



Columbus College of Art & Design
SPRING FACULTY AND STAFF MEETING

WELCOME

WELCOME

JIM KUNK

BOARD CHAIR



INTRODUCING

MELANIE CORN

INCOMING PRESIDENT





KEVIN CONLON – PROVOST

ACADEMIC AFFAIRS UPDATES



Academic Affairs Updates

China Initiatives

- A visit from the President of YMM Art Space happened last month; partnership developing with ACPA
- Haier Electronics – trip to the Consumer Electronics Show and possible CCAD MindMarket project for 2016-2017
- A visit from teachers from Number Six School in Qingdao will happen in April as part of our MOU with them
- Call for future exchange projects with XAFA and CAA being developed
- Strong Chinese recruitment for this summer's CCAD College Preview
- Ribbon-cutting for new Number Six School in September 2016 (includes dormitories for exchange)
- 3 to 6 students from Qingdao, China, expected to enroll this coming fall

Academic Affairs Updates

Academic Programming

- Requests to NASAD for Program Plan Approval:
 - BFA in Comics and Creative Writing – granted
 - Master of Design in Integrative Design – granted
 - BFA in Craft and Business – deferred
- Merger with Film Council of Greater Columbus and acquisition of the Columbus International Film + Video Festival
 - Next Film Festival: April 7 – 9
- Opening of the new Screening Room

Academic Affairs Updates

Program Review and Accreditation Horizon

- 3 to 4 programs per year on a rotating basis
- All programs will have been through at least 1 cycle by the next self-study and site visit
- Program review process will fold in elements of the self-study process to minimize redundancy
- HLC Quality Initiative Report 2017-2019
- HLC Quality Assurance Argument 2018-2020
- NASAD Self-Study due in 2018-2020
- OHDHE Reauthorization in 2020
- HLC and NASAD Site Visit in spring 2021

Academic Affairs Updates

CCAD's End-of-Year Event Planning

- Saturday, May 7: 11:45 a.m. to 1 p.m. Animation/Cinematic Arts Screening
- Monday, May 9: 6 p.m. to 8 p.m. President's dinner for MFA grads
- Tuesday, May 10: 5 p.m. to 7 p.m. President's dinner for BFA grads
- Thursday, May 12: 4 p.m. to 10 p.m. Fashion Show Rehearsal
Times TBD: Open House and Campus Celebration on the Quad
- Friday, May 13: All day: Open House continues (Canzani closed for VIP event)
Noon Senior Brunch
1:30 p.m. Commencement Rehearsal
4:45 p.m. to 6 p.m. Fashion Show Dress Rehearsal
5:30 p.m. to 7:30 p.m. Fashion Show VIP Reception in Canzani
8 p.m. to 9:15 p.m. The Senior Fashion Show
9:15 p.m. to midnight Senior Student Apres' Dance Party in DSB
- Saturday, May 14: 10 a.m. Commencement at the Palace Theatre

My CCAD Life



My CCAD Life: Andrew Mckenzie

from CCAD Cinematic Arts PRO 12 hours ago ALL AUDIENCES



DWAYNE TODD – VP FOR STUDENT AFFAIRS

ENROLLMENT UPDATE





Enrollment Update

What we've been doing for the last 5 months!

Admissions office staffing changes



Enrollment Update

What we've been doing for the last 5 months!

Improving admissions systems and processes

Enrollment Update

What we've been doing for the last 5 months!



Enrollment Update

What we've been doing for the last 5 months!





Enrollment Update

What we've been doing for the last 5 months!

Overhauling our financial aid award strategies

Admissions Team



Our capable Admissions team is working very hard to meet our goals with new approaches and direction. Please thank them now and remember to encourage their efforts!



