

**NATIONAL ASSOCIATION OF SCHOOLS OF ART AND DESIGN**

# **PROGRAM**

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**Sixty-Sixth Annual Meeting**

**October 14 – 16, 2010**

**Westin Cincinnati Hotel  
Cincinnati, Ohio**

NATIONAL ASSOCIATION OF SCHOOLS OF ART AND DESIGN

66<sup>th</sup> Annual Meeting

Program of Events

October 14-16, 2010

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*(Floor numbers follow the meeting room name)*

**Wednesday, October 13**

1:00 p.m.- 5:00 p.m.	<b>COMMISSION ON ACCREDITATION</b> (Commission members only)	<b>Taft I (3)</b>
1:00 p.m.- 6:00 p.m.	<b>REGISTRATION</b>	<b>Coat Room (3)</b>
1:45 p.m.- 5:00 p.m.	<b>WORKSHOP FOR VISITING EVALUATORS</b> (By invitation only)	<b>Tyler Davidson (2)</b>
1:45 p.m.- 5:00 p.m.	<b>WORKSHOP FOR EXPERIENCED EVALUATORS</b> (By invitation only)	<b>Garfield (3)</b>
2:00 p.m.- 5:15 p.m.	<b>PRE-MEETING WORKSHOP FOR NEW AND ASPIRING ART AND DESIGN ADMINISTRATORS IN HIGHER EDUCATION</b> (By pre-registration only)	<b>Presidential III (3)</b>

**Thursday, October 14**

8:00 a.m.- 5:00 p.m.	<b>REGISTRATION</b>	<b>Coat Room (3)</b>
8:00 a.m.- 12:00 Noon	<b>COMMISSION ON ACCREDITATION</b> (Commission members only)	<b>Taft I (3)</b>
8:30 a.m.- 1:45 p.m.	<b>PRE-MEETING WORKSHOP</b> (Continued from Wednesday afternoon)	<b>Presidential III (3)</b>

**Thursday (continued)**

9:00 a.m.-  
5:00 p.m.      **WORKSHOP FOR VISITING EVALUATORS**      **Tyler Davidson (2)**  
(By invitation only)

9:00 a.m.-  
5:00 p.m.      **WORKSHOP FOR EXPERIENCED EVALUATORS**      **Garfield (3)**  
(By invitation only)

12:30 p.m.-  
1:45 p.m.      **EXECUTIVE COMMITTEE LUNCHEON MEETING**      **Skywalk Room (2)**

1:30 p.m.-  
2:50 p.m.      **TEACHING DESIGN HISTORY: FULFILLING**      **Presidential II (3)**  
**THE NASAD MANDATE**

The NASAD *Handbook* mandates that undergraduate coursework for professional degrees in art and design include “comprehensive courses in the history of art/design.” NASAD member institutions take a number of different and individual approaches to address this mandate predicated upon the area of study (the major) and program mission. These approaches take into consideration balances among art and/or design history coursework necessary to support the major, coursework necessary to offer appropriate breadth, the kinds of art and/or design history courses being offered, the academic departments or units offering such courses, the areas of expertise of the instructors who teach them, and the methodologies utilized to define and approach the subject. The number of survey books and readers that have appeared within the last decade demonstrates publishers’ efforts to meet instructors’ growing demand for suitable instructional materials—a demand generated in part by increasing numbers of majors in design fields, and in part by recognition that design history is, or should be, different from art history. Participants in this session will introduce attendees to resources and recent developments in design history scholarship and pedagogy, and will explore some of the questions being raised by art historians, design historians, design professionals in academe, and designers working in the field, all of whom have stakes in how design history is taught at the university level.

*Presenters:*                      Carma R. Gorman, Southern Illinois University, Carbondale  
   Craig Vogel, University of Cincinnati

*Moderator/Presenter:*      David Raizman, Drexel University

2:00 p.m.-  
5:00 p.m.      **BOARD OF DIRECTORS BUSINESS AND**      **Taft II (3)**  
**SEMINAR MEETING**

**Thursday (continued)**

2:00 p.m.- **HEADS I: COMPLETING AND SUBMITTING** **Presidential III (3)**  
2:50 p.m. **THE HEADS DATA SURVEY**

This session will provide an in-depth review of procedures for online submission of the HEADS Data Survey for degree-granting institutions. Primarily intended for first-time participants, this section-by-section overview of the Data Survey will explain in detail the Data Survey submission process, types of data collected, and how to calculate certain figures.

