

WELCOME BACK

All Staff & Faculty Meeting
Jan. 11, 2017



An aerial, black and white photograph of a city skyline. In the foreground, a large, stylized sculpture of the letters 'A' and 'R' stands prominently. The 'A' is formed by two tall, thin vertical supports connected at the top by a horizontal bar. The 'R' is a large, blocky letter. The background shows a dense urban landscape with various skyscrapers and buildings under a dramatic, cloudy sky. The overall tone is serious and professional.

STRATEGIC PLAN

Dr. Melanie Corn, President

CCAD 2017-2020 STRATEGIC PLAN

- Substantial input throughout the fall
- Finalized in December and approved by the Board
- Full plan (and implementation details) will be shared widely later this semester



OUR GOAL: SOLIDIFY OUR PLACE AS A TOP-TIER COLLEGE OF ART AND DESIGN BY INVESTING IN OUR **PEOPLE**, BUILDING **PRESTIGE**, AND ENSURING **PROSPERITY**.

- PEOPLE: Strengthen satisfaction and success of both our students and employees with strategic investments.
- PRESTIGE: Build on a culture of creative excellence and better leverage our distinct advantages to enhance our reputation and engage with a global audience.
- PROSPERITY: Ensure our institution's fiscal vitality through enrollment growth, revenue diversification, and responsible stewardship of resources.



HOW WE WORK TOGETHER (WORKPLACE VALUES)

CCAD values every member of our community and together we focus on student and institutional success.

The CCAD community expects:

- RESPECT
- POSITIVITY
- INSPIRATION
- ACCOUNTABILITY



WORKPLACE VALUES

- RESPECT

- Be respectful in tone and with people's time; offer constructive criticism.
- Be transparent by communicating directly and clearly.

- POSITIVITY

- Be supportive and praise your peers.
- Assume positive intent and competency.



WORKPLACE VALUES

- INSPIRATION
 - Model the behavior you want to see in others.
 - Embrace change and innovative thinking.
- ACCOUNTABILITY
 - Be accountable to one another at all levels.
 - Lead from every seat and with a “we.”



PROVOST SEARCH

- Job posted!
- Search committee:
 - Chris Mundell & Charlotte Belland, co-chairs
 - Deno Ellis, Jean Hester, Michele Kibler, Julie Taggart, and Carmen Winant
- Goal is to have finalists on campus in March or April.
- Campus community will be invited to meet finalists.
- We need your help! Share widely. Reach out directly to potential candidates.



CCAD SWAG STORE

- **Opens:** Feb. 1
 - Monday – Friday: 9 a.m. – 7 p.m.
 - Extended hours for school events
- **Purpose:** Part of our strategic plan to both build school spirit and to market ourselves better externally
- **First Phase:** Bring in basic CCAD swag



CCAD SWAG STORE

- Run by Aramark
- Will have some healthy options and snacks
- Will move snacks from Crane
- Crane Café will remain open, selling only coffee drinks



BRIEF Q&A

Dr. Melanie Corn, President





CHROMA & BEELER LECTURE SERIES

Julie Taggart, Dean, School of Studio Arts

CHROMA: THE BEST OF CCAD

- **Wednesday, May 10**
- Showcase student art and design work from each of our 10 majors and CORE programs
- Campus-wide: Design Studios on Broad, Canzani, Crane, & Kinney
- Free and open to the public
- Planning
 - Academic Council – Curating work and where it will be placed
 - Maria & Jill – Hosting forums to gain student insight on Chroma
 - Advancement – Managing hospitality and activities
 - Marketing – Promoting event



CREATIVE ECONOMY IN THE CAPITAL CITY

A Design & Branding Series



THE DETAILS

- March & April series featuring Columbus design and branding talent
- Most Wednesdays at 6 p.m.
- Part of Beeler Gallery Visiting Artists & Scholars Series
- Highlights Columbus' rich history of design, branding, and innovation
- In the Canzani Center Screening Room



FACULTY LECTURE SERIES



THE DETAILS

- Thursdays from 11 a.m. to noon
- February to May
- Open to the public
- Lunch items provided for internal audience



OTHER GUESTS





HANOCH PIVEN

Feb. 9 at 7 p.m.

Illustrator



RYAN MROZOWSKI

Feb. 24 at 6 p.m.

Painter



LIZ SANDERS

March 8 at 6 p.m.

Design Researcher





AMANDA HUNT

March 9 at 6 p.m.

