

# BU Arts Initiative - Annual Report FY 16

## Summary

We had an outstanding year of successful programming with fantastic partners including: Dance, the School of Visual Arts, the Howard Thurman Center for Common Ground, the English Department, the Center for the Study of Asia, Boston Playwrights' Theatre, the School of Music, the Women's, Gender & Sexuality Program, and Initiative on Cities. As part of our programming we placed artists in classes with the School of Visual Arts, Dance, the School of Theatre, and the Pardee School. Our two signature events, Maya Lin (September) and Theatre Nohgaku (March) exceeded our attendance expectations and were covered in the [Boston Globe](#) (Maya Lin), [Howlround.com](#) and [ArtsFuse.org](#) (both Theatre Nohgaku). With improved attendance tracking, we know that students from every school and college attended and/or participated in at least one event presented by the BU Arts Initiative this year. In total, attendance at our events, plus museum and BSO membership visits and grant supported programming, is conservatively estimated at **30,000** people. This includes students, faculty, staff, and community members. This does not include attendance numbers for any programming run without direct Arts Initiative support by BU Art Galleries, the Boston Playwrights' Theatre, or any of the academic programs.



## Office Space



In September of 2015 we moved into our temporary space, suite 204 in the George Sherman Union. This brought our entire professional and student staff together in one location and offered a more visible and accessible space for students. The new space facilitated BU Arts Council and other planning meetings, our participation in open houses during April in conjunction with admissions, and a special #ArtsMatterDay event in conjunction with MASSCreative. It also allowed us to host two study breaks which brought more than 250 students to the office for refreshments and relaxing activities like puzzles and coloring. In addition, the following student organizations used the office regularly for meetings and events: BU Ballroom, BU Visual Art Club, She's the First, Arts Administration Student Association, and BU Steam.

## Institutional Memberships (data through end of May 2016)

Institution	Participation	Change over last year
BSO	2,500	-100
Gardner Museum	4,350	+1000
MFA	15,980	+2000
Harvard Art Museums	1,168	First year of Data
ICA Boston	1,416	First year of Data



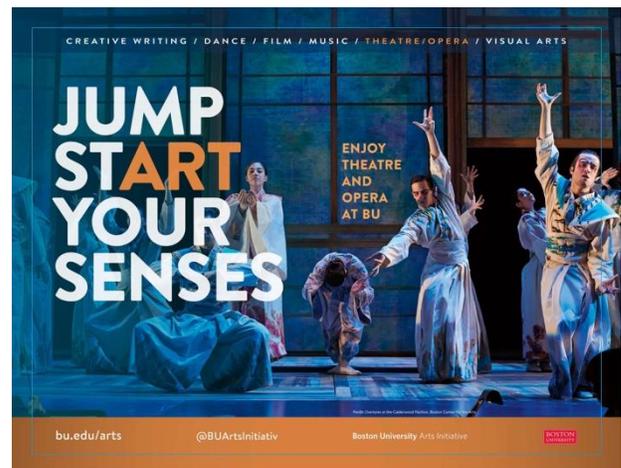
## Event List with Attendance

Event	Attendance
Fall Arts Fair	500+
Maya Lin – Public Talk	800
Maya Lin – Student Breakfast	50
Jen Weber Hip Hop Residency	50
Arts Advocacy Training with MASSCreative	25
Race, Identity, & Art - Exhibit	20 student artists
Race, Identity, & Art – Opening w/ Stacey Tyrell	75
Race, Identity, & Art – Student Performances with Alysia Harris	100+
Women, Leadership, & the Arts – GAP Week with Jenny Billfield	50
Theatre Nohgaku Music lecture/demo	38
Theatre Nohgaku Movement Class	30
Theatre Nohgaku Performance Styles	85
Theatre Nohgaku Playwriting Workshop	26
Theatre Nohgaku Evening Performances	600+
Theatre Nohgaku Student Matinee	323
Creative Placemaking in Cities	50
Senior Week Event at the Gardner Museum	196
<b>Total Attendance</b>	<b>3,018+</b>

Our **Grants** program provided just over \$22,000 to 22 faculty, staff and students (or student organization) for programs that directly engaged more than 1,500 students in the arts. We also provided seven grants to faculty in Women’s, Gender, and Sexuality Program, Latin American Studies, CGS, Journalism, and the Pardee School to assist in integrating the arts into a specific course. The BU Arts Initiative also provided two undergraduate arts research grants through UROP, and nine graduate research grants in partnership with the Associate Provost for Graduate Affairs.

## Visibility

We ended this year with over 1,500 followers on Facebook and Twitter each, and more than 600 followers on Instagram. Our reach via social media includes local and international followers. Our weekly email of BU campus arts events is delivered to more than 7,200 individuals each week during the academic year and maintains an above average industry open rate of more than 30%. In addition, this year we launched a six-piece ad campaign at local MBTA Stations. Each advertisement ran for four weeks. Three pieces were installed in the fall and three pieces were installed in February. The campaign won BU Marketing and Communications a Bronze Award with the Council for Advancement and Support of Education (CASE).





