

# WELCOME BACK

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All Staff & Faculty Meeting  
August 24, 2016





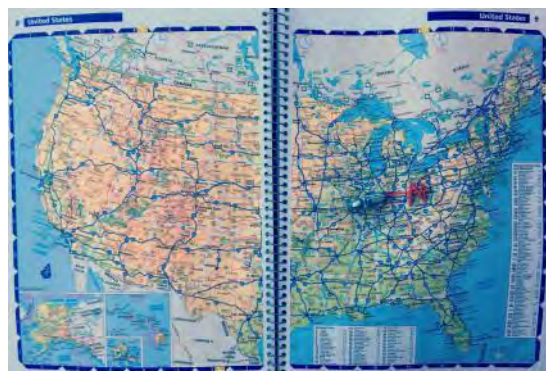
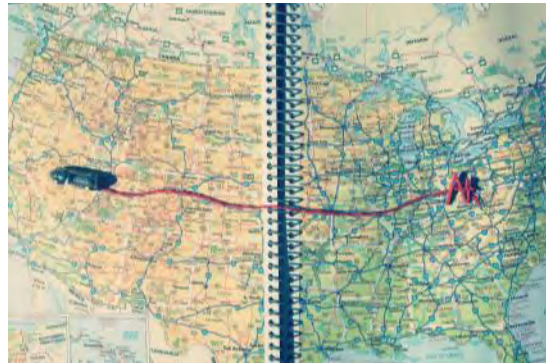
MY FIRST FIVE  
MONTHS

# SETTLING IN


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Melanie Corn

 ccadedu

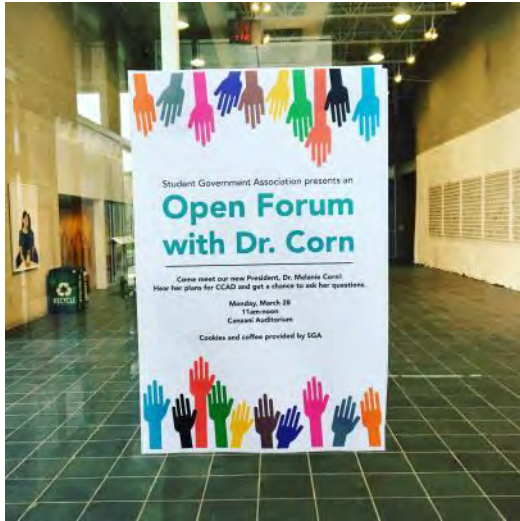
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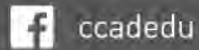
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Melanie Corn



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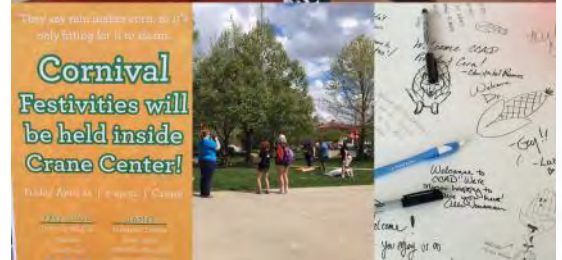


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WE'RE NOT DECORATORS  
WE'RE DESIGNERS  
WE'RE PROBLEM SOLVERS



Melanie Corn

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# GETTING TO KNOW OUR ALUMNI

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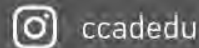
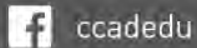


# FOLLOW ME

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@melanie\_corn

Twitter & Instagram





MY NEXT FIVE  
MONTHS



# A NEW STRATEGIC PLAN

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# STRATEGIC PLANNING TIMELINE

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- July – August: Senior Cabinet & Academic leadership develop sketch
- August – September: President refines and shares with Board
- October – November: Outline shared with staff & faculty for input; plan details developed
- December: Plan finalized; Board of Trustees ratifies plan
- January – February: Marketing & Communications & Student Agency design plan versions
- March – Final plan shared with public at State of the College event





# STRATEGIC PLANNING OUTLINE

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- Motto
- Mission
- Vision
- Institutional Values
- Workplace Values
- Brand Pillars
- Plan: Goals, Strategic Objectives, Tactics



# BRAND PILLARS (DRAFT)

## The CCAD community...

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- Is invested and engaged. *Faculty and staff provide deep mentorship, support and attention.*
- Challenges you to be your best. *We value rigor and have a passion for excellence. We see your potential and help you achieve it.*
- Fuels the creative economy and culture of Columbus. *Here, you can enjoy a thriving art and design scene, impact your community, access the creative economy and take risks.*





# BRAND PILLARS (DRAFT)

## The CCAD community...

---

- Prepares you for a creative career. *We provide a relevant art & design education that teaches students to be creative citizens, make a creative living and lead a creative life.*
- Is your community. *The CCAD family and our campus is a place to thrive, where a diverse group of students can find a place to belong.*
- Is responsive and nimble. *We're leading the way in a world that is changing. Our flexible curriculum provides students with the 21<sup>st</sup> century learning outcomes that will help them succeed in any field.*



# BRAND PILLARS (DRAFT)

## The CCAD community...

---

- Is invested and engaged.
- Challenges you to be your best.
- Fuels the creative economy and culture of Columbus.
- Prepares you for a creative career.
- Is your community.
- Is responsive and nimble.





