

# NATIONAL ASSOCIATION OF SCHOOLS OF ART AND DESIGN

## 72<sup>nd</sup> Annual Meeting

October 13 – 15, 2016

### Report of the Executive Director

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The 2016-2017 academic year marks NASAD's 72<sup>nd</sup> season of service to its members and to the field. Efforts to support and advance the art and design profession in the United States remain at the core of the Association's projects. Its work in various areas, including accreditation, professional development, research, and monitoring and analyzing policy surrounding higher education and the arts, is continually being reviewed, discussed, improved, and enhanced. As NASAD serves an ever-growing and diverse membership, its projects in accreditation and beyond continue to broaden and evolve. The Association's principal activities during the past year are presented below.

#### Accreditation Standards and Procedures

Much of the yearly work of NASAD involves accreditation. This includes preparation for meetings of the Commission on Accreditation; scheduling accreditation visits; arranging consultations for member and potential member institutions; communicating with institutions preparing accreditation materials; receiving and reviewing accreditation materials; and reviewing and developing standards, guidelines, resources, and educational programs in support of the accreditation review process. All individuals involved in these activities—including institutional representatives, faculty and staff members, NASAD Commissioners, visiting evaluators, consultants, presenters, and National Office staff members—work to make this service a valuable component in the advancement of art and design programs in institutions of higher education.

In August of 2015, NASAD announced its intention to begin a multi-year comprehensive review of its standards. This process, now underway, is intended to focus on the following groups of standards currently found in the *NASAD Handbook*: Graduate Programs, Undergraduate Programs, Non-Degree-Granting Programs, applicable Appendices, and Purposes and Operations. NASAD began this review in the fall of 2015 by opening consideration of its graduate standards; the review of undergraduate standards began in the fall of 2016. Mailings, which included the text under review and instructions regarding the submission of comments, were distributed to accredited institutional members including administrators, faculty, staff and students; non- and potential member institutions; the higher education community including regional, specialized, and national accreditors; related organizations and associations; and the general public. Although particular focus is devoted to the undergraduate standards at this time, the standards as a whole will remain open for comment. This is particularly important, as there are relationships between and among standards. Consideration of these relationships will be included in review conversations, and used to inform ongoing and later phases of the comprehensive review process.

Subsequent to the comment period pertaining to the undergraduate standards, NASAD will hold an Open Hearing during its 72<sup>nd</sup> Annual Meeting in Baltimore. Feedback collected during the open comment period, as well as that collected during the Open Hearing, will be reviewed by the National Office staff, and considered by the appropriate bodies within NASAD. Individuals should feel free to contact the office of the Executive Director at any time if views are held that would assist the Association in this review process and its ongoing work.

Concurrent with the comprehensive review of the standards, NASAD concluded a yearlong review of its *Procedures* documents in the summer of 2016. The new editions of the *Procedures* documents were released on September 1, in time for the 2016-2017 academic year. The September 2016 Edition of the *Procedures*

documents will be in effect through 2024. Institutions undergoing accreditation reviews are reminded to use the versions of the *Handbook* and *Procedures* that are current at the time of the review.

An amended *Handbook* typically is released annually just after each Annual Meeting. The 2016-2017 NASAD *Handbook* is expected later this fall. Handbooks released just after Annual Meetings include any standards changes approved by the membership during the most recent meeting, as well as any amendments approved between Annual Meetings. There are no proposed revisions to come before the membership for a vote during this Annual Meeting.

All current accreditation-related documents, standards, and procedures are available for download from the Association's website at [nasad.arts-accredit.org](http://nasad.arts-accredit.org). Institutions are reminded that the NASAD framework does allow for flexibility in approach. To discuss available flexibilities that can assist to address local conditions and realities, and for assistance in using the various *Procedures* documents and *Handbook*, please contact the NASAD National Office staff.

The Association continues to encourage consideration of the use of the NASAD review process or materials in other review contexts. Consolidating reviews may assist institutions to conserve resources and realize economies of scale. Many institutions are finding efficiencies by combining the NASAD review with internal and/or other external reviews. The Association is willing to work with institutions and programs to consider options and to craft NASAD reviews that are thorough, efficient, and suitably dovetailed with other internal and external efforts.

The Association is cognizant of the many hours devoted by member and applicant institutions to research, study, consider, prepare, and present accreditation materials for review by the Commission on Accreditation. NASAD is deeply grateful for these efforts on behalf of the field of art and design and congratulates the institutions and their representatives for the many accomplishments and successes resulting from their work.