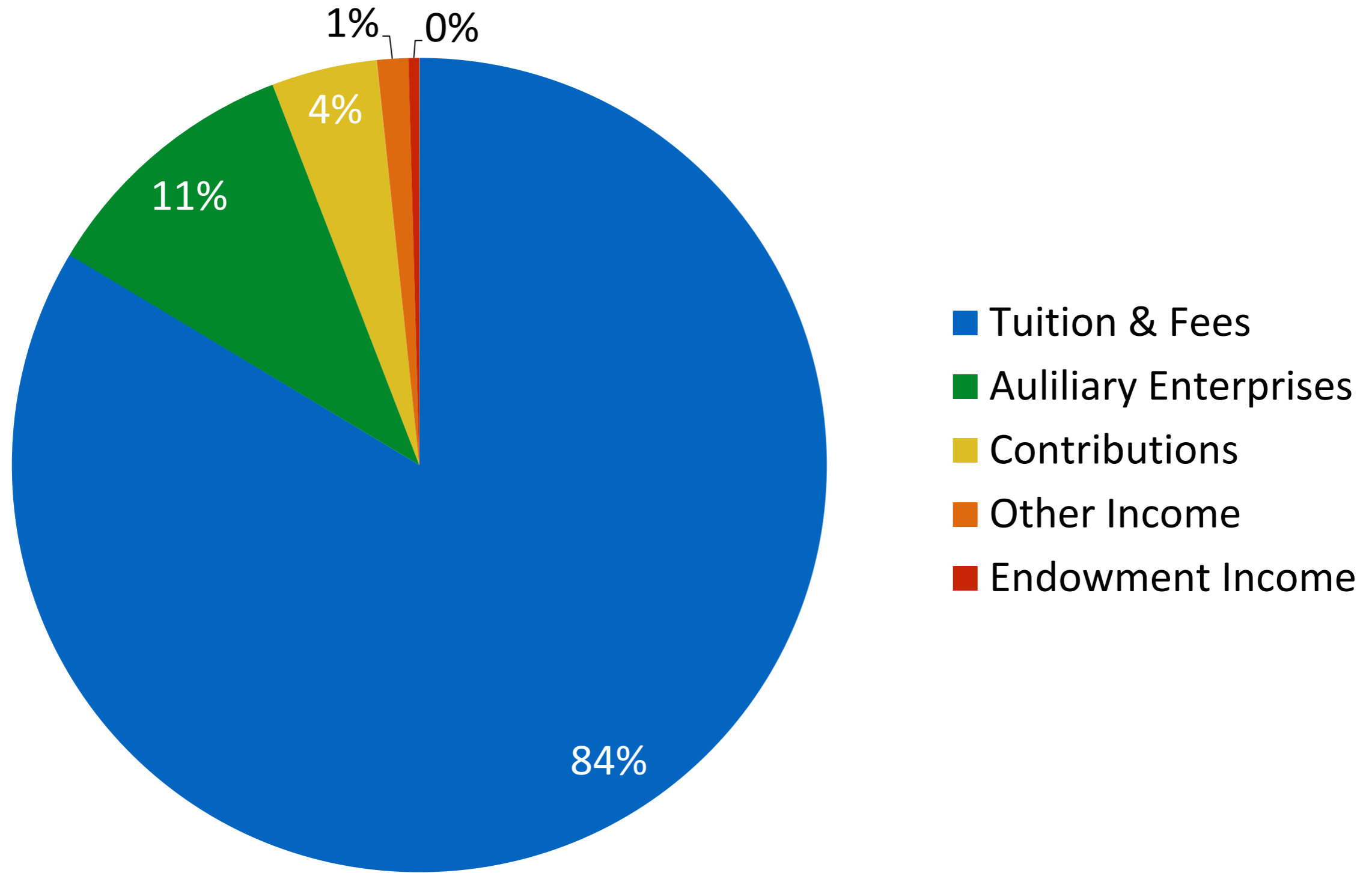
JEFF FISHER – SENIOR VP & CFO

FINANCIAL UPDATE



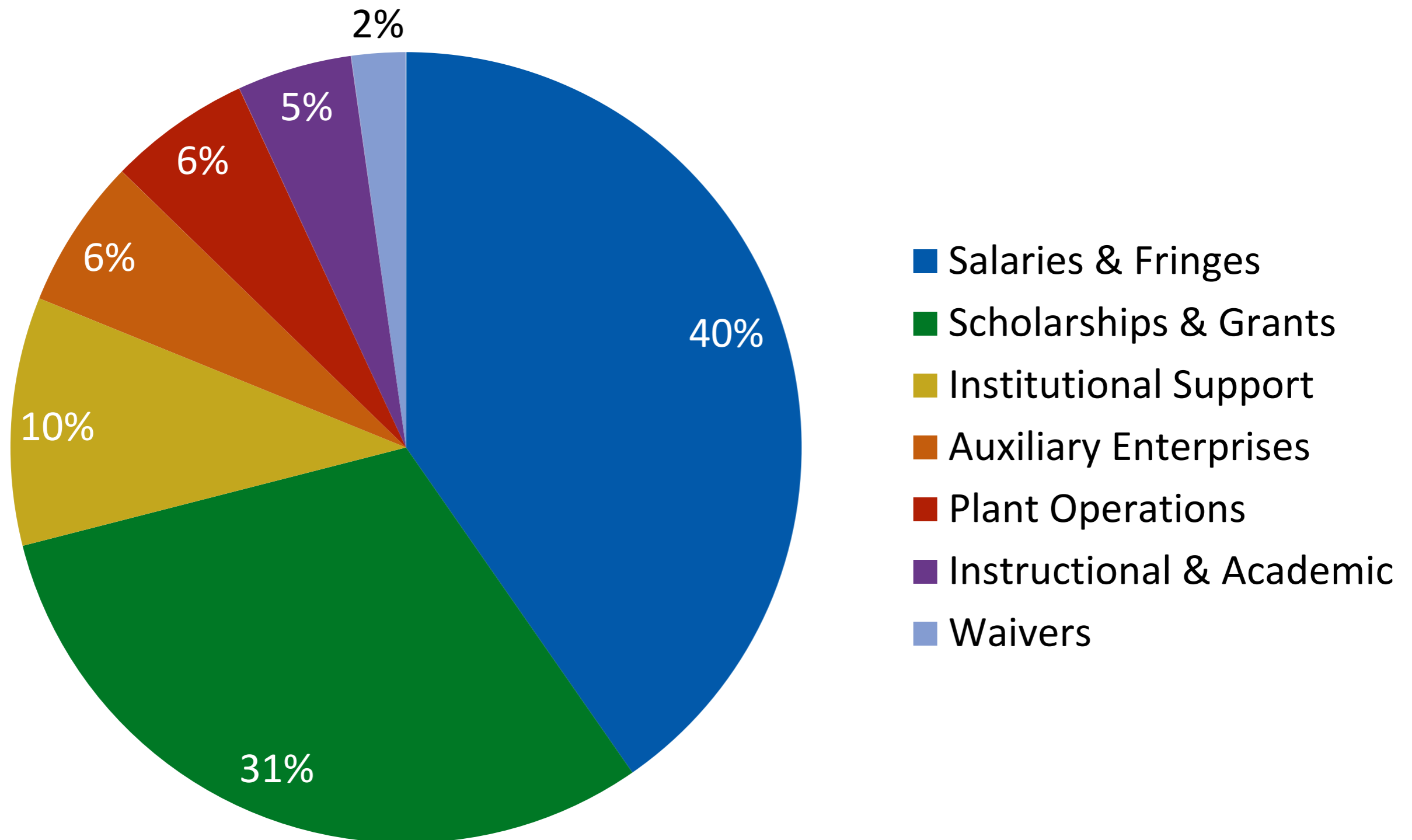
Financial Update

Operating Income Budget 6.30.16



Financial Update

Operating Expenses & Scholarships 6.30.16



Financial Update

Recap

Gross Income	\$41,958
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Expenses & Scholarships	\$40,453
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Net Operating	\$1,505
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Depreciation	\$2,250
--------------	---------

Interest	\$580
----------	-------

Net Change in Assets	(\$1,325)
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Financial Update

New Accounting Software

- Revised Chart of Accounts structure
- More powerful and flexible reporting tools
- Analytical Accounting will provide detail information
- Integrated Requisitions and Purchase Orders
- Greater flexibility using Excel based budgeting
- Continuing to solicit input
- Carefully monitoring project costs



Columbus College of Art & Design
SPRING FACULTY AND STAFF MEETING

10-MINUTE BREAK



LINDSEY DUNLEAVY – VP FOR ADVANCEMENT

UPDATE



Advancement



Advancement Rainmakers



Ashley Waltermeyer

Rian Medina

Katie Butt

Susan Quinlan

Advancement Update

Goal: \$2M. We are at \$1.08M YTD.

Successes

- Naming gift for the Beeler Gallery
- December 2015 Art Fair
- Griffith Faculty Excellence Fund goal of \$2M achieved

Spring Focus

- Implement Alumni Engagement Plan
- 2016 Senior Fashion Show, Chroma sponsorships
- Onboard new president