# WORKPLACE VALUES

## The CCAD community expects...

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- RESPECT
  - Be respectful in tone and with people's time.
  - Be transparent by communicating directly, clearly and in a timely manner.
- INSPIRATION
  - Lead from every seat, and with a "we."
  - Model the behavior you want to see in others.
  - Embrace change and innovative thinking.
- POSITIVITY
  - Assume positive intent and competency.
  - Praise your peers and offer constructive criticism.





## SAVE THE DATE

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- Inaugural State of the College Address will be March 16, 2017, at 11 a.m.



Melanie Corn



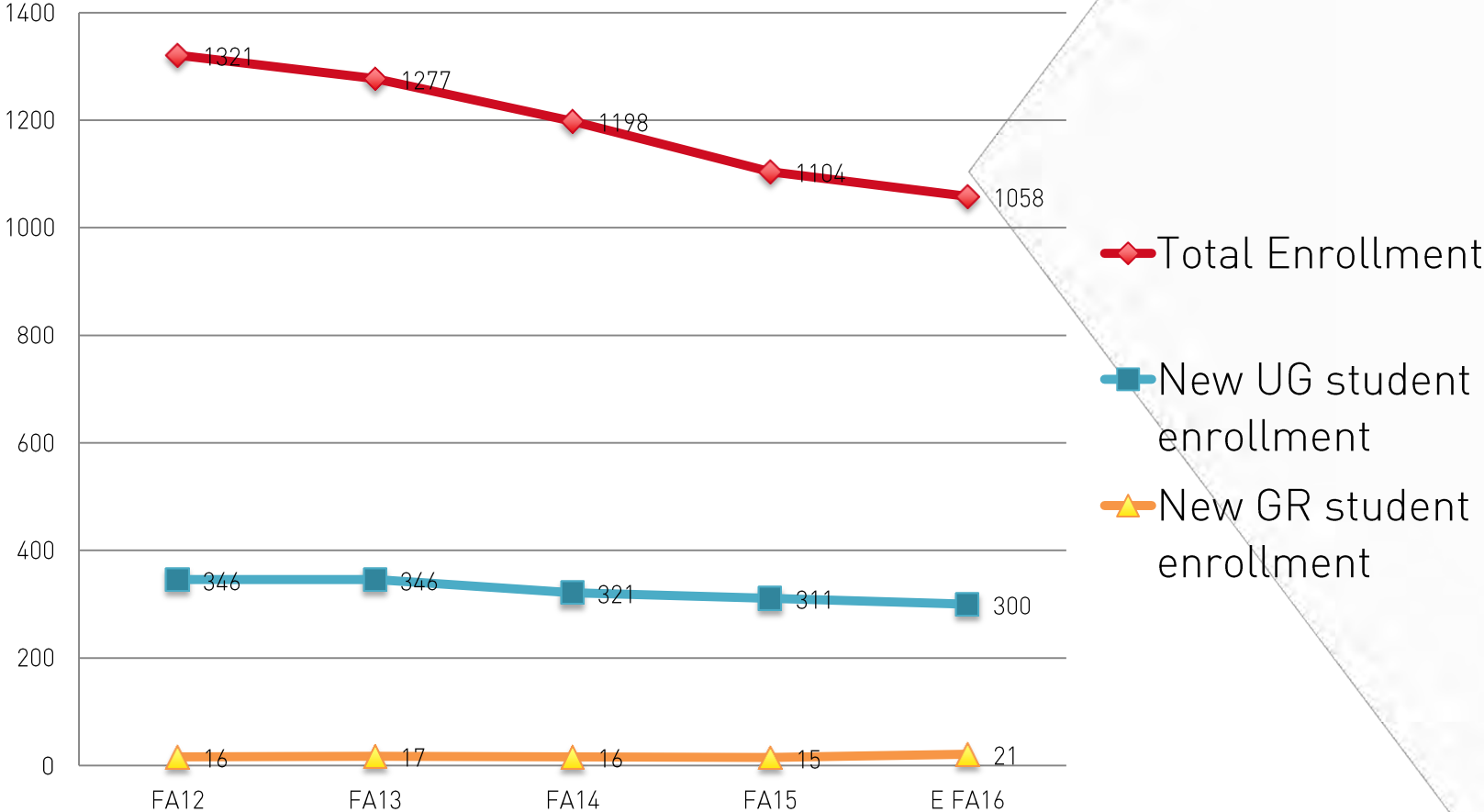




ENROLLMENT  
ENROLLMENT  
ENROLLMENT

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# Enrollment



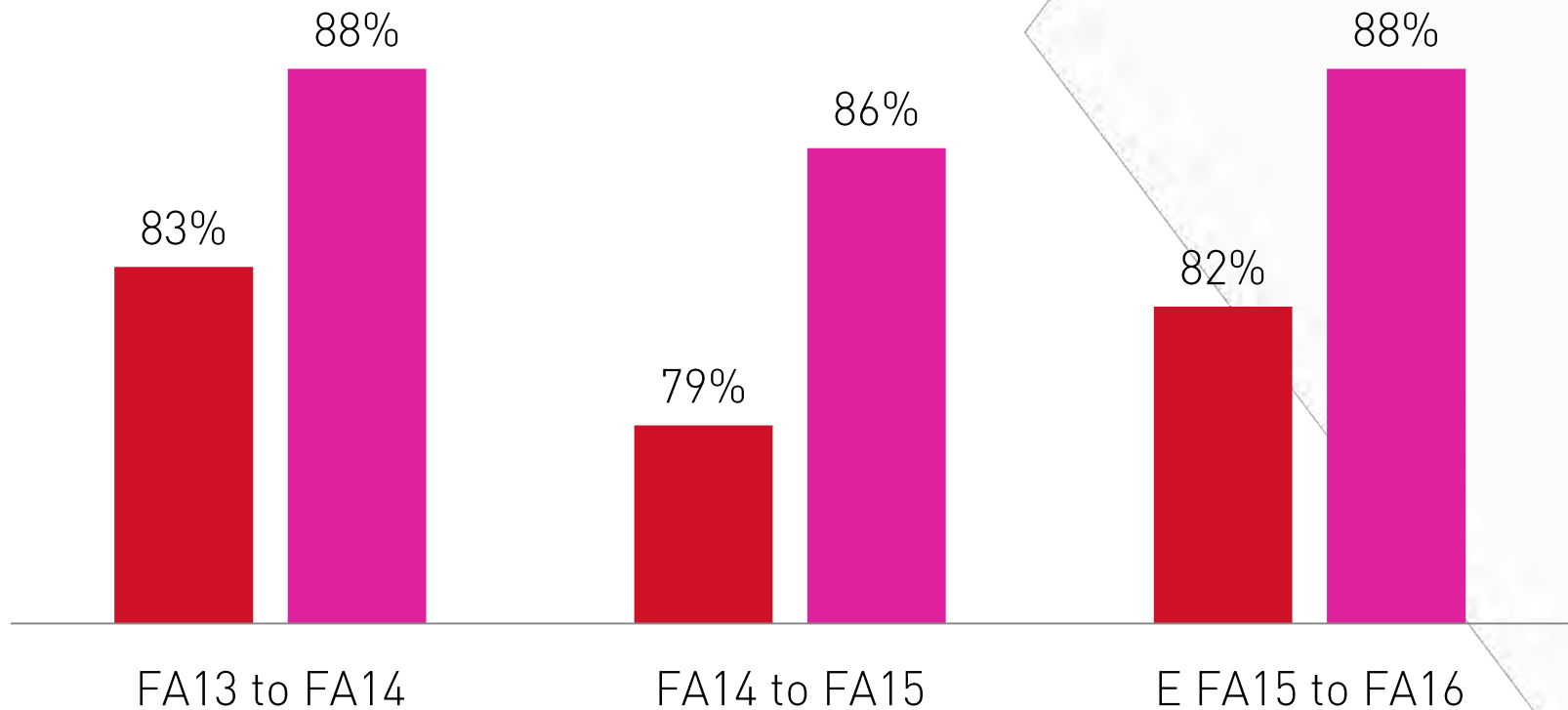
## ENROLLMENT





# Retention & Persistence

- Fa to Fa Retention for all new UG students
- Fa to Fa Persistence for Continuing So/Jr Students



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## RETENTION



# INTRODUCING NEW VP FOR ENROLLMENT MANAGEMENT JEAN HESTER

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# ENROLLMENT SERVICES

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Jean Hester

Vice President for Enrollment Management





# HELLO CCAD!

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- A Few Things About Me
  - BFA in Cinema from USC
  - MFA in Art and Integrated Media from CalArts
  - Art School Admissions Experience
  - Faculty Experience
  - Technology Experience
  - Artist



# ENROLLMENT SERVICES TEAM

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**TEAM AWESOME!**



memegenerator.net

- Admissions
- Financial Aid
- Outreach Programs



# SOME OF WHAT I BELIEVE

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- There is incredible value in an arts-based education.
- We recruit alumni (not “incoming students”).
- Decisions informed by data are better decisions.
- Retention is the best way to grow a school.
- Having a data-informed strategy is the key to success.





# (RE)BUILDING FOUNDATIONAL ELEMENTS

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- Enrollment Strategy — short- and long-term
  - Recruitment Plan
  - Scholarship Strategy
  - Partnering with Marketing
  - Retention as an intentional, school-wide focus



# QUESTIONS?

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# BUSINESS OFFICE

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Jeff Fisher, Senior Vice President and CFO





