

**Queensborough Community College
The City University of New York
Academic Senate**

**The Committee on Cultural and Archival Resources (formerly The Committee on
Gallery and Performing Arts)**

To: Emily Tai, Chair, The Steering Committee of the Academic Senate

From: Zivah Perel, Chair

Date: May 19, 2010

Subject: Annual Report of The Committee on Cultural and Archival Resources for
2009/10

Committee Members:

Susan Agin (Managing and Artistic Director, Queensborough Performing Arts Center)
Michael Cesarano (Department of Speech Communication and Theatre Arts)
Arthur Flug (Director, Kupferberg Holocaust Resource Center and Archives)
Kenneth Golden (Department of Art and Design)
Jose Osorio (Department of Foreign Languages and Literatures)
Zivah Perel (Department of English)
Jane Poulsen (Department of Social Sciences)
Faustino Quintanilla (Director, QCC Art Gallery)
Rosemary Zins (Vice President for Institutional Advancement)

Committee Officers:

Zivah Perel, Chair

Committee Meetings:

September 23, 2009
October 6, 2009
November 10, 2009
February 24, 2010
April 28, 2010
May 12, 2010

See attachments for minutes and agendas for these meetings.

Summary of Committee Work:

1. The Committee revised the by-law for the Committee, which were approved by the Bylaws Committee in May 2010 (see attachment). These changes included changing the Committee name from the Committee on the Gallery and Performing Arts to the Committee on Cultural and Archival Resources as to reflect the addition of the Kupferberg Holocaust Resource Center and Archives to the Committee's charges.
2. In the Fall 2009 semester, the Committee wrote and distributed a letter (see attachment) to the Chairs of all of the academic departments at The College that explained the importance of using the Gallery, QPAC, and the HRC in courses.

- This letter included sample assignments written by committee members as well as ideas about how each supplemental educational resource could be utilized by the different departments on campus. The letter asked the Chairs to distribute the letter to their faculty.
3. In the Spring 2010 semester, the Committee wrote and distributed a letter (see attached) to the faculty of all of the academic departments of The College to follow up on the letter to the Chairs. This letter was distributed before faculty left for summer break so they can use the resources when they plan their syllabi for the Fall 2010 semester.
 4. The Committee worked with Vice President Zins to create a complete marketing plan (see attached) for the Gallery, QPAC, and HRC. The plan includes updating the websites for each entity, creating accessible exhibit and performance schedules one semester in advance to encourage faculty planning, linking to the schedules of these entities through each Academy's website, and soliciting faculty feedback on using these entities.
 5. The Committee briefed new committee members on the Committee's progress and goals for next academic year.

New Committee Members for 2010-2011 Academic Year:

Julia Carroll, Lorraine Cupelli, John Gilleaudeau, Isabella Lizzul, Michael Ritchie, Jeffrey Schwartz

New Committee Chair for 2010-2011 Academic Year:

Julia Carroll

Appreciation:

Thank you to the Committee members for their hard work and such a productive year.

Addenda:

I. LETTER TO FACULTY

Dear QCC Faculty Member:

Greetings on behalf of the Committee on the Gallery and Performing Arts (soon to be renamed the Committee on Cultural and Archival Resources), a standing committee of the Academic Senate. Our goal is to advance the educational and cultural programs of the college by acquainting QCC's Faculty with arts and cultural activities that are accessible to students and staff.

As part of its efforts to help everyone access the arts, the Committee is offering suggestions as to how you, as faculty, might consider integrating QCC's supplemental educational resources into your curriculum. To this end, we have compiled a list of the ways in which these campus resources may be used in different disciplines and sample assignments faculty members are currently using in their classes. We hope you find it a helpful resource for integrating the Queensborough Performing Arts Center, the QCC Gallery, and the Kupferberg Holocaust Resource Center & Archives into your courses as you plan for the fall semester.

The enthusiasm and respect for the essential role that cultural institutions play in the learning process, development of every student, and improvement of America's schools have not been matched by arts education funding. The National Endowment for the Arts reports that: "Arts

education has been proven to help students increase cognitive development, inspire motivation and discipline, develop confidence and inventiveness, and hone communication and problem-solving skills. Students with an education rich in the arts have better grade point averages, score better on standardized tests, and have lower dropout rates—findings that cut across all socioeconomic categories.” How lucky we are to have at our disposal three very distinct, highly regarded cultural institutions to serve as supplemental educational resources. Arts in education programs have been used to enhance many aspects of the curriculum, including lessons in tolerance through literature and social studies-based programs, as well as drug and violence prevention programming. The positive effects that a quality arts program can have on students are directly related to educators’ ability to effectively incorporate arts into the curriculum.

As you enjoy the upcoming summer months, we hope that you will find these resources helpful for including the QCC Gallery, QPAC, and the Kupferberg Holocaust Resource Center & Archives into your courses.