Advancement



DIVAS GETTIN' MONEY

KIMBER PERFECT – VP FOR MARKETING

UPDATE



Marketing & Communications

Jill Moorhead – Creative Director



Marketing & Communications

Jeannie Nuss – Senior Media Relations Specialist



Marketing & Communications

Jennifer McCord – Digital Marketing Strategist





Greg Renda

1025 Pins 22 Followers

Unfollow Board



San Salvador, El Salvador



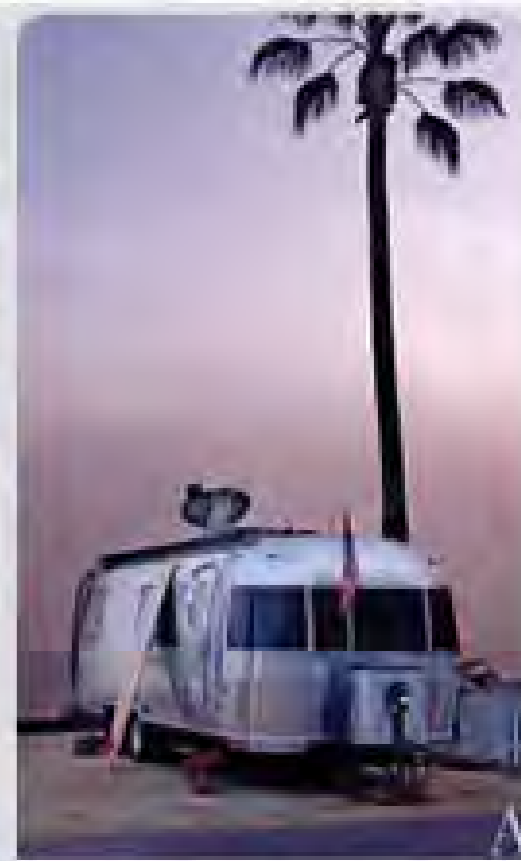
Let's Go Hoosiers! Indiana University



Seven years in Savannah



Three years in El Salvador



3600 miles in some metal bus thing



Marketing & Communications

Greg Renda – Director of Account Services

Marketing & Communications

New Website Project Update

CCAD Website Project Plan			NOV		DEC			JAN	FEB			MARCH			
	Responsible	Status	11/30-12/4	12/7-12/11	12/14-12/18	12/21-12/25	12/28-1/1	1/4-1/8	1/11-1/15	1/18-1/22	1/25-1/29	2/1-2/5	2/8-2/12	2/15-2/19	2/22-2/26
Plan															
Create working committee	MarCom, Jill	COMPLETED													
Meet with committee	MarCom, Jill	COMPLETED													
Individual meetings with dept. heads	MarCom, Jill	COMPLETED													
Build															
Gathered images from departments	Ologie	COMPLETED													
Provide existing content for fact checking	MarCom, Jill	COMPLETED													
Revise/approve of existing content	Dept. heads	COMPLETED													
Select doc mgmt. tool	Ologie	COMPLETED	4-Dec												
Set up gathercontent folders	Greg	COMPLETED	4-Dec												
Create site map doc	MarCom, Lisa	COMPLETED													
Provide access to new site's admin tool	ImageX	COMPLETED													
Training/q&A with tool	ImageX/Lisa	COMPLETED													
Create & finalize main navigation	MarCom, Jill	COMPLETED													
Collect content	MarCom	COMPLETED													
Send content to Ologie	MarCom	COMPLETED													
Revise content	Ologie	In progress													
Create wireframes for addit. Pgs.	MarCom, Lisa	COMPLETED													
Identify photo gaps for website	Ologie	In progress													
Resize website images	Lisa														
Notable Alumni	Jeannie/Jill														
Take A Class	Jeannie/Jill														
News and Events	Jeannie/Jen														
CCAD to provide Ologie further info	Jill														
Campus security report pg	Lisa														
Info calendar of events for new site	Jen/Lisa														
Return final content	Ologie														
Place content in															
Implement Event															
Investigate email															
Create forms; bic															
Create & format															
Connect importa															
Take faculty and															
Resize all faculty															
Info graphic for															
Take additional r															
Ologies - final re															
Launch Prep															
Quality test & fix															
Usability Testing															
Create short link pages	IT/Jen														
Google analytics	IT/Jen														
Contact site masters/sitemaps	IT														
Search engine optimization	IT/MarCom														

DECEMBER/JANUARY

FEBRUARY

MARCH

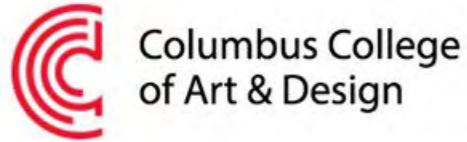
Content
Text and Images
(Marketing & Communications Staff)

Additional Functionality
(Tech Stuff)

Testing and Launch

Marketing & Communications

New Website Project Update



Columbus College
of Art & Design

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[GIVING](#)

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Marketing & Communications Update

Earned & Social Media Updates

Columbus, Ohio • Jan 12, 2016 • 26° Overcast

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Hot Links: School closings, delays • Real-time traffic • Weather • Honda's new Ridgeline • Breast-cancer screenings

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New Columbus College of Art and Design president chosen from California

By Shannon Gilchrist
The Columbus Dispatch • Thursday December 3, 2015 10:36 AM

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The provost for the California College of the Arts in San Francisco will become the next president of the Columbus College of Art and Design on March 21, CCAD's board of trustees announced this morning.