# NEW ACCOUNTING SOFTWARE

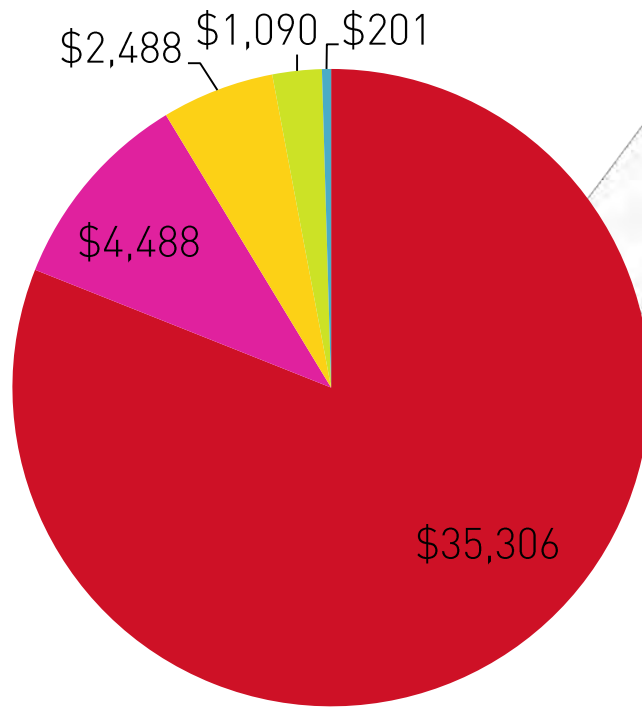
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- Went live on July 1. used new budgeting tool for 2016/2017 fiscal year budgets.
- Self Service report training begins in mid-September.
- Integrated requisitions and purchase orders.
- New purchase requisitions processing.
- Encountered technical issues with analytical accounting (account tags). Expect workarounds or delays until the platform is ready.

We've come a long way in the last six months!

Thanks for all of your support and patience.

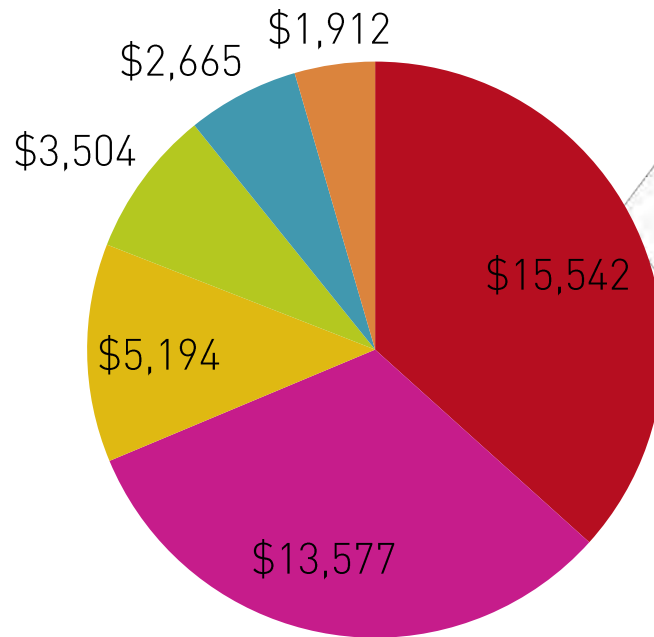




- Tuition & Fees
- Auxiliary Enterprises
- Contributions
- Other Income
- Endowment Income

## FY16 OPERATING INCOME

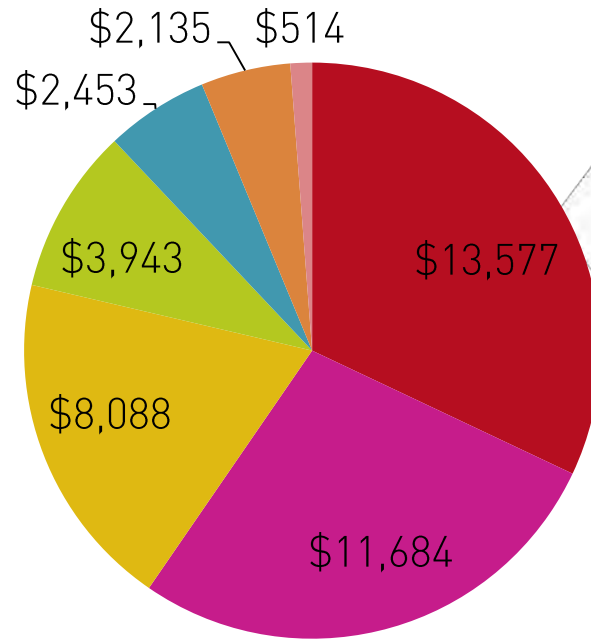




- Salaries & Fringes
- Scholarships & Grants
- Plant Operations
- Institutional Support
- Auxiliary Enterprises
- Instructional & Academic

## FY16 OPERATING EXPENSES & SCHOLARSHIPS





- Scholarships & Grants
- Instruction
- Institutional Support
- Auxiliary Enterprises
- Academic Support
- Student Services
- Public Service

## FY16 OPERATING EXPENSES BY FUNCTION & SCHOLARSHIP







**QUESTIONS?**

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**BREAK**

Please return in 10 minutes

# ADVANCEMENT

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Lindsey Dunleavy, Vice President for Advancement