Sincerely,

Susan Agin, Managing and Artistic Director, Performing Arts Center
Michael Cesarano, Assistant Professor, Speech Communication and Theatre Arts
Arthur Flug, Executive Director, Kupferberg Holocaust Resource Center & Archives
Kenneth Golden, Associate Professor, Art and Design
Jose Osorio, Associate Professor, Foreign Languages & Literatures
Zivah Perel, Assistant Professor, English
Jane Poulsen, Associate Professor, Social Sciences
Faustino Quintanilla, Director of QCC Art Gallery
Rosemary Sullivan Zins, Vice President for Institutional Advancement

II. LETTER TO CHAIRS:

Dear QCC Faculty Member:

Greetings on behalf of the Committee on Cultural and Archival Resources, a standing committee of the Academic Senate. Our goal is to advance the educational and cultural programs of the college by acquainting QCC’s Faculty with arts and cultural activities that are accessible to students and staff.

The enthusiasm and respect for the essential role that cultural institutions play in the learning process, development of every student, and improvement of America’s schools have not been matched by arts education funding. The National Endowment for the Arts reports that: “Arts education has been proven to help students increase cognitive development, inspire motivation and discipline, develop confidence and inventiveness, and hone communication and problem-solving skills. Students with an education rich in the arts have better grade point averages, score better on standardized tests, and have lower dropout rates—findings that cut across all socioeconomic categories.” How lucky we are to have at our disposal three very distinct, highly regarded cultural institutions to serve as supplemental educational resources. Arts in education programs have been used to enhance many aspects of the curriculum, including lessons in tolerance through literature and social studies-based programs, as well as drug and violence prevention programming. The positive effects that a quality arts program can have on students are directly related to educators’ ability to effectively incorporate arts into the curriculum.

As part of its efforts to help everyone access the arts, the Committee is offering suggestions as to how your faculty might consider integrating QCC’s supplemental educational resources into their curriculum. What follows is a compilation of relationships between these resources and different disciplines, followed by sample

assignments faculty member are currently using in their classes for your faculty to use as a guide. We hope you find it a helpful resource for integrating the Queensborough Performing Arts Center, the QCC Gallery, and the Kupferberg Holocaust Resource Center & Archives into your courses.

Sincerely,

Susan Agin, Managing and Artistic Director, Performing Arts Center
Michael Cesarano, Assistant Professor, Speech Communication and Theatre Arts
Arthur Flug, Executive Director, Kupferberg Holocaust Resource Center & Archives
Kenneth Golden, Associate Professor, Art and Design
Jose Osorio, Associate Professor, Foreign Languages & Literatures
Zivah Perel, Assistant Professor, English
Jane Poulsen, Associate Professor, Social Sciences
Faustino Quintanilla, Director of QCC Art Gallery
Rosemary Sullivan Zins, Vice President for Institutional Advancement

III. MARKETING PLAN:

Marketing the Supplemental Educational Resources to Queensborough Faculty

Objective: To raise faculty awareness of the value to them and their students in utilizing the QCC Art Gallery, Kupferberg Holocaust Center and Performing Arts Center as supplemental educational resources

To increase the number of students and faculty that use these centers as High Impact Learning Experiences within the Freshman Academies model

Strategy:

- Establish branding for the initiative, i.e. logo or graphic identifier
- Market the supplemental educational resources on the Freshman Academy website, on the centers' websites, and on other appropriate locations on the college website
- Publish a consolidated spring and fall calendar of events for the centers which also reinforces to faculty the benefits of using the centers as educational resources
- Send out emails to all faculty with a pdf of the calendar of events to promote the centers as resources
- Post information to digital signage
- Discuss these resources at President's Welcome Back, New Faculty Orientation and January Convocation of the College

Tactic:

1. Create new button for each Freshman Academy page entitled, "Supplemental Educational Resources for Faculty & Students". It links to a page which includes:
 - a. Reorganized listing of curriculum examples from each director *by Freshman Academy*
 - b. Appropriate video of students and faculty that reinforces the value
 - c. Faculty quotes of how they have used the centers and the benefit
 - d. Photographs of students & faculty teaching & learning in centers
 - e. Podcast of students & faculty using the centers, etc.

Execution:

- a. Marketing representative attends classes held at centers
- b. Interview professors on their actual experiences
- c. Photograph and videograph students and faculty interacting at the centers during their class assignments

- d. Create podcasts of student & faculty interaction as appropriate
- e. Align examples of center directors' *how to use* with actual professor usage.
- f. Write up concrete examples of faculty usage based on interviews & videos. Create short quotes.
- g. Take all three listings of uses supplied by directors and consolidate them into a listing by academy
- h. Publish the listing by academy onto Freshman Academy (F.A.) website

Tactic:

- 2. Publish calendar of events
 - a. Print and in web version
 - b. Publish in May for fall semester events and in December for spring semester
 - c. Include consolidated listing of events *by center*
 - d. Include quotes from faculty on the benefits
 - e. Photos, etc. using the content, photos, interviews from above
 - f. Publish to F.A. website under new "Supp Ed Resources" tab