of research. A Briefing Paper on this topic is in the Annual Meeting packet. Attendees are encouraged to read this paper prior to the session. The session will include remarks that extend or comment on ideas in the paper, and will include time for attendee participation.

Presenter: Deborah Dluhy, School of the Museum of Fine Arts, Boston

Responders: Lois E. Greene, University of Kansas
Chris Myers, The University of the Arts
Jeff Pike, Washington University in Saint Louis

Moderator: Johanna Branson, Massachusetts College of Art

Saturday, October 15 (continued)

2:15 p.m. –
3:45 p.m.

INTEREST GROUP SESSIONS

**1) Research and Graduate Degree Programs
in Art and Design** Washington (3)

This session will address the following question: What present and future work needs to be done in various areas of art and design that calls for the development of individuals with various kinds of highly developed research knowledge and skills? The search for answers to this question will lead to considerations of the meanings of those answers for graduate level degree programs in art and design or in art/design in combination with other fields. This session will place issues of content, process, and product at the center of considerations about new and evolving fields of research and practice. Technological changes play an important role, but equally important are evolutions in the ways professionals in various fields gather, consider, and use information. New purposes for intellectual and creative work can be imagined or discovered serendipitously. Graduate degree programs are built primarily around specific content. The specific natures of such content and aspirations for its production have powerful influences on processes and products. A primary goal of this session is to explore possibilities as a service for those leading local considerations about the futures of graduate education. This speculative endeavor will begin with the perspectives of presenters from research-oriented universities.

Presenters: Kristi Nelson, University of Cincinnati
David Weightman, University of Illinois,
Urbana-Champaign

Moderator/Presenter: Meredith Davis, North Carolina State University

2) Digital Media in Foundations Programs Millennium Hall (2)

In just a few years, digital media have become ubiquitous, and there is no end in sight. Graduates of our programs have provided leadership in various aspects of the digital media revolution. This means continuing responsibilities for art and design schools and programs. Given these facts, what are the roles of digital media in foundations programs? This session will explore issues of purpose, content, technique and technology, and distributions of time in foundations programs with respect to inclusions of digital media.

Presenters: Cynthia Lawson, Parsons the New School for Design
David Moon, California State University, Northridge

Moderator: Joseph Lewis III, New York State College of Ceramics
at Alfred University

Saturday, October 15 (continued)

2:15 p.m. – **3) Philadelphia 2005: Traditions and Innovations** Commonwealth (2)
3:45 p.m. **in Art and Design**

The panelists will frame a discussion of Philadelphia's active art and design scene, with its many local art schools and art departments, its gallery and independent spaces for exhibitions of new and established artists, and its role in fostering the careers of art and design professionals. After short presentations, our panelists will conduct discussions with the audience about the changing art scene in Philadelphia.

The four panelists are prominent area professionals who maintain multiple relationships with area art institutions. They represent a broad perspective of how local art schools, arts professionals, and exhibition spaces in Philadelphia interact to create a vibrant arts community.

Presenters: Lydia Hunn, Drexel University
Hilary Jay, Philadelphia University
Richard Torchia, Arcadia University and Pennsylvania
Academy of the Fine Arts

Moderator: Jeffrey Carr, Pennsylvania Academy of the Fine Arts

2:15 p.m. – **WORKSHOP: PREPARING FOR NASAD EVALUATION** Congress AB (4)
5:30 p.m. *(pre-registration required)*

Designed especially for institutions that plan to receive evaluation visits during the next two years, this workshop will cover various self-study techniques, relating them to NASAD procedures.

Robert Milnes, San Jose State University
Denise Mullen, Purchase College, State University of New York
Karen P. Moynahan, NASAD National Office

4:00 p.m. – **OPEN HEARING: REVISION DRAFT I OF THE** Commonwealth (2)
5:15 p.m. **NASAD STANDARDS FOR UNDERGRADUATE
DEGREES — PART 2**

This hearing will focus on standards for specific professional degree programs. If time permits, comment will be taken on principles and standards for all undergraduate degrees in art and design and the liberal arts degree in art and design. The text for the hearing is provided in the Annual Meeting packet.