Assistant Curator,
The Harlem Studio Museum



TANISHA ROBINSON

March 29 at 6 p.m.

Owner of Print Syndicate



TAYLOR DOWNES

April 5 at 6 p.m.

Vice President at Evo Design



ccadedu



ccadedu



@ccadedu



ccadedu.tumblr.com



BREAK

Please return in 10 minutes



ENROLLMENT & RETENTION

Jean Hester, VP for Enrollment Management

Chris Mundell, VP for Student Affairs & Dean of Students

ENROLLMENT SERVICES

Jean Hester, VP for Enrollment Management



MY FIRST SIX MONTHS

- Assessing current Enrollment Services structures, practices, and activities
 - Admissions
 - Financial Aid
 - Outreach
- Developing strategic plan & setting objectives and goals
- Beginning to (re)build foundational processes and practices



SPRING 2017 UPDATE

- Made changes to help achieve our enrollment goal
 - Online application for spring semester was open until Jan. 6
 - Scholarships changed for transfer students
- Anticipate 20 new students for spring 2017 class



FALL 2017: FAFSA CHANGES

- Important changes to the Recruitment Cycle Timeline:
 - Early FAFSA – now opens Oct. 1 rather than Jan. 1
 - *Major impact* on how we recruit students – both from Admissions and Financial Aid point of view
 - Year-over-year data will be much less useful for this cycle and the next few cycles



FALL 2017: TRAVEL CHANGES

TRAVEL SEASON FALL 2015

- National Portfolio Days: 21
- College Fairs: 44

TRAVEL SEASON FALL 2016

- National Portfolio Days: 24
- College Fairs, Private Portfolio Days, etc.: more than 100



FALL 2017: OTHER CHANGES

- Geographic diversity is critical
 - Current: more than 70% of CCAD students are from Ohio
 - Goal fall 2017: 100 incoming undergraduates from outside Ohio
- Scholarship strategy completely revamped
 - New Financial Aid matrix developed
- Application requirements changed
- Role of Admissions Counselor at CCAD is evolving
 - For prospective students, we will be a collaborative connection point to all services rather than one linear stopping point



FALL 2017: NUMBERS

- As of Jan. 6:
 - Applications started: 550
 - Admitted students: 229 (through Dec. 20, 2016)
- Fall 2016 at this point last year:
 - Applications started: +/- 260
 - Admitted students: 202 (through December 20, 2015)



FALL 2017: BIG OL' CAVEAT

- Applications started are up over last year
- HOWEVER
 - CAVEAT: Due to Early FAFSA, this increase:
 - Could be our usual number of applications but just arriving earlier
 - OR
 - Could be indication that we will have more applications this year than last year
 - TOO EARLY TO KNOW
 - Stay tuned



ADMISSIONS DEPT. RESTRUCTURING

- Admissions Counselor positions:
 - 2 New Hires:
 - Ben Yacavone (MFA, 2016) – started Jan. 9
 - Samantha Hamilton, Admissions Counselor at Heidelberg University – starts Jan. 18
 - 1 Opening Remains
- Associate Director of Recruitment: replaces Director of Recruitment, to be posted in January
- Communications Coordinator: new position, to be posted in January



ENROLLMENT HAIKU

Spring is a bit low
Fall improvements show promise
Team, full steam ahead!