Melanie Corn, 40, was chosen from among 29 candidates, a list that was whittled down to two finalists who came to Columbus to meet the faculty.

"As one board member who interviewed her put it, 'Boy, she really lit me up!'" said board Chairman James Kunk, president of Huntington Bank's central Ohio region.

"She's very passionate," he said. "She comes from a family of educators, and she's deeply engrained in education and academic pursuits...She has a real vision, or a sense of where higher education is going."

EDUCATION DATABASES

- District report cards
- School report cards
- School District Poverty Estimates

Denny Griffith's other world

AN EXHIBITION OF NEW IDEAS BY THE FORMER CCAD PRESIDENT DISPLAYS A REVISED SENSE OF CREATIVE FREEDOM, EVEN AS HE FACES THE BIGGEST CHALLENGE OF HIS LIFE

BY SHANNON GILCHRIST
PHOTO BY NELL DRILLING



THE IDEAS OF NEW IDEAS BY THE FORMER CCAD PRESIDENT DISPLAYS A REVISED SENSE OF CREATIVE FREEDOM, EVEN AS HE FACES THE BIGGEST CHALLENGE OF HIS LIFE

BY SHANNON GILCHRIST
PHOTO BY NELL DRILLING

Wexner sues auctioneer of stolen Ferrari / C2
Transmission flaws crimp auto reliability / C3
Today's classified advertisements / C4-5

Business

Section 2 • The Columbus Dispatch • Wednesday, Oct. 21, 2015

Dow 11.81 17,111.15
Hess 1.24 6,880.81
S&P 500 2.28 2,039.17
T-bonds 0.01 1.92%
Gold 181.90 12,176.00
Oil 44.44 440.00

Trends



New workstation

Airstream likes trailer designed by CCAD students for time when more people are working from home

By Dan Swanson
PHOTO BY NELL DRILLING

Figure out the timing to introduce a new product line. Pricing and other key details are still being determined.

This is the latest step in what has been a full-scale effort by students and faculty members.

"It's been shown all over the world," says Dan Swanson, CCAD's dean of art and design. "It's a CCAD senior project at the Columbus College of Art & Design."

Airstream, the Jackson Center, Ohio-based manufacturer, says it's developing a model based on the students' design.

"We're not sure yet about its name," says Swanson. "We're not sure yet about its name."

The prototype, which students named the Permitt, is housed at the college after making several appearances around the country.

Students began with the idea of working from home in a trailer, says Swanson. "It's a 21-foot trailer and designed most of the time."

The Permitt prototype that CCAD students built made several stops across the country.