2015-2016

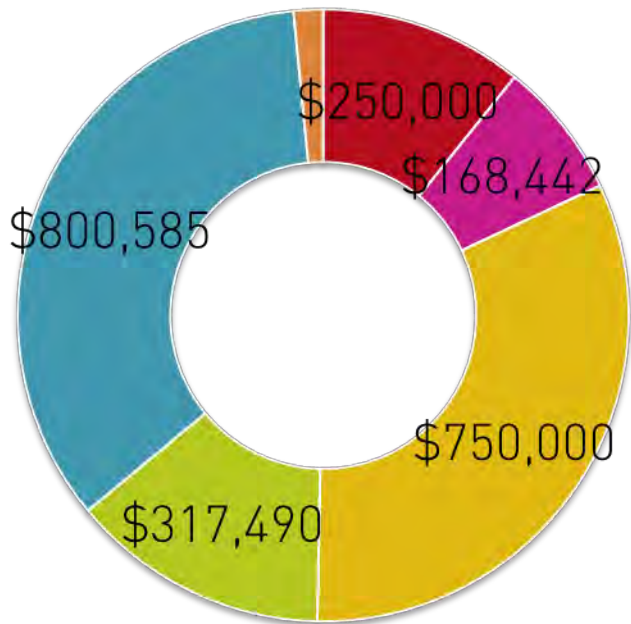
**RAISED**  
**\$2,322,533.32**

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# \$2,322,533 Breakdown



- Beeler Naming
- Unrestricted
- Screening Room Grant
- Events
- Griffith Faculty Excellence Endowment
- Restricted Gifts

## 2015–2016

- Screening Room Grant
- Beeler Gallery Naming
- Grants
- Unrestricted
- Griffith Faculty Excellence
- Restricted Gifts
  - \$26,746
- Events | General Scholarship
  - Fashion Show
  - Chroma



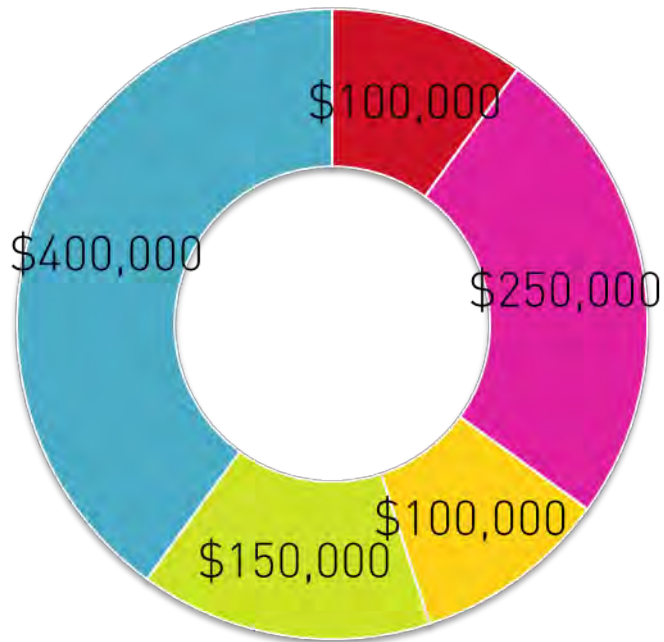
2016–2017

# 1 MILLION DOLLAR GOAL

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\$1,000,000 Goal



■ Annual Giving

■ Major Gifts

■ Grants

■ Board of Trustees

■ Events

## 2016-2107

- Annual Giving
  - Family Campaign
  - Focus on Mark Hazlerig Scholarship
- Major Gifts
- Annual Grants
- Board of Trustees Giving
- Events
- Fashion Show
- Chroma



# ANNUAL GIVING

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Starring: Katie Butt





# ANNUAL GIVING OVERVIEW

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- Goal: \$100,000
  - Half internal (\$50K family campaign goal, \$50K external fundraising)
- Participation
  - 0.03% alumni participation last year
  - 7% alumni participation across peer art institutions



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# ANNUAL GIVING VIDEO MADE BY DESIGN GROUP



Advancement



ccadedu



ccadedu



@ccadedu



ccadedu.tumblr.com

# FAMILY CAMPAIGN

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- Family Campaign Numbers
  - Last year: 130 donors, 45% participation, \$30k raised
  - Goal for this year: 215 donors, 75% participation, \$50k
    - 85 additional donors needed
- How do YOU participate?
  - If you have a recurring gift, let me know if you would like to renew or change that gift



# GIVING CHALLENGE

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- Coming October 2016
- Internal & external fundraising go hand-in-hand
- Make a gift
- Volunteer
  - Share your story
  - Be a connector





# BIG NEWS FOR 2016

Participate!

- Launching campaign for the Mark Hazlerig Scholarship Endowment
- Announcing President Corn's Challenge: The 2016 Family Campaign Match
  - \$25 for each and every gift, regardless of amount or fund
  - Give by 12/9/2016



# EVENTS TEAM

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Starring: Susan Quinlan & Rian Medina



# HOW WILL IT WORK?

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- We will take all requests for space
- We collaborate with you on an event plan
- We create & disperse event briefings within the college
- We will provide extra set of hands on site
- We will manage alcohol inventory & permitting
- Let YOU focus on content



# WHO DOES WHAT, NOW?

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## – Rian

- Academic Affairs
- Student Affairs
- General Space allocation
- Advancement Events
- Backup for Susan

## – Susan

- External Events
- Admissions/Enrollment
- President's Office
- Advancement Events
- Backup for Rian





# QUESTIONS

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- Who pays for events?
- What about booze?
- Who's in charge?
- What if its an off-campus event?