Moderator: Susan King Roth, Virginia Commonwealth University
Recorder: Kathleen Douglass, NASAD National Office

Saturday, October 15 (continued)

6:30 p.m. – **RECEPTION FOR THE ASSOCIATION** Millennium Foyer (2)
7:30 p.m. *(Cash bar)*

7:30 p.m. – **ANNUAL AWARDS BANQUET** Millennium Hall (2)
10:00 p.m.
Moderator: Lesley Cadman, Parsons the New School for Design
Citation: Marshall Arisman, New York, NY

Sunday, October 16

7:00 a.m. – **AMERICAN BREAKFAST FOR THE ASSOCIATION** Millennium Hall (2)
9:00 a.m.

8:00 a.m. – **OPEN HEARING: REVISION DRAFT II OF THE** Commonwealth (2)
9:15 a.m. **NASAD STANDARDS FOR GRADUATE DEGREES**

The focus of this hearing is the current set of proposed revisions of the graduate standards. This hearing continues the process begun in the fall of 2004. It has been the subject of NASAD annual meeting hearings, text revisions, and comment periods. The text for the hearing is provided in the Annual Meeting packet.

Moderator: Kristi Nelson, University of Cincinnati
Recorder: Mark Marion, NASAD National Office

9:30 a.m. – **REAUTHORIZATION OF THE HIGHER EDUCATION** Commonwealth (2)
10:15 a.m. **ACT AND BEYOND: THE IMPACT OF FEDERAL LEGISLATION AND INITIATIVES ON INSTITUTIONS, PROGRAMS, AND NASAD**

This session will provide an overview of issues associated with reauthorization of the Higher Education Act, proposals that would affect charities and nonprofit organizations, and projected federally sponsored studies of higher education.

Presenters: Lesley Cadman, Parsons the New School for Design
William Barrett, Association of Independent Colleges
of Art and Design
Samuel Hope, NASAD National Office

Moderator: Stephen Tarantal, The University of the Arts

Sunday (continued)

10:30 a.m. –
12:00 noon

INTEREST-GROUP SESSIONS

1) The Role of Writing in Undergraduate Art and Design Education Commonwealth (2)

Although writing about works of visual media is centuries old, writing has often been distanced from the actual processes of art and design. Recognizing that the circumstances of contemporary society may present increased need and potential for writing to be more fully integrated within various aspects of art and design pedagogy and practice, this session will explore questions of inclusion and integration regarding the development of writing competencies to support professional work, addressing this issue from conceptual and curricular perspectives.

Presenter: Earl Tai, Parsons the New School for Design

Responders: Denise Mullen, Purchase College,
State University of New York
Carol Anne Mahsun, Hope College

Moderator: David Raizman, Drexel University

2) Orientation to the Portfolio and Strategic Analysis Formats for Self-Study Washington AB (3)

NASAD has developed two new optional patterns for self-study. Named the Portfolio and Strategic Analysis formats, each starts with its own perspective to foster a review against NASAD standards and an analysis of future challenges and opportunities. In the NASAD accreditation process, institutions choose among the two new formats, the traditional or standard format, or, under certain conditions, their own approach.

This workshop will present only the Portfolio and Strategic Analysis formats and demonstrate features intended to reduce data-gathering so that the focus of the self-study can be on analysis and projection. The session will include suggestions about ways of using the formats to accomplish specific institutional objectives, and present a set of questions to ask when deciding which format to use.

Karen P. Moynahan, NASAD National Office
Samuel Hope, NASAD National Office

12:15 p.m. –
2:00 p.m.

EXECUTIVE COMMITTEE LUNCHEON MEETING

Roberts (33)

2:00 p.m.

NASAD ADJOURNMENT

NASAD ANNUAL MEETING 2006

**NASAD Sixty-Second Annual Meeting
October 12 – 15, 2006**

**Radisson Plaza
Minneapolis, Minnesota**