## Projects

NASAD participates in the Council of Arts Accrediting Associations (CAAA) with NASD (dance), NASM (music), and NAST (theatre). The Council is concerned with issues that affect all four disciplines and their accreditation efforts. NASAD President Denise Mullen and Vice President William J. Mowder are the art and design Trustees of the Council, and represented NASAD during CAAA meetings held in January 2016. CAAA sponsors the Accrediting Commission for Community and Precollegiate Arts Schools (ACCPAS), which reviews arts-focused schools at the K–12 level. Currently, there are 16 institutions accredited by ACCPAS. This undertaking is valuable in that it assists to connect K–12 and higher education efforts. Adrian R. Tió served as the art and design appointee to ACCPAS in 2015-16.

The Higher Education Arts Data Services (HEADS) project continues to be refined and improved. Participation by member and non-member institutions remains strong. Following the close of the information gathering process facilitated by the 2015-2016 HEADS Data Survey on January 31, 2016, the resultant Data Summaries were published in April 2016. Additional capabilities and services are added as time and financial resources permit. Periodically, minor adjustments to the Data Survey are made that are intended to clarify the submission process ensuring the collection of accurate and helpful data. Data Survey changes typically are followed by associated changes to the Data Summaries. Comparative data in the form of Special Reports are a feature of the HEADS system and can be valuable resources for administrators. These Special Reports and their possible uses will be discussed during an Annual Meeting session and can be discussed at any time with staff in the National Office. NASAD welcomes thoughts and feedback regarding the HEADS project.

NASAD concluded its year and a half long review and redesign of its website. The amended site was launched in late June of 2016. Users will notice not only a refreshed look, but also enhanced navigation, which facilitates

access to NASAD's comprehensive library of materials. The Association hopes users will visit the site often and become aware of the many resources available.

The NASAD Annual Meeting provides various opportunities for the discussion and dissemination of current information surrounding art and design study, higher education, administration, and other related fields. A large number of individuals participate in the Annual Meeting program each year, producing sessions that provide helpful and thought-provoking ideas. The 2016 Annual Meeting will address issues such as the work of the art/design administrator, the value of art and design education, developing an awareness of effective environmental practices, intellectual property, and the place of business and design history coursework in the curriculum. The meeting will also provide opportunities for discussion of the topics on the NASAD program, and those of interest to attendees. Roundtables and forums will be held, as will several informational sessions for individuals guiding their institutions through the accreditation/reaccreditation process. Training opportunities will be offered for potential and experienced visiting evaluators. Informative sessions addressing NASAD annual reporting requirements, administrative resources, and federal issues for art/design administrators will also be offered.

NASAD continues in 2016 its long-standing tradition of offering a Pre-Meeting Workshop for New and Aspiring Art and Design Administrators in Higher Education. This workshop is well attended each year, and highly recommended by those who have participated. Additionally, NASAD offers a Pre-Meeting Workshop for Seasoned Administrators. This workshop provides registrants the opportunity to discuss in detail those current and salient issues faced by today's art and design administrators.

The Association is pleased to welcome each registrant and is grateful to all those who developed specific agenda material for the Pre-Meeting Workshops and Annual Meeting, as well as those who volunteered to serve as moderators and recorders.

### **Policy**

The Association continues to follow and monitor carefully various federal and state initiatives and issues.

The Elementary and Secondary Education Act (ESEA), first authorized in 1965 as part of the "War on Poverty" legislation introduced by Lyndon Johnson in 1964, was reauthorized and signed into law on December 10, 2015 through the passing of the *Every Student Succeeds Act* (ESSA). This new law, which took effect on October 1, 2016, rewrites ESEA and replaces the *No Child Left Behind Act of 2001* (NCLB) that expired in 2007. The law is intended to return decision-making authority and control to states and school districts. Of particular note is the inclusion of the arts in the definition of a "well-rounded education." Such a statement is intended to ensure that arts education programs and teachers are eligible to receive federal funds. As is typically the case after the passing of new legislation, the Department of Education held negotiated rulemaking sessions in March and April of 2016 for the purpose of writing regulation intended to clarify several provisions of the law. Following these sessions, draft regulations were released for comment regarding a variety of topics including assessment and testing, summative school ratings, and the distinction between "supplement" and "supplant." At the present time, final regulations have not been published.

Capitalizing on ESSA momentum, there was a strong desire to reauthorize the Higher Education Act (HEA) in 2016. This Act was last reauthorized in August of 2008 and expired on December 31, 2013. However, progress is slow and therefore reauthorization does not appear imminent. Issues of concern that continue and remain part of the ongoing conversation include gainful employment, state authorization, teacher preparation, and misrepresentation. Joining this list are issues such as access, cost and completion, new pathways for collegiate study, student achievement, institutional responsibility, and institutional obligations under Title IX. Excessive federal overreach remains a concern and is exemplified by the Department of Education's initiative on transparency released on November 5, 2015. This initiative is problematic in that it includes executive actions and suggested legislative reform proposals (such as repealing the statutory prohibition on the Department's ability to set and enforce expectations regarding student achievement standards), which further encroach upon

