

AUGUST 2018

BU Arts Initiative Annual Report

The Boston University Arts Initiative works to deepen the presence and impact of the arts in the academic life of the university, ensuring that the arts are fundamental to the BU student experience through faculty driven, student-oriented arts programming.

HIGHLIGHTS:

This was our busiest year yet, with 14 sponsored or co-sponsored events with departments and programs including the Center for the Study of Asia, The Favorite Poem Project, the School of Music, Physical Education, Recreation, and Dance, and Sociology. All of this was accomplished while attending to our regular tasks of providing programming and research grants, managing museum memberships and promoting the arts across the university.

This was also a year of evaluation and refinement. We reviewed and changed the arts grant programs, explored new ways to increase student engagement, updated our vision statement, and developed a new committee structure for the BU Arts Council.



BU students from CGS Rhetoric class discuss notions of home with dancer/choreographer Dahlia Nayar

Beginning in October, Managing Director, Ty Furman coordinated the transition team for Wheelock Family Theatre as part of the Wheelock College merger. Wheelock Family Theatre is a 37 year old professional theatre with a strong history of inclusive casting and education programs. It is the fourth largest theatre by audience size in the city of Boston. The transition team consisted of representatives from CFA, SSW, CAS, SED, Government and Community Affairs, and Events and Conferences. In June, eight full time staff members joined the BU Arts Initiative team with the Education Director, Artistic Director, and Administrative Director reporting directly to Furman. The information below pertains only to programs and events of the BU Arts Initiative, separate from Wheelock Family Theatre.

NUMBERS:

Events & Participation

- 14 events, sponsored & co-sponsored by 17 unique schools, departments, or programs*
- \$160,000 + spent on events & programming
- 2900 attendees to sponsored or co-sponsored programs (does not include BSO and museums)
- 913 unique BU students attended one or more sponsored or co-sponsored programs from all colleges except for GSDM, with the highest participation coming from CFA, CAS and COM
- The affiliation of attendees we were able to track was 51% BU student: 36% Undergraduate Students, 15% Graduate Students, 27% Community Members, 13% Faculty/Staff, and 9% Alumni, Retiree, or Other
- 79 students attended seven Arts Insider programs. 44% of attendees were international students, and 20% of attendees were first year students



The Favorite Poem Project featured readers from the Boston community as well as BU Participants.

*Sponsors & co-sponsors: College of Fine Arts, Favorite Poem Project, BU Institute for Sustainable Energy, BU Art Galleries, BU Dance, Sociology Department, Women's, Gender & Sexualities Studies Program, Howard Thurman Center, Initiatives on Cities, College of Arts & Sciences, School of Theology, School of Social Work, College of Communications, African American Studies Program, BU Center for the Study of Asia, CFA School of Music, and the Student Activities Office.

Museum Membership & BSO Card Participation

We saw a marked increase in most Museum and BSO visits in FY18. We attribute this change to our efforts to increase the visibility of these opportunities to both faculty and students.

Museum/BSO	Total Participation	% Change from 2017
Museum of Fine Arts	17,500	+28.5%
Isabella Stewart Gardner	5,624	-10.7%
Institute of Contemporary Art	2,079	+3.8%

Harvard Art Museum	1,221	+116.1%
Boston Symphony Orchestra	2,142	+21.4%
TOTAL	28,566	+17.9%

Programming Grants

This academic year, we gave a total of \$58,758 in grants in 5 different forms:

- Interdisciplinary Arts Programming Grants
- Social Impact Grants
- Arts Integration: Supporting arts integration for non-arts-related courses
- UROP Arts Research Awards
- Graduate Arts Research Grants – with support from the Associate Provost for Graduate Affairs

We awarded grants to 37 different grantees

- 11 Faculty
- 4 Staff
- 10 Undergraduate Students
- 12 Graduate Students
- 5 SAO student groups

ASSESSMENT:

Annual Student Survey

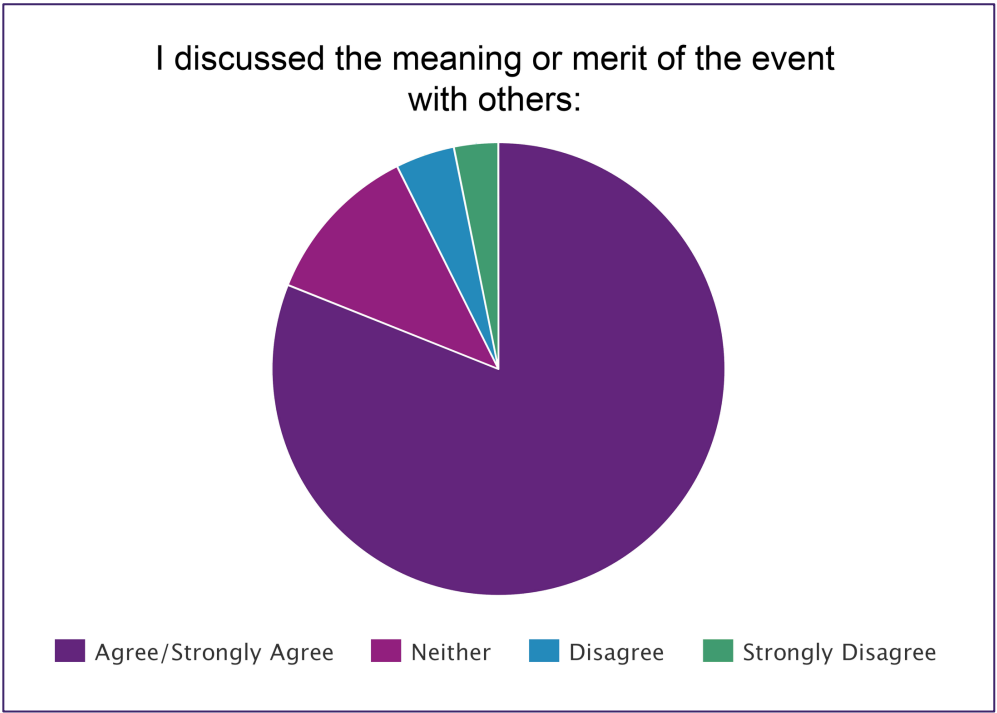
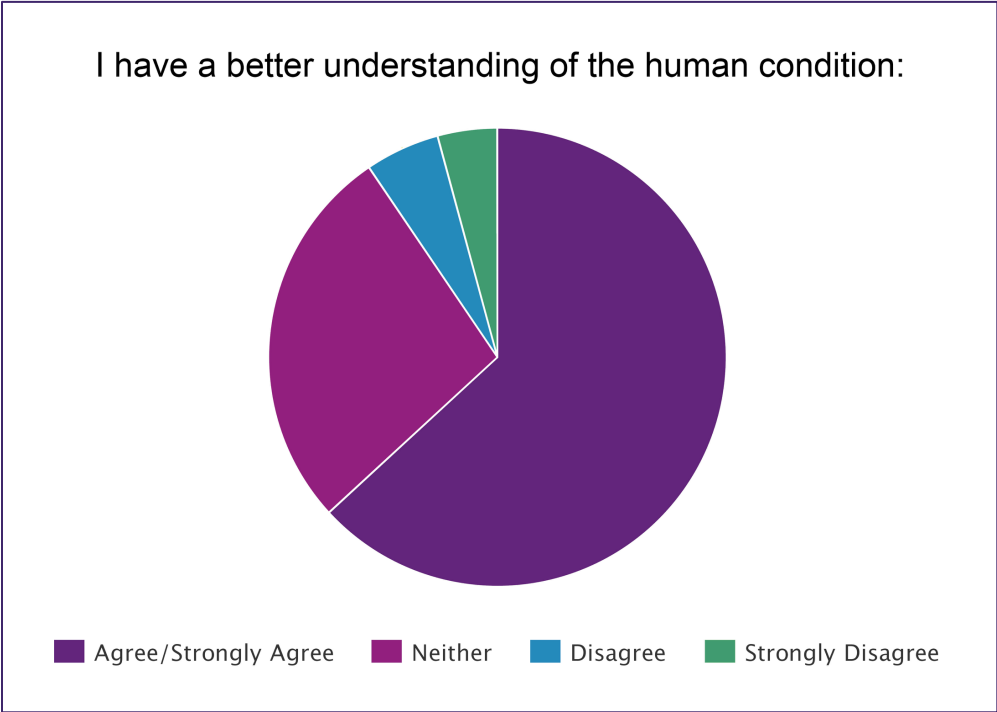
Our annual student survey received just over 200 responses representing all undergraduate years and all colleges/schools except Theology. The responses we received continue to affirm things we knew about barriers to arts engagement and ways they receive information. The top reasons for not attending any arts events were, “*I don’t have time,*” “*I didn’t know about the events,*” and “*I had no one to attend with me.*” Of those who attended any arts event, 55% attended something at least once a month. Overwhelmingly, students found out about arts events via the BU Arts Initiative weekly email or word of mouth, with BU Today being the third most noted source.



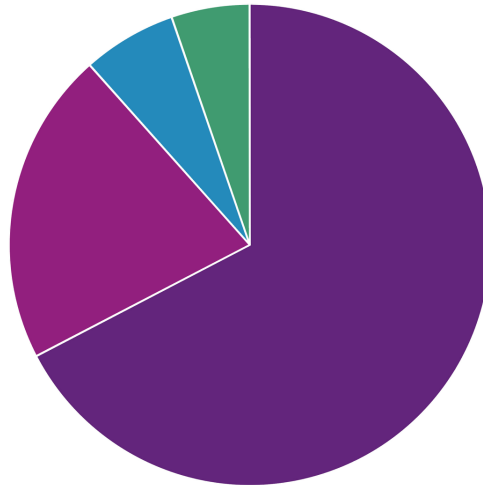
Artist Laurie Anderson discusses her work *All the Things I Lost in the Flood*

Learning Outcomes

The survey results also show that we continue to do well in meeting our learning outcomes (see highlights below). Of the 95 students who attended one or more of our events, the results show that overall, students are effectively engaging with the content and style of art they are experiencing, with 50% or more positive responses to all but two outcomes.

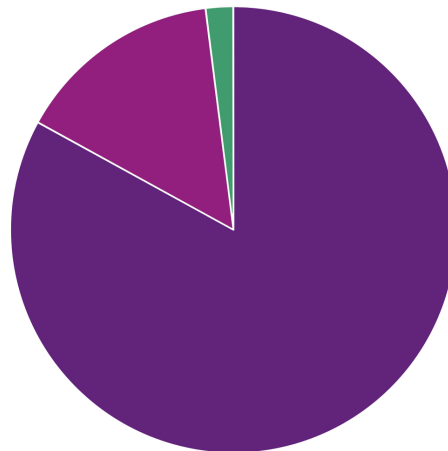


I was exposed to a new culture or social issue outside of my own experience:



Agree/Strongly Agree Neither Disagree Strongly Disagree

I am more inclined to attend future arts events:



Agree/Strongly Agree Neither Disagree Strongly Disagree