Mark Marion, NASAD National Office

2:00 p.m.- **RECRUITMENT, PIPELINE ISSUES, AND DIVERSITY I:** **Presidential I (3)**  
2:50 p.m. **CASE STUDIES**

For many years, Association members have worked on issues of diversity. We all know that pipeline issues play an important part in determining the demographic profile of entering and graduating students. Students need to be gaining knowledge and skills, especially during the high school years. There is a continuous search for ways to ensure that opportunities are distributed as widely as possible and to find and nurture potential talent. This session will feature case studies of institutions with specific diversity development programs associated with recruitment. It will provide an opportunity to consider specific approaches, review lessons learned, and discuss possible applications in other institutions.

*Presenters:* Ravi Rajan, Purchase College, State University of New York  
Melanie Corn, California College of the Arts  
Carol Gill, Ohio State University

*Moderator:* Anedith Nash, Columbus College of Art and Design

3:00 p.m.- **HEADS II: USING HEADS STATISTICAL DATA FOR** **Presidential III (3)**  
3:50 p.m. **INSTITUTIONAL PLANNING AND PROJECTIONS**

The institutional research data gathered and compiled by the Higher Education Arts Data Services Project constitute a unique and valuable resource for art/design executives at degree-granting institutions. This session will provide a detailed overview of statistics contained in the HEADS Data Summaries (the aggregate reports compiled annually from HEADS Data Surveys), the use of HEADS Special Reports for comparison among specific peer institutions, and potential uses for HEADS data in local policy discussions and administrative planning.

Mark Marion, NASAD National Office

**Thursday (continued)**

3:00 p.m.-  
3:50 p.m.

**RECRUITMENT, PIPELINE ISSUES, AND DIVERSITY II:  
ROUNDTABLE**

**Presidential I (3)**

This session will provide an opportunity to continue discussing the topic of the previous session, this time in a roundtable format. Attendees will be asked to share ideas, concerns, and prospects for continuing progress with this issue. Particular attention will be given to what individual institutions can do.

*Presenters:* Ravi Rajan, Purchase College, State University of New York  
Melanie Corn, California College of the Arts  
Carol Gill, Ohio State University

*Moderator:* Aneidith Nash, Columbus College of Art and Design

3:00 p.m.-  
3:50 p.m.

**CURRICULAR APPROACHES USING TECHNOLOGY**

**Presidential II (3)**

This session will provide an overview of present and prospective technologies as the basis for considering issues such as mediated coursework, broadcast content, visual resources, cloud technology, social media, and laptop labs. Other considerations will be the mutually evolving influences of curricular content and technology, and how one impacts the other over time.

*Presenter:* Douglas Blandy, University of Oregon

*Moderator:* Valarie Williams, Ohio State University

4:00 p.m.-  
5:00 p.m.

**AN ORIENTATION TO NASAD**

**Presidential III (3)**

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.

Sara Chadwick, New England School of Art and Design at Suffolk University  
Karen P. Moynahan, NASAD National Office

4:00 p.m.-  
5:00 p.m.

**E-PORTFOLIOS: EDUCATIONAL POLICY PROSPECTS  
AND ISSUES**

**Presidential I (3)**

E-portfolios provide new capabilities and flexibilities. This session will explore the possibilities in terms of issues such as admission, curricular connections, evaluation, placement, and alumni development. What can institutions create using the potentials that e-portfolios bring to teaching, learning, and the development of artists and designers? Presentations from the perspectives of faculty and students will be followed by general discussion.

*Presenters:* Raj Mehta, University of Cincinnati  
Rich Robles, University of Cincinnati

*Students:* Nate Hammitt, University of Cincinnati  
Jennifer Colley, University of Cincinnati

*Moderator:* Mary Vernon, Southern Methodist University

**Thursday (continued)**

4:00 p.m.-  
5:00 p.m.                    **MANAGEMENT IN TURBULENT TIMES I**                    **Presidential II (3)**

This session is especially for those in the first three years of administration. The goal is for discussion leaders and attendees to develop an overview of the usual issues and the nature of management in turbulent times. The session will consider and annotate briefly specifics such as adjunct faculty; maintaining curricula; right-sizing or downsizing programs; faculty workload; faculty contracts; super seniors; pressures for degree consolidation; programs and administrative consolidations or rearrangements; correlations of size, scope, and program content with resources; justification of purpose and content; and strategic planning. Throughout there will be references to the challenges of addressing these and all other matters in light of the purposes and natures of art and design education. On Saturday morning, there will be an opportunity for those interested to continue the discussion in an open forum titled **Management in Turbulent Times II**.

