

ARTS ALIVE SDSU

About Arts Alive SDSU

Overview

SDSU hosts more than 350 arts events annually. Arts Alive SDSU raises the visibility of art and embeds the arts as a campus-wide value on a par with research and international study. We plan to engage 100,000 arts audience members in 2014-2015.

Mission

Arts Alive SDSU provides opportunities for students, faculty, and staff to engage in transformational arts interactions as part of an arts-rich, robust educational community on the campus of San Diego State University.

Goals

- To broaden awareness of arts events and opportunities at SDSU
- To increase attendance at SDSU arts events
- To expand academically informed art-making opportunities at SDSU
- To integrate arts events and arts practices into curriculum at SDSU

Arts Alive SDSU

The project promotes the best and the brightest of existing arts offerings to students, faculty and staff. Called “signature events” these are the highest quality, academically-informed, and fully produced events from the arts schools. They are promoted through traditional marketing, appealing to students via social media, and most significantly, through Pop Up events.

Pop Up events bring the arts outside of traditional venues to the center of student activity – whether at the library, the student union, the farmer’s market, and the benches in the Performing Arts Plaza (between the Don Powell Theatre and the Music building).

In the future, Arts Alive SDSU will work to promote signature events in the community by programming some Pop Up events in suggested locations such as the Downtown Library, Trolley Stops, etc.

PR, Marketing and Social Media Campaign

Implementing a PR and marketing campaign comprised of students, staff, and faculty, we are coordinating with university Marketing and Communication and creating a college wide PR and marketing team made up of volunteers, interns, and industry arts PR and marketing professionals to enhance the visibility of arts at SDSU. We are building an Arts Alive SDSU web site to showcase a calendar of events, streamline ticket sales, and serve as a repository of visual images for students to create their own social media content as well as live streaming components social media platforms for Arts Alive SDSU.

Social media

Events are designed to live on via technology. Programming is documented via photos, video and sound recordings, which are quickly posted to Arts Alive SDSU social media platforms to maximize the use and impact of social and viral media. By allowing participants to join in the event, we create experiences that encourages students, community members, and alumni to seek upcoming events as well as participate virtually and reinterpreting the arts through their own posts.

Systems for Logistic and Technical Support

We have assembled logistics and technical support teams, utilizing arts faculty, staff and students from the event planning management program in HTM and performance management programs in the arts. The teams address issues to meet artist's performance and exhibition needs in the non-traditional performance venues utilized by Arts Alive SDSU. They also ensure assessment; PR and Marketing; and social media aspects of each event are delivered on time and on budget.

Measurement

We are initiating long-term assessment process to measure the impact on behavior and if the Arts improve campus life. Systems are currently being developed for tracking both passive and active audience members and participants at arts events on campus.

Arts Alive SDSU Impact

With a soft launched in the 2013/2014 academic year, Arts Alive SDSU hosted a handful of Pop Ups and seen a significant increase in attendance at Signature Events. In this first year of experimentation and discovery, and without an official system for documentation or established measurement tools, Arts Alive SDSU has served 71,789 students, faculty, staff and community stake-holders. Some highlights from our unofficial first year are listed below.

Pop Ups

	Attendance	Instagram	Twitter/Facebook
Valentine's Day Under the Dome	300	1,156 organic reach	2,028 organic reach
Arts & Culture Day at the Student Union (20 events over two days)	3,000	4,830 organic reach	1,154 organic reach
Chamber Music Under the Dome (4/11)	602		
Piano Recital Under the Dome (4/18)	595		
	547		

Wind Symphony Under
the Dome (4/25) 633

Chamber Music Under
the Dome (5/2)

Signature Events

	Attendance
Choral Concert (Mar. 8)	572*
Pal Joey (Feb 28-Mar 9)	1,874
We Are Aztecs (Mar. 16)	246*
Jazz Ensemble (Mar. 20)	330*
Personal Narratives (Jan 2 – Apr 28)	333
Downtown Gallery 2013/14	3,074

(special events only)

**Indicates sold out event*

Additional Impact

In addition to the dynamic impact of Arts Alive SDSU programming, the unofficial first year included:

- A vigorous initial outreach to faculty and students across campus
- Creation and development of infrastructure, systems, and protocols
 - Including staffing, reporting, and work –flow structure
 - A comprehensive student-worker structure
 - The establishment of Arts Alive SDSU office
- The development of a robust research agenda

Special Projects 2014/15

Arts Alive SDSU will be deeply involved in several campus-wide projects initiated by faculty. These projects include:

The Year of the Phage – “The SDSU phage group is celebrating the centennial at the Year of the Phage Meeting in San Diego, California. At this meeting, phage researchers from around the world will come together to present their work. They will also have phage art and just a lot of fun.” – from the Phage Conference website. Arts Alive SDSU is working with Forest Rohwer and his team of biologists to support the art component of the conference. Faculty from

Creative Writing and Art + Design are collaboration on this conference. Here is a link with more information about biology professor Forest Rohwer:

http://universe.sdsu.edu/sdsu_newscenter/news.aspx?s=74383

Read about his lab at:

<http://phuckitphage.org>

- *The Edible Palette/A Thousand Plates* – Two events initiated by faculty in the School of Art + Design both linked to the Common Experience topic of food. Both projects will engage collaborations with faculty across campus. Arts Alive SDSU will provide support and coordination for the collaborative elements of these projects. *The Edible Palette* is a community building, open house event taking place on March 20, 2015 in the School of Art + Design. It will involve collaborations between faculty and students in Jewelry and Metals, Furniture and Woodworking, and Ceramics and across campus, with faculty and student from Music and Dance. *A Thousand Plates* is a traditional juried exhibition in SDSU's Downtown Gallery. The exhibit will run during the month of April and will engage cross-campus collaborations with Creative Writing and Geography/Food Justice.

Next Steps

- Work with groups across campus to measure and assess quantitative and qualitative impact
- Engage research agenda that includes qualitative measurement and assessment
- Transform curriculum by engaging faculty-led curriculum development committee
- Implement comprehensive branding, marketing, social media
- Develop and launch website
- Codify and refine our PR, marketing and social media processes
- Codify and refine the logistic and technical support processes