# QUESTIONS?

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# MARKETING & COMMUNICATIONS

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Jill Moorhead, Creative Director



# GET READY FOR YOUR CLOSE-UP



MarCom



ccadedu



ccadedu



@ccadedu



ccadedu.tumblr.com



# GET READY FOR YOUR CLOSE-UP

## Faculty/Staff Photo Shoot

Wednesday, Sept. 7. 3:30 p.m. – 7 p.m. Canzani Center Atrium.

Want to submit your own faculty/staff bio headshot?

Email your image to [webupdates@ccad.edu](mailto:webupdates@ccad.edu)

- Photo Guidelines
  - Professional-quality headshots. High-res. 1x1 ratio.
  - Must be on a white background.
  - Actually of you. Nothing coming out of the back of your head.
  - See [ccad.edu/us/faculty-staff-bios](http://ccad.edu/us/faculty-staff-bios) for examples.



# PROJECT UPDATES

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- Intranet (My CCAD)
- New Viewbook; Viewbook Lite and Brand Video to come
- Pop-Up Shop selling CCAD swag in POD (starting Sept. 30)
- Promoting Master of Design, Crafts and Comics majors
- Managing Beeler marketing
- Advancement, Student Affairs and Admissions projects
- Monitors in the hallways



# WE'VE GOT MAIL

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Here's our new & improved email schedule

- **The Abstract:** twice a month to faculty and staff
- **MyCCAD:** every other week to students
- **Events & Exhibitions:** once a month to friends of CCAD, including alumni
- **News:** once a month to friends of CCAD, including alumni
- **Beeler Gallery:** once a month to friends of Beeler Gallery



# WHAT TO DO IF A REPORTER CALLS

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- Please let Jeannie Nuss know if a reporter reaches out to you. Email [jnuss@ccad.edu](mailto:jnuss@ccad.edu) or call 614.222.6162.
- Jeannie's here to help with interview prep and media training.



# WHAT TO DO ABOUT DOUBLE SPACES AFTER PERIODS

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- Don't do it. Please.
- We'll pass out a new writing style guide over fall break.
- In the meantime, pick up our TL;DR version in the hall.





# WHAT TO DO IF YOU NEED A BROCHURE

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The Student Agency is here to help you with design, photography, videography and digital and print materials.

1. Fill out the form on the Faculty/Staff page with the details and a description of the job request.
2. Submit all final copy/content to Student Agency Manager Ryan Feeney [rfeeney@ccad.edu](mailto:rfeeney@ccad.edu) to be proofed.
3. Ryan will schedule a follow up meeting (if necessary) to finalize details, timeline, etc.