RETENTION

Chris Mundell, VP for Student Affairs & Dean of Students

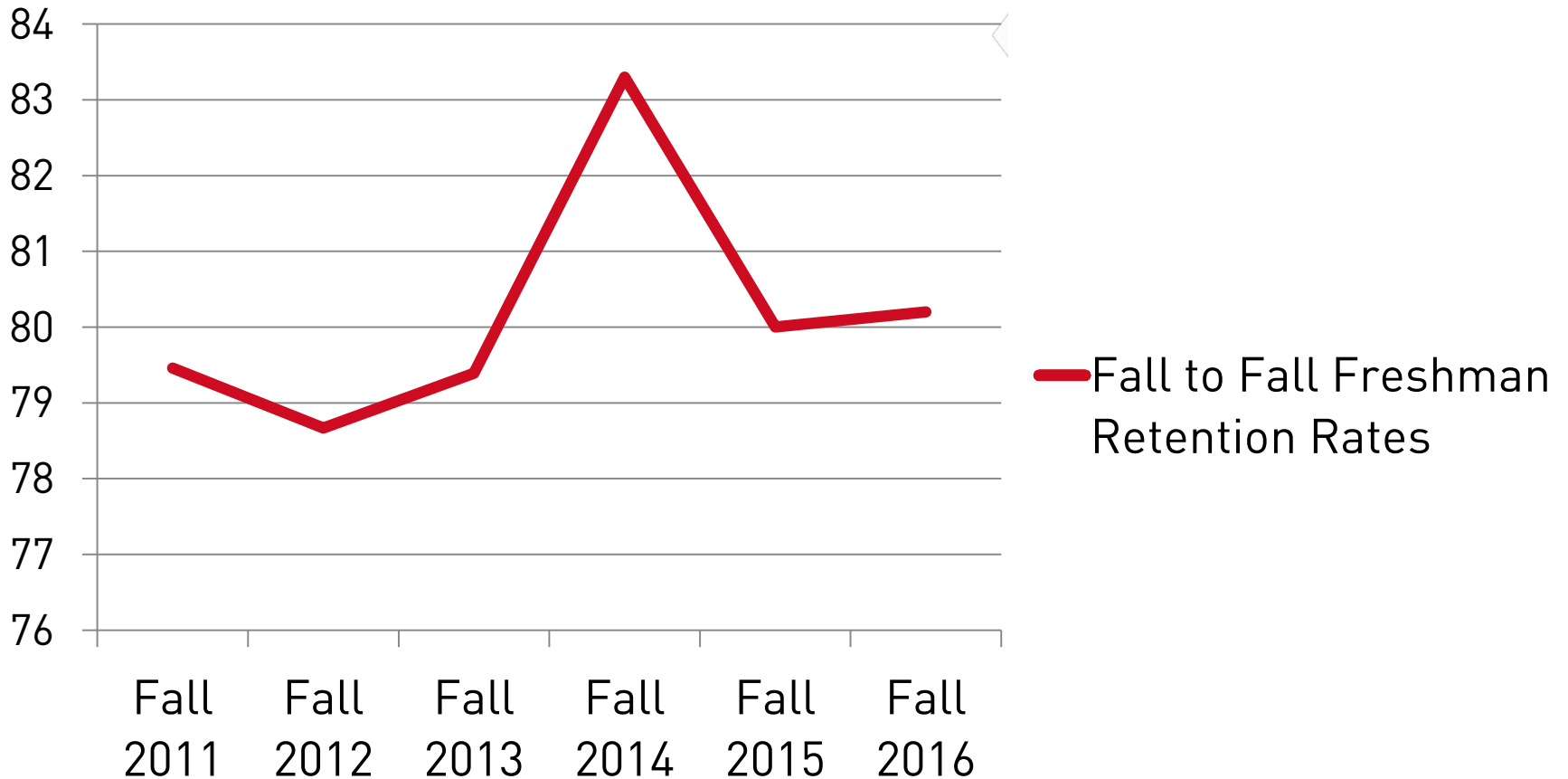


DEFINING RETENTION & PERSISTENCE

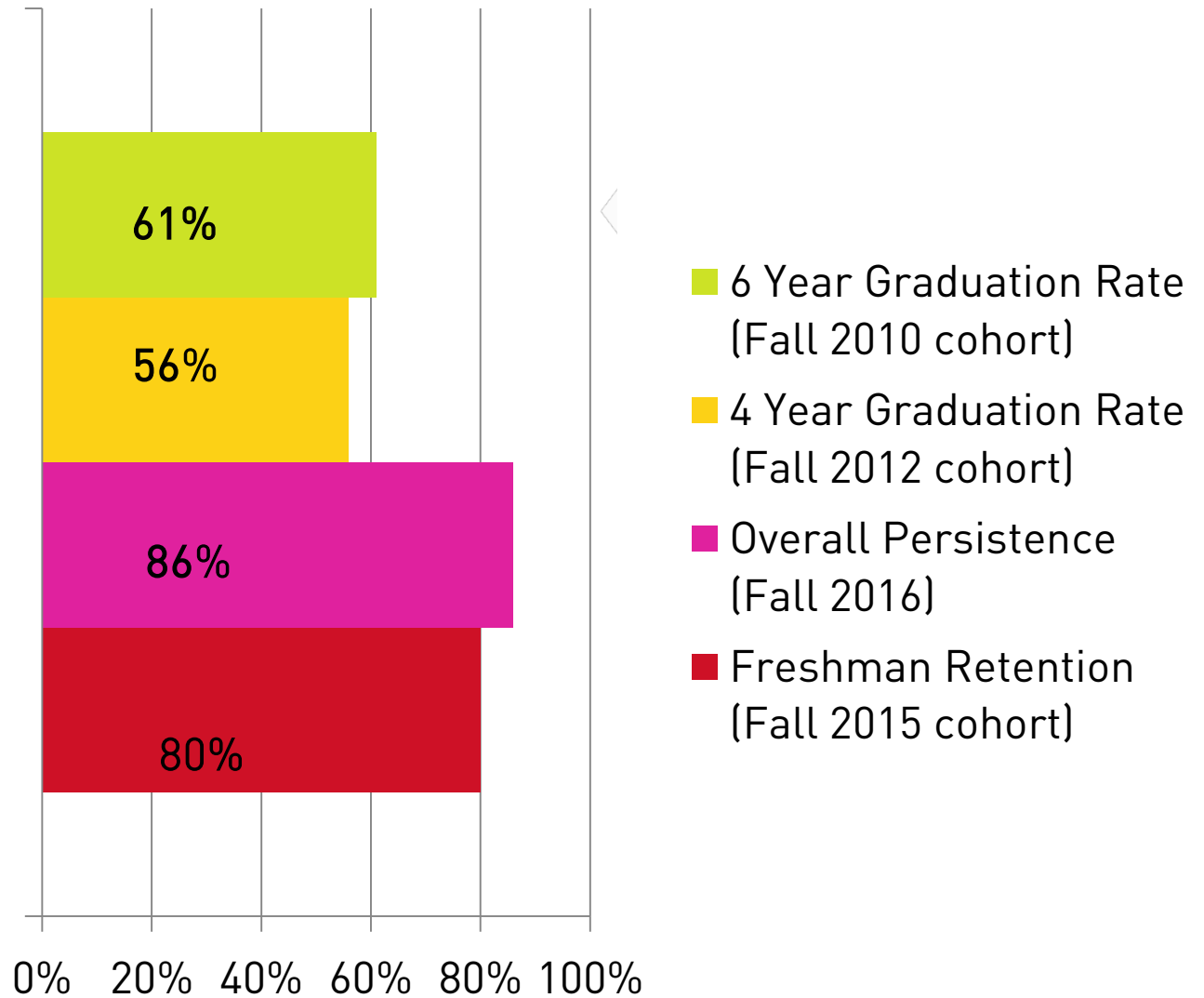
- Freshman retention rate tracked by U.S. Dept. of Education and published annually
- Overall persistence rate regulates institution's financial stability
- Measure of overall student satisfaction, commitment, and confidence in degree value



CCAD Freshman Retention Rate Five Year Trend



Fall 2016 Retention, Persistence, and Graduation Snapshot



(Source: Retention Multivariate Analysis Report)



BOLSTERING STUDENT PERSISTENCE

How you can help students to persist:

- Take an active interest
- Engage with empathy
- Be aware of student support services
 - Not sure what services are available? Check out my.ccad.edu
- Make yourself available
- Show sensitivity to student financial realities



INTRODUCING...

New staff members in Student Affairs:

- Jordan Bell, Assistant Director of Career Services, jbell@ccad.edu
 - Career development advising
 - Event coordination – Art Fair, Internship Fair, Connections
 - Classroom visits
- Kasey Daniel, Academic Advisor, kdaniel@ccd.edu
 - Primary majors: Illustration and Fashion Design
 - Transfer credit evaluation
 - At-risk student outreach and support





ANNOUNCEMENTS

Dr. Melanie Corn, President

MASCOT CONTEST

- CCAD will soon have an owl for a mascot.
- Students are submitting designs, due Friday, Jan. 27.
- The winning designer will receive a \$300 prize.
- A panel to include members of Student Government, faculty, staff, and the CCAD family will judge the contest.