Our **Arts Insiders** program took BU students to ten Boston area events for free. This included 112 different students, 45 of which were first year students. The totals include 84 undergraduates, 25 graduate, and 3 non-degree students from 14 different schools. Two of the events were participatory including one at a paint bar and another with a letter press.

### **Other Accomplishments**

With support from Gloria Waters, VP for Research and Lynne Allen, Dean ad interim of CFA, we facilitated Boston University's membership in the [Alliance for the Arts in Research Universities](#) (a2ru). Membership puts BU in the company of other major research universities such as MIT, USC, Stanford, University of Michigan, and the University of Maryland, and serves as a means for our faculty and students to showcase artistic work and arts research at conferences and in publications.

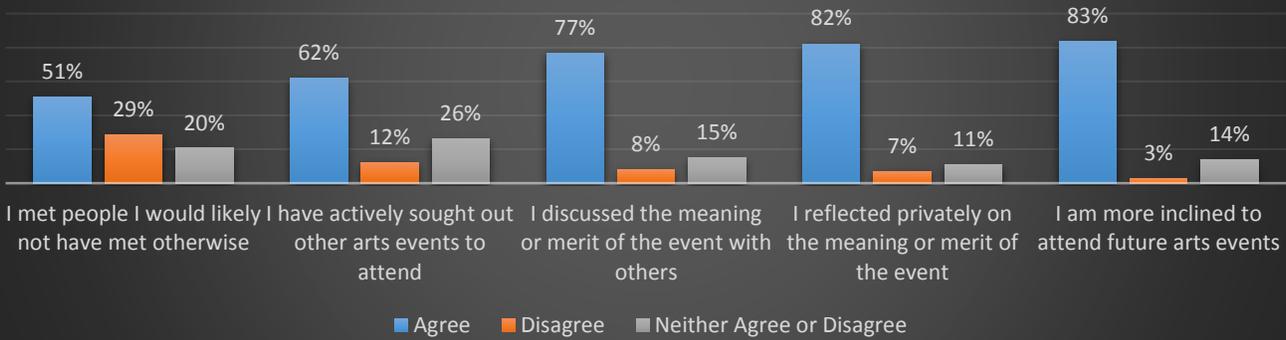
Working with BU Marketing and Communications an "Arts" link was added this fall to the "Campus Life" drop down menu on bu.edu. This link leads to a comprehensive [arts landing page](#) that includes links to the BU Arts Initiative, academic programs, programming centers, student groups, and more.

This spring we created a designation of **Provost Faculty Arts Fellows**. These fellows serve as key collaborators with the BU Arts Initiative to curate and execute significant arts programming at BU. Programming is deeply embedded in the academic mission of the university, interdisciplinary, and engages multiple schools and programs within the university. In addition, programming provides opportunities to engage community partners, and, as much as possible, is free and open to the public. Marié Abe was named the Inaugural Provost Faculty Arts Fellow for her work with the BU Arts Initiative in planning and executing a five-day residency at BU with the Nile Project in March of 2015. Carrie Preston was named the 2016 Provost Faculty Arts Fellow for her work with the BU Arts Initiative in planning and executing a five-day residency at BU with Theatre Nohgaku in March of 2016.

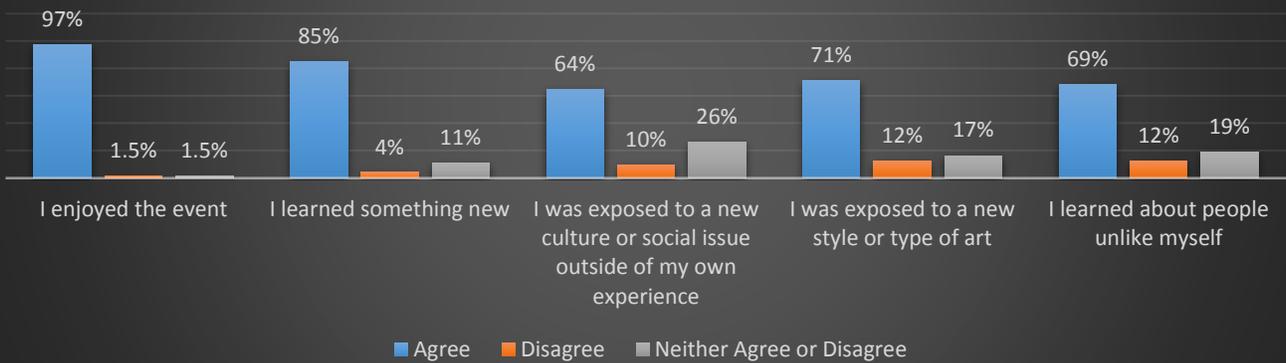
### **Annual Survey Results (179 responses)**

For the second year, we conducted a student participation and assessment survey via Qualtrics. Some assessment questions were reworded this year for more clarity, so we do not have a direct comparison with last year's results. In future years, only the specific programs will change, while the participation and assessment questions remain the same so that we can compare the data from year to year. Our participation questions explore barriers and incentives for arts participation, while our assessment questions are designed to primarily measure intrinsic value of arts participation such as creation of social bonds, cognitive growth, and pleasure (McCarthy, Ondaatje, Zakaras, Brooks. *Gift of the Muse: Reframing the Debate About the Benefits of the Arts*. Rand, 2004.) Despite the slight changes in questions from last year to this year, we can say that overall we received similar, positive results, and we look forward to comparing future data, and improving our response rate.