the autonomy and freedoms of institutions. Other concerns on the federal level include the recent desire and push from the Consumer Financial Protection Bureau to review postsecondary institutions, the Department of Labor's newly published overtime rule, and the National Labor Relations Board's recent ruling allowing for unionization of graduate students providing services at private institutions. As the current administrative term draws to a close, higher education is witnessing an unprecedented increase in regulatory activity. Members and colleagues should continue to remain abreast of unfolding activities, study federal writings, and consider carefully the potential effects of proposed regulation. Concerted effort is needed to ensure that neither law nor the regulation that follows restricts the academy from designing and implementing effective programs of study. Protecting and maintaining institutional autonomy and freedoms vital to the success of our educational system as well as our pursuits of creative and innovative undertakings remains paramount.

NASAD currently publishes advisories, which describe regulations associated with the current 2008 authorization of the Higher Education Act. These may be found within the Publications section of the website and are titled *NASAD Advisories on Federal Issues*. Review is highly recommended.

In addition to accreditation policy mentioned above, the Association remains concerned about implications of tax policy, intellectual property rights, the preponderance of data collection and associated issues of privacy and confidentiality, a growing disparity in educational opportunity at the K–12 level, and the pace of cultural climate changes enabled by technological advances and their impact. Many contextual issues that affect NASAD institutions grow out of large social forces that can be understood but not influenced significantly. Economic cycles and downturns have a profound effect, but no single person or entity controls them. NASAD continues to join with others in addressing policy approaches regarding deductions for charitable contributions on federal income tax returns. Increasing personal philanthropy is a critically important element in future support for education and the arts, particularly in these fluctuating economic times. NASAD continues to monitor with concern proposals that would bring increased federal involvement in the activities of and control over non-profit organizations and philanthropies.

NASAD will continue to monitor ongoing events, actively participate in the conversations that pertain to such issues, assist to provide detailed and thorough information, and keep the membership informed as issues and initiatives progress.

### **National Office**

The NASAD National Office is located in Reston, one of the Virginia suburbs of Washington, D.C., and the current terminus of Metro's Silver Line. The office is about eight miles east of Dulles International Airport, and approximately 20 miles from downtown Washington. We are delighted to welcome visitors to the National Office. Should your travels bring you to the area, please feel free to schedule an appointment with a staff member, or merely stop by for a visit.

The primary purpose of the National Office is to operate the Association under rules and policies established by the membership, the Board of Directors, and the Commission on Accreditation. Its strength rests in its peer governance operations and its peer review efforts. The work of the Association is carried out by many volunteers—elected officials, evaluators, meeting participants—all willing to donate their valuable time and expertise, all holding and exhibiting unwavering commitment to the field. Although the availability of each member's time becomes ever more precious, NASAD continues to seek volunteers and enlist their assistance in the work of the Association. Such acts of support and volunteerism in NASAD are a testament to the extraordinary spirit and dedication of its members. The work of our visiting evaluators and Commissioners is an exemplary expression of commitment to the field and faith in the future.

This outstanding corps of volunteers is joined by a dedicated and capable National Office staff—Kyle Dobbeck, Paul Florek, Nora Hamme, Julia Harbo, Linda Kiemel, Jenny R. Kuhlmann, Tracy L. Maraney, Stacy A. McMahon, Erin Moscony, Lindsey N. Nikithser, Lisa A. Ostrich, Ben Thompson, and Sarah Yount. As the number of

accredited institutional members has grown, so has the work of the staff and the services to NASAD over the years. Staff is focused on carrying out the daily work of the Association, developing new and refining old systems, assisting the burgeoning number of institutions seeking accreditation for the first time, and consulting with those seeking renewal of Membership. The staff is diligent in its efforts to assist and serve the institutions, and to carry out the responsibilities of NASAD effectively.

As a staff, we are able to see on a daily basis the great foundational strength of NASAD. Fundamental to this foundation is wisdom about the need to remain informed, communicate, and work together to build art and design in higher education as a whole, as well as in each member and applicant institution. NASAD has realized great success in maintaining its focus on issues of importance to institutions and the field, and in working to address these issues. It promotes collegial connections and centers its work on concepts, conditions, and resources necessary for competence and creativity. This foundation, now strongly in place, will serve NASAD well as it faces changing and challenging times ahead.

The staff joins me in expressing appreciation for the support, cooperation, assistance, and kindness extended by the NASAD membership. It is an honor and a privilege to have the opportunity to serve NASAD, its member institutions, and constituencies. We hope you will always feel free to contact the staff whenever you think we may provide assistance. We look forward to continuing our efforts together.

Please accept our heartfelt appreciation and best wishes as you continue your work throughout the year.

Respectfully submitted,

Karen P. Moynahan  
Executive Director