By Ashleigh Baker



By Isabelle Deever



By Andrew Thomas



ccadedu



ccadedu

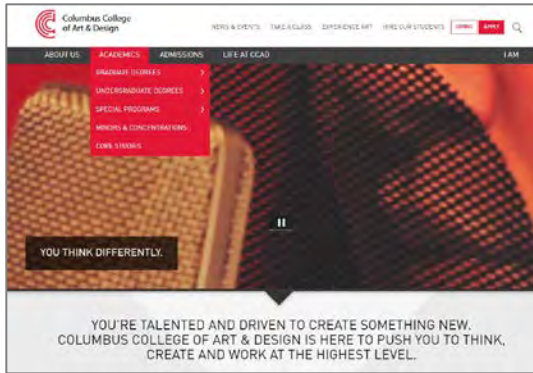


@ccadedu

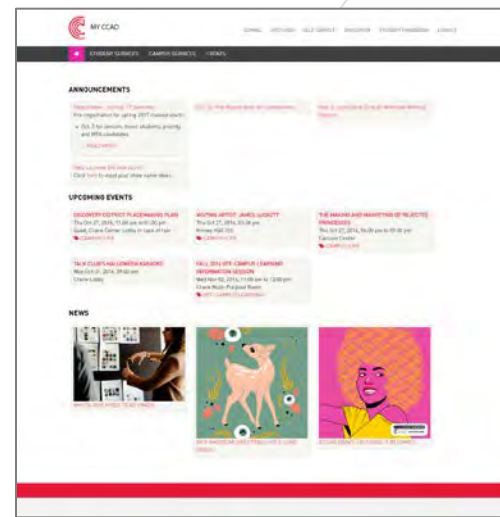


ccadedu.tumblr.com

CCAD WEBSITES

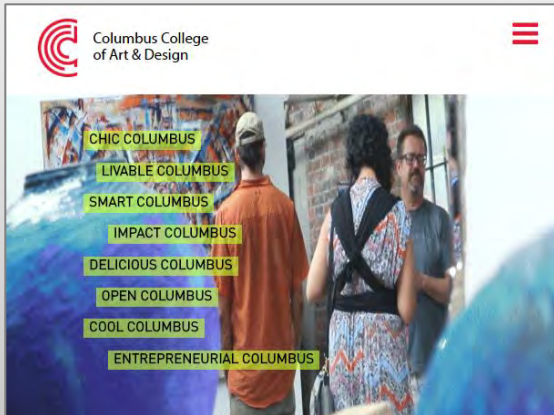


CCAD.EDU, LAUNCHED MARCH 2016

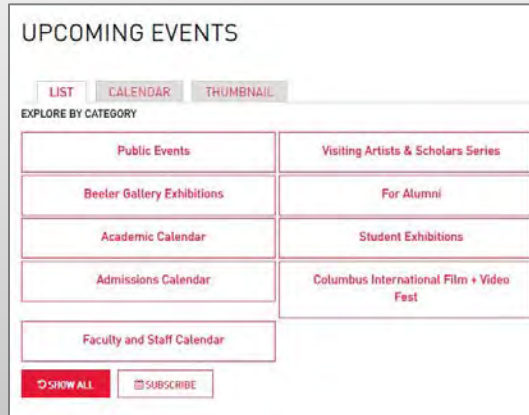


MY.CCAD.EDU
LAUNCHED AUGUST 2016

NEW FEATURES



CCAD & COLUMBUS
MICROSITE



EVENTS CALENDAR:
VIEWS & SUBSCRIBE



IMPROVED BLOG FUNCTIONALITY



CCAD WEBSITES

- For content changes, email webupdates@ccad.edu.
- For new feature requests, please be patient. We are working on a backlog of features that require website development work.
- We are preparing to create a password-protected site for our Board of Trustees and are collecting content from departments for a Faculty/Staff site as well.
- What links, forms, and functions do you think are most important for the Faculty/Staff portal? Email webupdates@ccad.edu with suggestions.
- Thanks to IT and MarCom teams who are working hard at continual content updates and functionality improvements.



KEY SPRING 2017 DATES

- 1st Visiting Artists & Scholars Series event – Feb. 9
- Build the Future – March 1, 11 a.m.
- CCAD Art Fair – April 1
- MFA Thesis Show Opening – April 7
- Columbus International Film + Video Festival – April 20-23
- Chroma – May 10
- Fashion Show – May 12
- Commencement – May 13



WELCOME BACK THE LEADERSHIP TEAM

ANY QUESTIONS?



Columbus College of Art & Design

60 Cleveland Ave.

Columbus, Ohio 43215

P 614.222.3261

F 614.222.4040

ccad.edu



[ccadedu](https://www.facebook.com/ccadedu)



[ccadedu](https://www.instagram.com/ccadedu)



[@ccadedu](https://twitter.com/ccadedu)



[ccadedu.tumblr.com](https://www.tumblr.com/ccadedu)



Leadership Team



[ccadedu](https://www.facebook.com/ccadedu)



[ccadedu](https://www.instagram.com/ccadedu)



[@ccadedu](https://twitter.com/ccadedu)



[ccadedu.tumblr.com](https://www.tumblr.com/ccadedu)



LUNCH

Complimentary Lunch in the Market