## BENEFITS OF ATTENDING BU ARTS INITIATIVE EVENTS



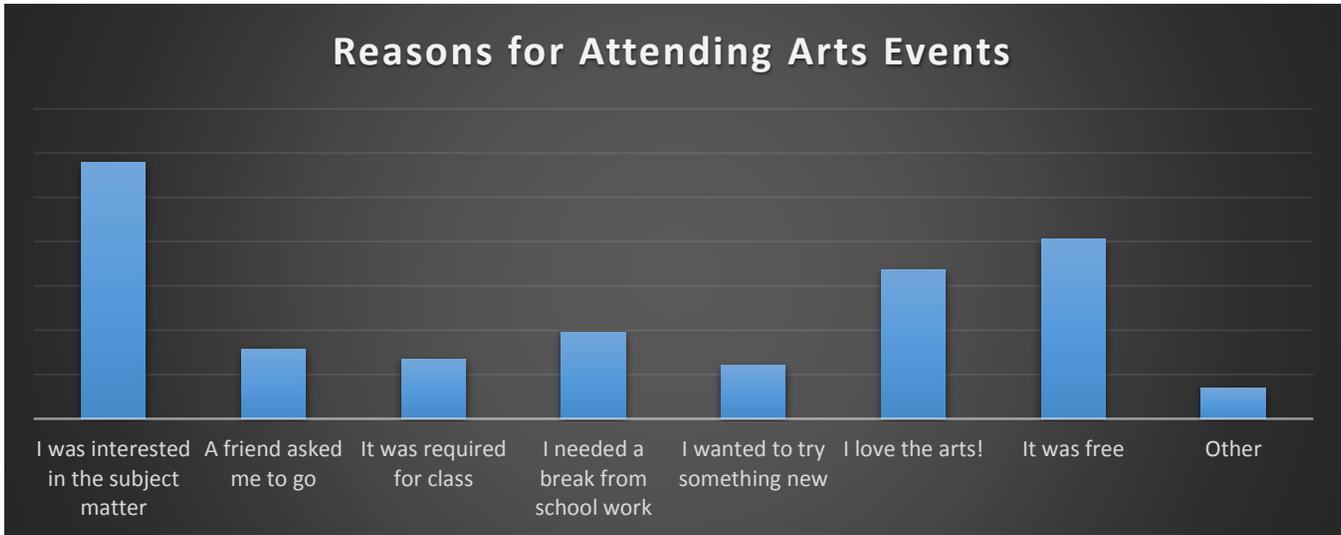
## BENEFITS OF ATTENDING BU ARTS INITIATIVE EVENTS



## How often did you attend an arts related event?

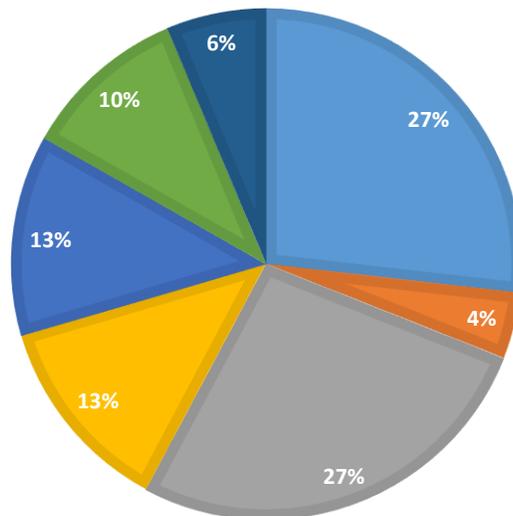


## Reasons for Attending Arts Events



## Why Did You Not Attend Any Arts Events This Year?

- I don't have time
- I can't afford it
- I didn't know about any arts events
- I had no one to attend with me
- No one invited me
- The arts are just not a priority for me
- Other



### Student Feedback

"I think it is an integral part of being a human being to incorporate the arts into our lives, and therefore greatly appreciate the availability of such events. I plan to partake in more events now that I know the breadth of what's available."

“The Arts Initiative events were really great opportunities to get exposed to different cultural events in the city. I really enjoyed them—especially the letterpress and the dance concerts! I thought the set-up of getting together beforehand was also nice for building a sense of community. Thank you! It obviously shows that BU is committed to the arts.”

“I loved the opportunity to hear prominent guest speakers in the arts. Their insights helped challenge my understanding and broaden my perspectives. Attending Arts Initiative events introduced me to new forms of art, like noh theater and the work of Maya Lin. These events are a profound part of my experience at BU.”

“I think the events are wonderful, a great opportunity to experience a variety of artistic styles for free. I definitely wouldn’t attend so many artistic event of it wasn’t for these opportunities.”