# WHO TO CONTACT

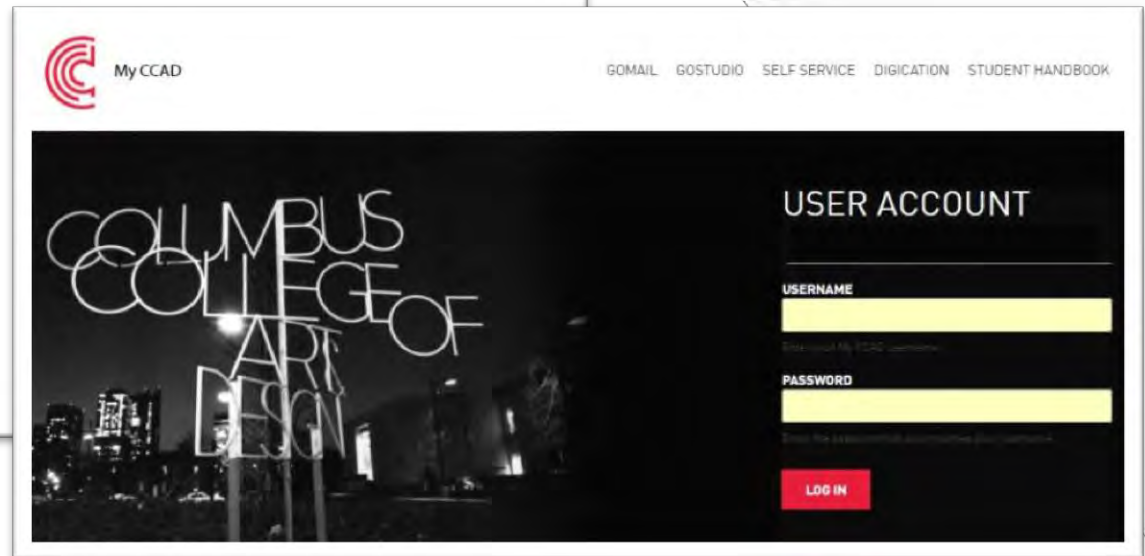
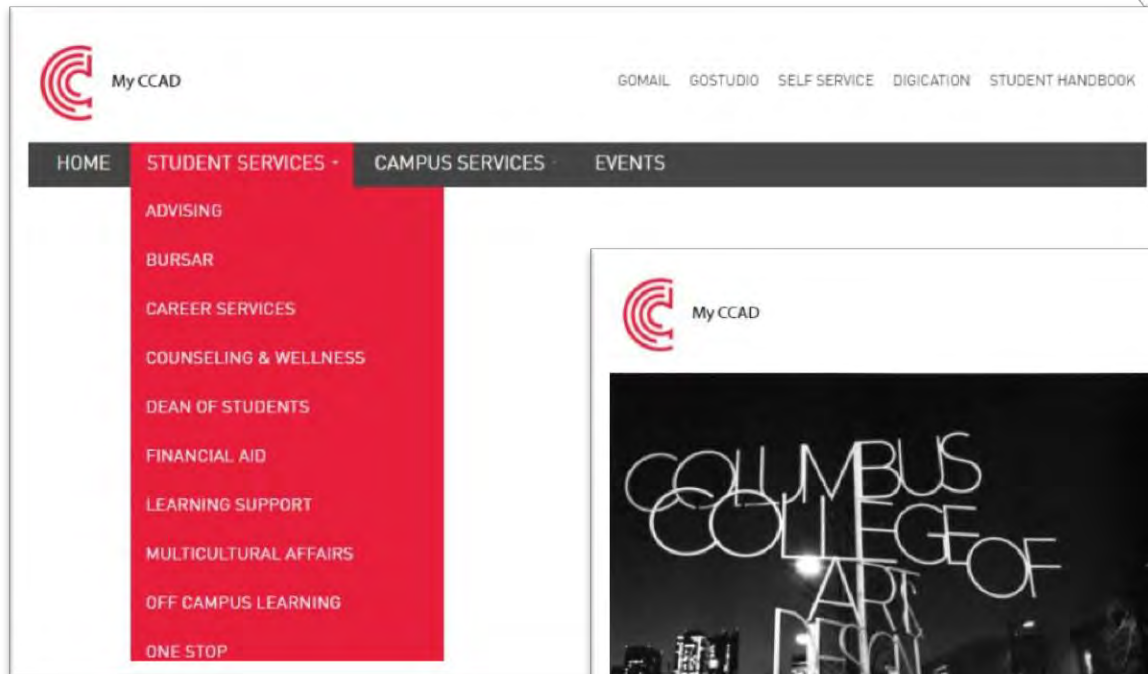
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- Story ideas: [theabstract@ccad.edu](mailto:theabstract@ccad.edu)
- Student email requests: [myccad@ccad.edu](mailto:myccad@ccad.edu)
- Website requests: [webupdates@ccad.edu](mailto:webupdates@ccad.edu)
- Student Agency requests:
  - [ccad.edu/form/student-agency-request](http://ccad.edu/form/student-agency-request)
- Events: [events@ccad.edu](mailto:events@ccad.edu)



# MyCCAD – Intranet for Students

[Let's Take a Look](#)



# SOCIAL MEDIA PLAN

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- Objectives: Make messaging more effective. Target audiences. Raise the prestige of the college through social media.
- One size does not fit all.
- Please send us suggestions.
- Empower and amplify your message through main accounts.
- Snapchat is great for current students.



# SOCIAL MEDIA PLAN

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## CURRENT ACCOUNTS

- Keep on (training)
- Intranet, MY CCAD
- Private Facebook groups

## MONITORING

- Sprout Social
- Awareness
- Health of accounts





# SOCIAL MEDIA PLAN

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## REPORTING

- Monthly
- Talking Points
- Trends

## FUTURE ACCOUNTS

- Approval process



# CCAD & COLUMBUS

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- A dense editorial calendar of easily shared evergreen material that will introduce Columbus to potential students.
  - Columbus is a cool city where you can afford to make your art and make a difference.
  - Highlight alumni in Columbus.
  - Tool for Admissions (pragmatic with themes of success and affordability).





## Livable Columbus: Cost of Living

Columbus has the cool factor of plenty of other major metro areas, but living here won't put a huge dent in your wallet.

We compared the cost of some everyday items and activities in Columbus to the same things in other cities. And Columbus comes out on top, time and time again.

Buying a home		Renting an apartment	
\$978,744	San Francisco	\$3,230	
\$431,884	Chicago	\$3,230	
\$439,773	Portland	\$2,211	
\$231,820	Columbus	\$835	



# FUTURE CALENDARS

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## SUCCESS & ROI (SEPT. 27 – DEC. 16)

- Value of Art & Design Education
- Entrepreneurs
- Freelance Life
- Corporate Success
- Redefining Success
- Changing the World
- Non-profit

## DAY IN THE LIFE (JAN. 1 – MARCH 24)

- In-depth view of the student experience, showcasing student experiences, backgrounds and activities (commuter, study abroad, involvement in clubs, etc.)









**DON'T FORGET TO SHARE  
YOUR ALUMNI STORIES.**

VISIT US IN HALLWAY AFTER THE MEETING.

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Marketing & Communications





QUESTIONS?