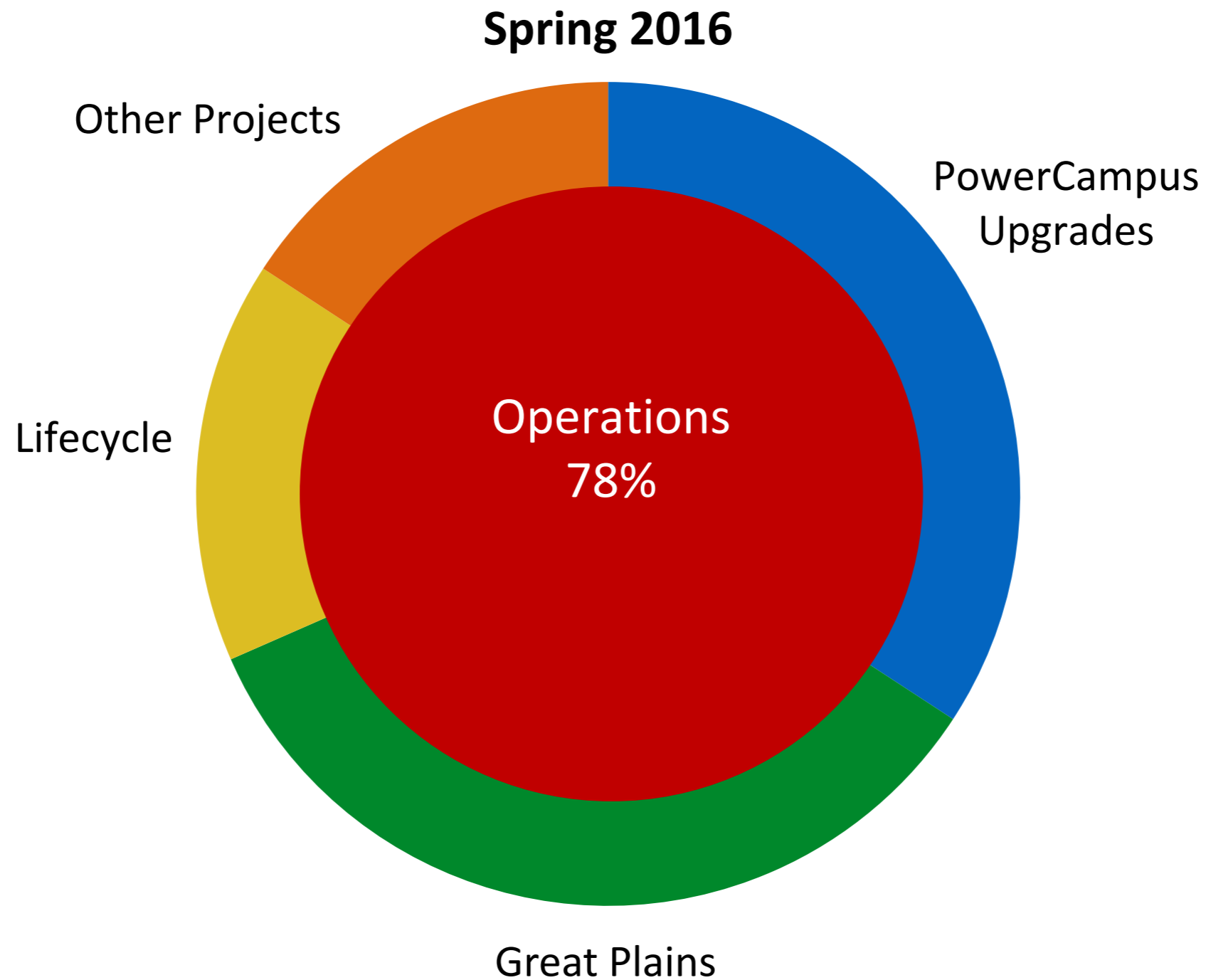
JEFF BROTHERTON – CIO

UPDATE



Information Technology Update

What is Information Technology Doing?



Information Technology Update

Cyber Security



Information Technology Update

Phishing Attacks

Oops! You clicked on a phishing email.

Remember these three 'Rules To Stay Safe Online'

✓ **RULE NUMBER ONE:**

- Stop, Look, Think!
- Use that delete key.

✓ **RULE NUMBER TWO:**

- Do I spot a Red Flag?
- Verify suspicious email with the sender via a different medium.