Sally McRorie, Florida State University

5:00 p.m.-  
6:15 p.m.                    **RECEPTION FOR THE ASSOCIATION**                    **Fountain Room (2)**  
(Cash Bar)

6:30 p.m.-  
8:30 p.m.                    **BOARD OF DIRECTORS DINNER AND SEMINAR MEETING**                    **Taft II (3)**

**Friday, October 15**

7:15 a.m.-  
8:45 a.m.                    **CONTINENTAL BREAKFAST FOR THE ASSOCIATION**                    **Fountain Room (2)**

8:00 a.m.-  
5:00 p.m.                    **REGISTRATION**                    **Coat Room (3)**

**Friday (continued)**

8:00 a.m.-  
8:50 a.m.

**BRIEFING: DEVELOPING AND TITLING PROGRAMS**

**Taft I (3)**

This briefing is especially for attendees whose institutions are developing new curricular programs of any type or content or considering new titles for current or amended programs. NASAD encourages the development of new programs and new types of programs. All curricular programs must be titled. The Association has developed a significant number of specific protocols for developing consistency between program structure and content on the one hand, and program titles on the other. These protocols follow national practice, provide a great deal of flexibility, are published in the *NASAD Handbook*, and are applied during Commission reviews of new curricula. This session will provide a briefing regarding the purpose, meaning, and application of these protocols, especially at the undergraduate level, and explain the applicability of NASAD standards statements to various kinds of curricula, whether in traditional fields, combinations of fields, or new fields.

Johanna Branson, Massachusetts College of Art and Design  
Karen P. Moynahan, NASAD National Office

8:00 a.m.-  
8:50 a.m.

**BRIEFING: NASAD ADMINISTRATIVE SUPPORT RESOURCES**

**Taft II (3)**

NASAD has a number of resources used by institutions to assist in the formulation of local proposals and policies. This session will enumerate and explain the purpose of several sets of information, followed by a more specific exploration of individual resources. Areas of discussion include faculty work, promotion, and tenure; the duties of administrators; planning and futures analysis; assessment; and explaining the principles, aspirations, advocacy, and methods associated with quality developments in art and design.

Teresa Ricciardi, NASAD National Office

9:00 a.m.-  
10:00 a.m.

**GENERAL SESSION:  
PLENARY BUSINESS MEETING**

**Presidential I (3)**

Call to Order by President Robert Milnes  
Determination of Quorum  
Reports: Commission on Accreditation  
Committee on Ethics  
Treasurer  
Executive Director  
Election of Officers  
Report of the President  
New Business

**Friday (continued)**

10:15 a.m.-  
12:15 p.m.

**DESIGN I: MAJOR FUTURES ISSUES FOR INSTITUTIONS**

**Presidential I (3)**

The NASAD Working Group on the Future of Design and Design Education will lead a session that features a summary of findings and recommendations for institutions in several major futures areas. Each area will be the subject of a short presentation followed by time for comment and discussion. Before concluding, there will be time for a summary discussion. The session will be oriented toward administrators across the range of institutional sizes and types. As design becomes more diverse and complex, design education faces many challenges. These challenges call for a range of responses. Institutions will respond differently and address different aspects of the field. Only inaction is problematic. The focus will be on large scale issues including but not limited to: separations and blends of design work, future applications and developments in design, foundation and software skills issues, curricular patterns and time distributions, vocation versus professionalism, public and policy clarity, global issues and world mobility for designers, graduate programs, education of the design professoriate, research and scholarship, markets for graduates, and so forth. Further opportunities for exploration, discussion, and presentation of additional ideas will be provided in an open forum titled **Design II** on Saturday morning.

*Presenters:* Eric Anderson, Carnegie Mellon University  
Meredith Davis, North Carolina State University  
Susan King Roth, Virginia Commonwealth University  
David Weightman, University of Illinois  
at Urbana-Champaign

*Moderator/Presenter:* Karen Monzel Hughes, University of Cincinnati

1:45 p.m.-  
3:15 p.m.