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# ACADEMIC AFFAIRS

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Eleanor Fuchs, Associate Provost



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 a tall, thin triangle, and the 'R' is a large, blocky letter. The city buildings in the background are of various heights and styles, with some having visible windows. The sky is filled with dramatic, dark clouds, with a bright light source breaking through near the top center. The overall mood is serious and professional.

# INSTITUTIONAL COMMITTEES

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Data. Assessment. Accreditation.

# INSTITUTIONAL DATA COMMITTEE

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# LET THERE BE DATA

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- Goal: Standardize and systematize our data points and collection cycles for increased efficiency and facilitate data-informed decisions
- Schedule: Monthly meetings



# INSTITUTIONAL ASSESSMENT COMMITTEE

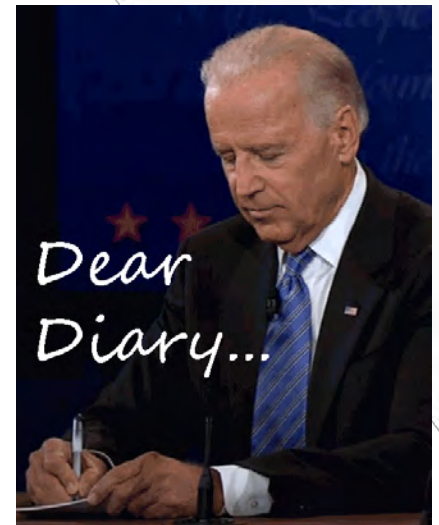
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# Let's reflect on that...

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- Goal: Create a multi-institutional assessment program that is consistent, manageable, and provides digital evidence for CCAD's accreditation efforts
- Academic and Student Affairs, to start
- Expand our e-portfolio efforts
- Educate us educators



# INSTITUTIONAL ACCREDITATION COMMITTEE

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# WRITE ALL THE THINGS

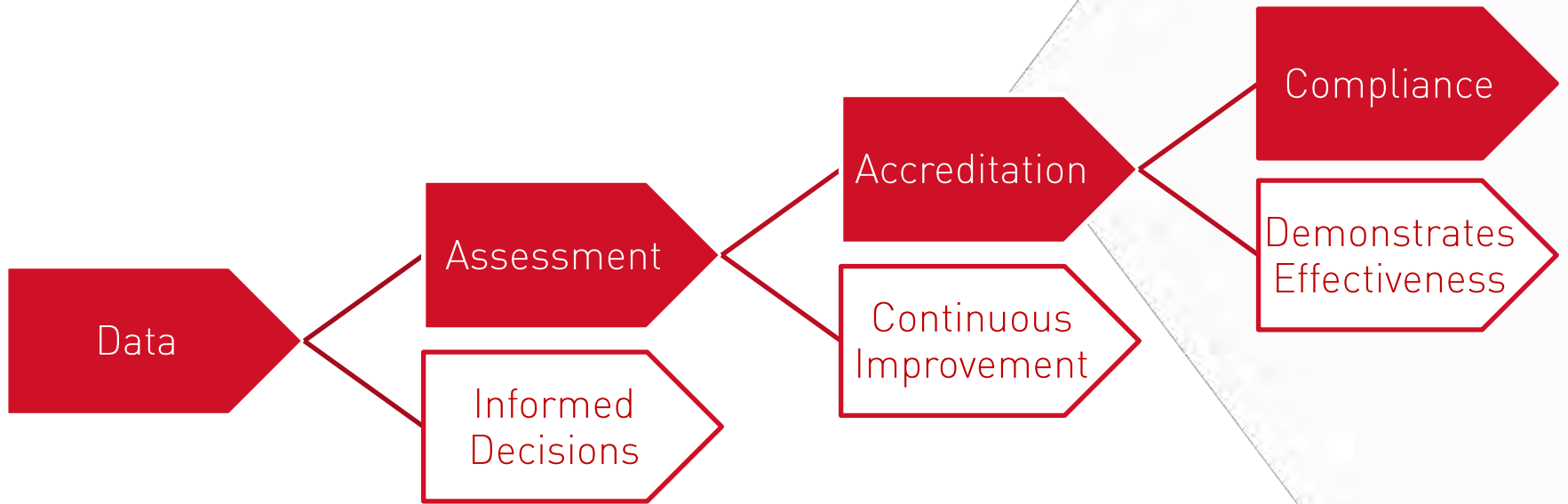
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- Goal: Develop an approachable, consistent process for maintaining CCAD's compliance arguments and evidence file(s) that considers all external stakeholders while being:
  - Inclusive
  - Transparent
  - Agentive
  - An effective feedback loop





# BUT...WHY?



**Data + Assessment + Accreditation = Compliance**

*By doing this work now, we position the college to make informed decisions with greater transparency. We also prevent a lot of work for everyone in 2020.*



# QUESTIONS?

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# BEELER GALLERY

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Ian Ruffino, Interim Director of Exhibitions





Columbus College of Art & Design

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BEELEER GALLERY

WELCOME BACK THE LEADERSHIP TEAM

# ANY MORE QUESTIONS?

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Columbus College of Art & Design

60 Cleveland Ave.

Columbus, Ohio 43215

P 614.222.3261

F 614.222.4040

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Leadership Team



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





# LUNCH

FREE AT THE MARKET