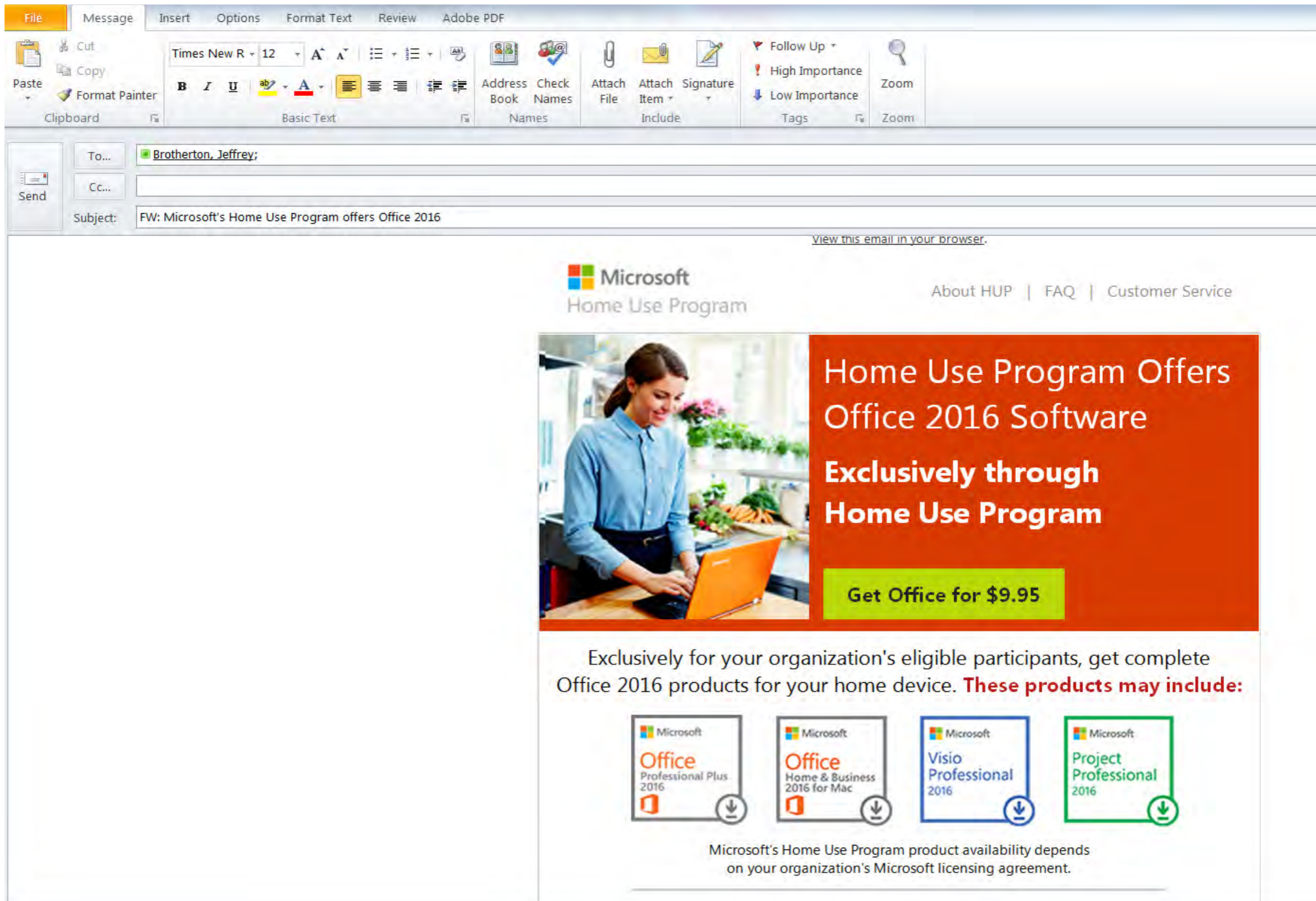
✓ **RULE NUMBER THREE:**

- "When in doubt, throw it out". There are a thousand ways that internet criminals will try to scam you, and only one way to stay safe: ***Stay alert as YOU are the last line of defense!***



Information Technology Update

Benefit of Working at CCAD



The image shows a screenshot of an email client interface. The top ribbon includes tabs for File, Message, Insert, Options, Format Text, Review, and Adobe PDF. The ribbon contains various icons for actions like Cut, Copy, Paste, Format Painter, Bold, Italic, Underline, Text Color, Background Color, Bulleted List, Numbered List, Decrease Indent, Increase Indent, Address Book, Check Names, Attach File, Attach Item, Signature, Follow Up, High Importance, Low Importance, and Zoom. The email header shows the recipient as Jeffrey Brotherton, the subject as 'FW: Microsoft's Home Use Program offers Office 2016', and a link to 'View this email in your browser.' The main content is a Microsoft Home Use Program advertisement. It features the Microsoft logo and 'Home Use Program' text, along with links for 'About HUP', 'FAQ', and 'Customer Service'. A photograph of a woman working on a laptop is shown next to a red box containing the text 'Home Use Program Offers Office 2016 Software Exclusively through Home Use Program' and a green button that says 'Get Office for \$9.95'. Below this, text states: 'Exclusively for your organization's eligible participants, get complete Office 2016 products for your home device. **These products may include:**' followed by four product boxes: 'Office Professional Plus 2016', 'Office Home & Business 2016 for Mac', 'Visio Professional 2016', and 'Project Professional 2016'. A disclaimer at the bottom reads: 'Microsoft's Home Use Program product availability depends on your organization's Microsoft licensing agreement.'

File Message Insert Options Format Text Review Adobe PDF

Cut Copy Paste Format Painter Clipboard

Times New R 12 A A+ B I U ab A Basic Text

Address Book Check Names Names

Attach File Attach Item Include

Signature

Follow Up High Importance Low Importance Tags

Zoom Zoom

To... Brotherton, Jeffrey;

Cc...

Subject: FW: Microsoft's Home Use Program offers Office 2016

[View this email in your browser.](#)

Microsoft Home Use Program

About HUP | FAQ | Customer Service

Home Use Program Offers Office 2016 Software Exclusively through Home Use Program

Get Office for \$9.95

Exclusively for your organization's eligible participants, get complete Office 2016 products for your home device. **These products may include:**

- Office Professional Plus 2016
- Office Home & Business 2016 for Mac
- Visio Professional 2016
- Project Professional 2016

Microsoft's Home Use Program product availability depends on your organization's Microsoft licensing agreement.

