Detailed Assessment Report for
2006-2007 South Texas Institute for the Arts

Mission

The purpose of the South Texas Institute for the Arts (Art Museum of South Texas) is to operate education facilities and an art museum which advance the awareness, knowledge, appreciation and enjoyment of the visual arts.

Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

O 1: Present education activities

Present education activities for university students, regional K-12 students, families and adults that increase greater understanding how the arts can enhance ones life.

Associations:

Institutional Priorities:

1.3 Fostering free and open intellectual inquiry, accomplishment and expression
1.7 Providing an active campus life that extends teaching and learning beyond the classroom
1.9 Involving the university community and other publics in the TAMU-CC mission and vision

Strategic Plans:

Texas A&M-Corpus Christi

1.1 Excellence
2.2 Engagement

Related Measures:

M 3: Evaluation Reports
Evaluation Reports

Source of Evidence: Evaluations

Achievement Target:

(1) 1a. 80% teacher evaluations for CCISD 5th, 2nd middle, school and high school tours meet or exceed expectations; 1b. 90% of teacher evaluations from outlying school district programs meet or exceed expectations; 1c. 80% of parent and student evaluations of programs at Garcia Center indicate met or exceeded expectations. (2) Evaluations submitted to granting organizations for all exhibits supported by grant awards.

Findings (2006-2007) - Achievement Target Met

(1) 1a. Of the evaluations submitted for CCISD programs 100% found the program to meet or exceed expectations. 1b. Of the evaluations submitted from the outlying school district programs, 100% found the program to meet or exceed expectations. 1c. Of the evaluations submitted for the programs offered at the Garcia Center, 100% found the program to meet or exceed expectations.
(2) All evaluations submitted to granting organizations in a complete and timely manner.

**M 4: Participation by members and returns**
Participation by members and returns

Source of Evidence: Activity Volume

**Achievement Target:**
1a. 50% of participants in Kids Club and summer camps are members of the museum; 1b. 50% of participants in summer camp, and Kid Club are return attendees each year.

**Findings (2006-2007) - Achievement Target Met**
1a. An estimated 70% of the participants in youth programs are members, exceeding a goal of 50%. 1b. An estimated 60% of the participants in the youth programs are return attendees, exceeding a goal of 50%.

**M 1: Attendance records**
Attendance records by date and activity (Note: most of the attendance figures for 2007 will be benchmarks as this is the inaugural year of operation in the expanded complex)

Source of Evidence: Activity Volume

**Achievement Target:**
1) 1a. Reach 9,000 CCISD students through 2nd, 5th, middle and high school tours; 1b. Reach 1,200 students from outlying communities through Artreach program; 1c. Reach 1,000 university students through student events at AMST such as Waves of Welcome and College Night; 1d. 2,500 youth and families served at Garcia Center though AMST mentor and after school program and summer camp; 1e. Reach 600 adults through films and lectures; 1f. Provide eight or more internships to university students particularly in the area of communications and visual arts; 2) 2a. Present up to 12 changing exhibitions in conjunction with permanent collection installations which represent a varied program of artistic themes, historical periods and mediums; 2b. 500 guests visit galleries and exhibits each week (this excludes education programs); 2c. At least 20% of gallery visits are members; (3) 3a. Present a minimum of three student specific events annually (i.e. College Night, Black and White dance, Waves of Welcome); 3b. Present a minimum of four collaborative exhibits annually (i.e. President’s Art Scholarship Exhibit, the Go Red exhibit, Visionarios, Solomon Ortiz Youth Art Contest); 3c. Host at least one community reception (i.e. Bayfest VIP, free admission for Buccaneer Days visitors); 3d. Continue to present The Territory film series in cooperation with the University and KEDT-TV.

**Findings (2006-2007) - Achievement Target Met**
1a. Reached a total of 6,461 CCISD students or 2,539 less than goal due to late grand opening. 1b. Reached 1,000 students in outlying areas. 1c. Reached at 832 students through Waves of Welcome and College Night at the Art Museum. 1d. Served 3,325 youth through programs at the Garcia Center. 1e. Reached 904 adults through films and lectures. 1f. Provided three internships to TAMU-CC students and four to Del Mar students. (2) 2a. Presented 12 changing exhibits. 2b. Average weekly attendance was 318 with a goal of 500 weekly due to being closed for three months. 2c. An estimated 25% of the gallery visitors are members. (3) 3a. Presented 3 student specific events including College Night and Black and White Dance at Art Museum and participated in Waves of Welcome. 3b. Presented 5 collaborative exhibits with other community organizations. 3c. Hosted Buccaneer Days community event. 3d. Presented The Territory film series in cooperation with TAMU-CC and KEDT-TV reaching 5,000 through taped sessions and 125 at live night.
M 2: Budget and monthly financial reports
Budget and monthly financial reports
Source of Evidence: Existing Data

Achievement Target:
(1) 1a. Meet revenue goal of $35,000 from tuition-based programs; 1b. Meet or exceed sponsor revenue goal of $100,000 for Education programs through corporate, government and foundation support; 1c. Maintain or increase CCISD contract in the amount of $23,500; 1d. Hold expenses for all education at or less than budgeted amounts; (2) 2a. Admission revenue meets or exceed budget of $20,000; 2b. Sponsor Revenue for Exhibits meets or exceeds goal of $75,000 from individuals and corporations; 2c. Expenses for all exhibits are presented at or less than budgeted amount.

Findings (2006-2007) - Achievement Target Met
(1) 1a. Earned $35,701 in tuition income in 2006. 1b. Raised $113,388 in sponsor revenue for Education programs. 1c. Maintained CCISD contract at $23,500 for 2006-07. 1d. Expenses at $107,837 were $31,983 less than 2006 budget. (2) 2a. Admission revenue at $12,735 was $10,735 less than goal. 2b. Sponsor revenue for exhibits exceeded goal at $76,960. 2c. Expenses for exhibits was $86,451 and $37,549 less than budget.

O 2: Provide high quality visual arts exhibits
Provide high quality visual arts exhibits and accompanying activities for university students, faculty, staff, area residents and visitors that encourage visual literacy, learning about and acquiring greater appreciation for the fine arts.

Associations:

Institutional Priorities:
1.2 Establishing a culture of professionalism and responsibility
1.3 Fostering free and open intellectual inquiry, accomplishment and expression
1.7 Providing an active campus life that extends teaching and learning beyond the classroom
1.9 Involving the university community and other publics in the TAMU-CC mission and vision

Strategic Plans:

Texas A&M-Corpus Christi
1.1 Excellence
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Related Measures:

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O 3: **Collaborate with university and community**
Be a conduit for collaboration with university and community organizations that result in new opportunities for the museum to serve students and the broader community.

**Associations:**

**Institutional Priorities:**
1.3 Fostering free and open intellectual inquiry, accomplishment and expression
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**Strategic Plans:**

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Annual Reports

**Highlights**

1. Secure long-term financial stability and operating fund revenue resources for new expanded complex and for increased program offerings in the new spaces. 2. Present selections from the permanent collection accompanied by scholarly publication and present high quality traveling fine art exhibits and schedule educational activities that enhance the learning opportunities for university students and the general community. 3. Expand the marketing plan to build interest in the Art Museum resulting in larger attendance to exhibits and educational activities, increased income support, increased memberships and enhances the reputation of the museum and university. 4. Complete equipment and furniture purchases and negotiations with vendor for operation of the museum dining facilities to open by June 1.