**ESCALATING ASSESSMENT: MANAGING ALLOCATIONS  
OF TIME, RESOURCES, AND SPIRIT**

**Presidential I (3)**

Many are frustrated with the continuing proliferation of assessment requirements being imposed on higher education from many sectors. While assessment is valuable and a central aspect of art and design, many assessment requirements do not seem relevant, take too much time, and seem more about fulfilling process requirements than anything else. How can art and design executives work productively in this situation? This session will address this question and in doing so will endeavor to help with questions of perspective when confronted with assessment requirements that seem remote from current institutional content or concern. Techniques to be considered include how to use to your advantage the NASAD standards and resources of the *Achievement and Quality* Web site, how to gauge the expectations of external assessment requests, how to avoid overreacting and over-reporting, how to minimize your data gathering and response costs



**Friday (continued)**

in time, resources and spirit. Also included will be considerations of how to work with the assessment game while holding a strategic policy perspective, and how to defend yourself and the assessment ways of art and design should this become necessary.

*Presenters:* Melody Weiler, Ringling College of Art and Design  
Samuel Hope, NASAD National Office

*Moderator/Presenter:* William Mowder, Kutztown University of Pennsylvania

1:45 p.m.-  
3:15 p.m.

**ART AND DESIGN IN CINCINNATI**

**Presidential II (3)**

Cincinnati has been the site of a vibrant and diverse visual arts community for over a hundred and fifty years. It is the home of the world-renowned Cincinnati Art Museum, Taft Museum of Art, and the Lois and Richard Rosenthal Center for Contemporary Art, as well as numerous galleries that range from well established institutions to innovative start-up efforts. This panel will provide an overview of Cincinnati's visual arts scene and its relationship to the rich cultural history of this important city on the Ohio River.

*Presenters:* Cindy Damschroder, University of Cincinnati  
Amy M. Dehan, Cincinnati Art Museum

*Moderator/Presenter:* Brigid O'Kane, University of Cincinnati

1:45 p.m.-  
3:15 p.m.

**BRIEFING: FORMATS B AND C SELF-STUDIES**

**Presidential III (3)**

Institutions may choose to use either Format A, B, or C when preparing Self-Studies. The session entitled "Workshop: Preparing for NASAD Evaluation" offered on Saturday will focus predominantly on Format A. This briefing will be an opportunity for those interested in Formats B and C to informally ask questions and seek general information about Formats B and C Self-Studies and procedures.

Karen P. Moynahan, NASAD National Office

3:30 p.m.-  
5:00 p.m.

**ROUNDTABLES**

The roundtable sessions provide an opportunity to ask questions of peers regarding issues important to your institution. Discussion will focus on topics brought forth from the floor. Discussion comments and issues gathered by session Recorders will be considered by the NASAD Executive Committee in the future work of the Association.

**Group 1: Private institutions with art/design  
major enrollment less than 300**

**Garfield (3)**

*Moderator:* Kate Bodin, Oregon College of Art and Craft  
*Recorder:* Sally Packard, Sage College of Albany

**Friday (continued)**

3:30 p.m.-  
5:00 p.m.

**ROUNDTABLES (continued)**

**Group 2: Private institutions with art/design major enrollment of 300+ McKinley (3)**

*Moderator:* James A. Clark, Syracuse University  
*Recorder:* Mathew R. Povse, Marywood University

**Group 3: Public institutions with art/design major enrollment less than 200 Taft I (3)**

*Moderator:* Arthur Jones, University of North Dakota  
*Recorder:* Kenneth V. Rosier, Del Mar College

**Group 4: Public institutions with art/design major enrollment of 201-350 Taft II (3)**

*Moderator:* Lydia Thompson, Mississippi State University  
*Recorder:* Gregg Schlanger, Austin Peay State University

**Group 5: Public institutions with art/design major enrollment of 351-550 Tyler Davidson I (2)**

*Moderator:* Sant Khalsa, California State University,  
San Bernardino  
*Recorder:* Linda McGreevy, Old Dominion University

**Group 6: Public institutions with art/design major enrollment of 551+ Tyler Davidson II (2)**

*Moderator:* Michael H. Drought, East Carolina University  
*Recorder:* Joanne Arbuckle, Fashion Institute  
of Technology

6:30 p.m.-  
7:30 p.m.