Information Technology Update

Legitimate Link

 Microsoft
Home Use Program

[About HUP](#) | [FAQ](#) | [Customer Service](#)



Home Use Program Offers
Office 2016 Software
**Exclusively through
Home Use Program**

Get Office for \$9.95

Exclu
Office 2

<http://email.microsofthup.com/ct/4065894:3gbuawgn:m:1:176513365:ce02f3f7374b96ab76deccbbc470f3b0:r:adaa9a5b7ded44ba884501e26af6b155>
Ctrl + Click to follow link

's eligible participants, get complete
device. **These products may include:**



Microsoft's Home Use Program product availability depends on your organization's Microsoft licensing agreement.

MICHAEL GOODSON – DIR. OF EXHIBITIONS

EXHIBITIONS AND VISITING ARTISTS & SCHOLARS



LEADERSHIP TEAM

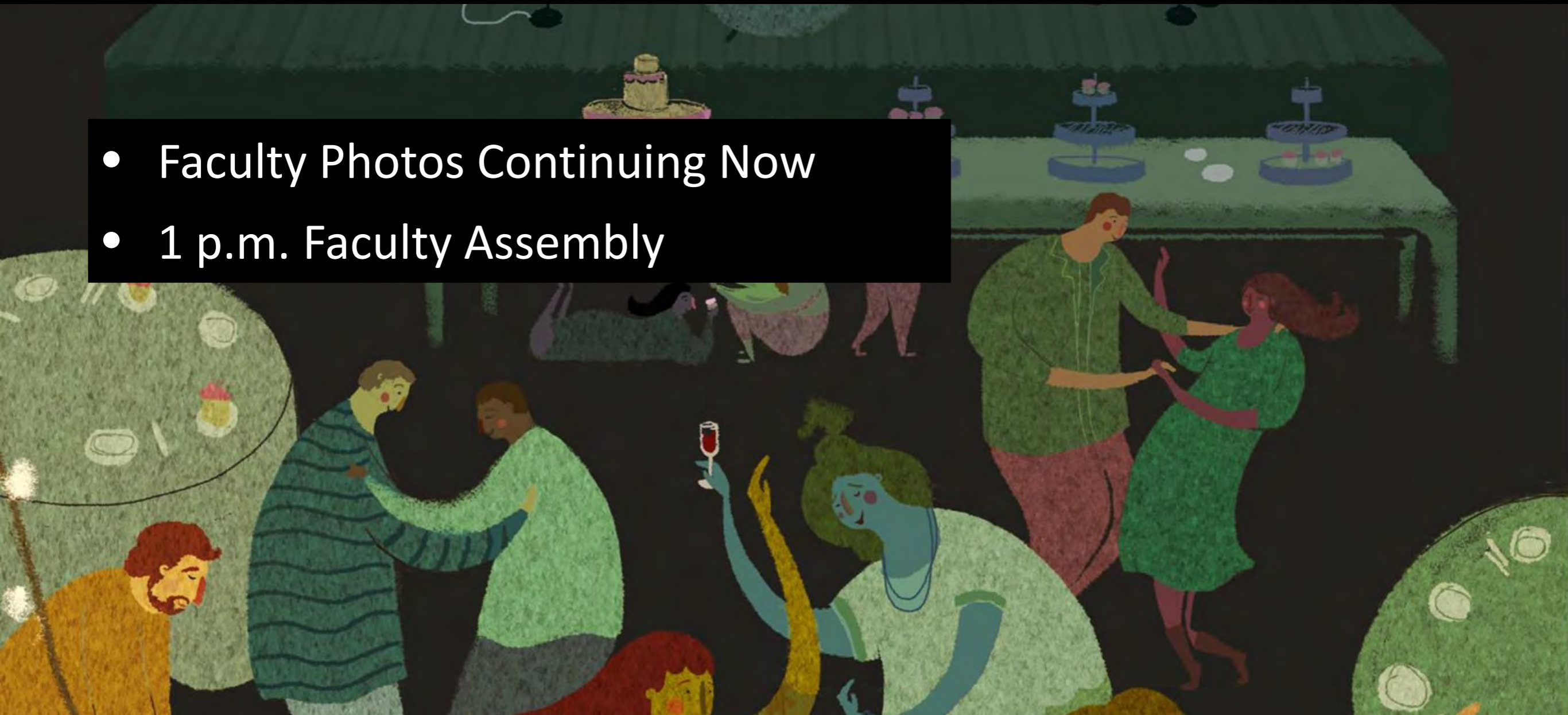
Q&A



IN THE MARKET

LUNCH

- Faculty Photos Continuing Now
- 1 p.m. Faculty Assembly





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SPRING FACULTY AND STAFF MEETING

THANK YOU