**RECEPTION FOR THE ASSOCIATION  
(Cash Bar)**

**Gibson Foyer (3)**

7:30 p.m.-  
10:00 p.m.

**ANNUAL BANQUET**

**Presidential II & III (3)**

Welcome by President Robert Milnes

**Saturday, October 16**

7:00 a.m.-  
8:30 a.m.                    **CONTINENTAL BREAKFAST FOR THE ASSOCIATION**                    **Fountain Room (2)**

8:00 a.m.-  
12:00 noon                    **WORKSHOP: PREPARING FOR NASAD EVALUATION**                    **Presidential II & III (3)**

Designed especially for institutions planning to host evaluative teams within the next two to three years, this session will focus on the nuts and bolts of the accreditation process, the self-study formats available—particularly Format A, approaching the writing of the self-study, and the visitation process. Additionally, perspectives regarding approaching the process of self-study will be provided by representatives from two member institutions.

*Presenter:*                    Karen P. Moynahan, NASAD National Office

*Resource Personnel:*      Fred Fehlau, Art Center College of Design  
Bob Pennebaker, Belhaven University

8:45 a.m.-  
9:45 a.m.                    **MULTIDISCIPLINARY MULTIMEDIA I:  
MAJOR FUTURES ISSUES FOR INSTITUTIONS**                    **Presidential I (3)**

Members of the Commission on Multidisciplinary Multimedia of the Council of Arts Accrediting Associations will report principal preliminary findings about futures issues and seek response and counsel from the NASAD membership. Among other issues, the session will explore distinctions and relationships between multidisciplinary multimedia as an art or design form in and of itself, and as a means of expression and communication within the contexts of current forms such as theatrical productions, advertising campaigns, or installations. The nature and challenges of multidisciplinary work will be addressed. The MDMM commission will also present its findings regarding issues that need consideration when institutions develop or expand programs in this area. Advice will be sought regarding this information because it will be available eventually to those who have oversight or financial responsibility but no specific knowledge of any of the arts or design or their possible combinations and integrations in multidisciplinary multimedia. An opportunity to continue the conversation in an open forum will be provided immediately following this overview.

*Presenters:*                    Daniel Lewis, New World School of the Arts  
Jamy Sheridan, Maryland Institute College of Art  
Mark Marion, NASAD National Office  
Samuel Hope, NASAD National Office

10:00 a.m.-  
11:30 a.m.                    **MULTIDISCIPLINARY MULTIMEDIA II: OPEN FORUM**                    **Taft I (3)**

This is an opportunity to continue the previous Saturday morning topic in an open forum setting. New issues, perspectives, and experiences will be especially welcomed. Opportunities for specific critiques of document excerpts drafted by the Commission on Multidisciplinary Multimedia will be provided.

*Resource Personnel:*      Daniel Lewis, New World School of the Arts  
Jamy Sheridan, Maryland Institute College of Art  
Mark Marion, NASAD National Office

**Saturday (continued)**

- 10:00 a.m.-  
11:30 a.m.      **DESIGN II: OPEN FORUM**      **Taft II (3)**
- This is an opportunity to continue the previous Friday morning topic in an open forum setting. New issues, perspectives, and experiences will be especially welcomed.
- Resources:*      Eric Anderson, Carnegie Mellon University  
                         Meredith Davis, North Carolina State University  
                         Susan King Roth, Virginia Commonwealth University  
                         David Weightman, University of Illinois at Urbana-  
                         Champaign
- Moderator:*      Karen Monzel Hughes, University of Cincinnati
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- 10:00 a.m.-  
11:30 a.m.      **MANAGEMENT IN TURBULENT TIMES II:  
OPEN FORUM**      **Tyler Davidson (2)**
- This is an opportunity to continue the previous Thursday afternoon topic in an open forum setting. Attendees will be invited to present specific issues for group attention and advice.
- Moderator:*      Kristi Nelson, University of Cincinnati
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- 11:45 a.m.-  
1:30 p.m.      **EXECUTIVE COMMITTEE LUNCHEON MEETING**      **Skywalk Room (2)**
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- 1:30 p.m.      **ADJOURNMENT OF NASAD ANNUAL MEETING**

**NASAD Sixty-Seventh Annual Meeting  
October 13 – 15, 2011  
Grand Hyatt Seattle  
Seattle, Washington**