

2016 Associated Students

# AS Productions VU Gallery

As seen by AS Management Council January \_\_\_\_ 2017

AS Assessment Process  
Draft Recommendations



## **Introduction:**

In conjunction with the office of Assessment, AS Productions VU Gallery underwent assessment during the trial year of 2016-2017, Fall Quarter. The mission statement for AS Productions is as follows:

*The purpose of AS Productions (ASP) is to provide a comprehensive program of student activities and events for Western students and their community. AS Productions presents film series, concerts, lectures, art gallery exhibitions, theater/dance performances, and other entertainment.*

The purpose of the VU Gallery from the ASWWU Program Standards is as follows:

*The Viking Union Gallery is a student-curated exhibition space sponsored by Western Washington University's Associated Student Productions. Our primary focus is to contribute to the artistic culture of Bellingham's community while promoting the artwork of Western's student and regional artists. We're located in room 507 on the fifth floor of the Viking Union Building on the Northwestern corner of Western Washington University in Bellingham, Washington.*

## **Selected Programs and Services, 2014-2016\***

Transcendence – September-October 2014  
Drawing Jam – October 2014  
Art in Industry – November 2014  
New Foundations – January 2015  
This Time, Again – February 2015  
Organic Geometric – February-March 2015  
Pneuma – April 2015  
Labyrinth – April-May 2015  
Beyond Borders – May-June 2015  
Drawing Jam – October 2015  
Bikes: A Different Frame of Mind - November 2015  
Augmented Memories – November-December 2015  
SVA Film Fest -- January 2016  
Iterations: The BFA Work of Melissa Hand – February 2016  
Full of Infinite Space: Adam Fung – February-March 2016  
Dinh Q Le -- April 2016  
Labyrinth -- April-May 2016  
Beyond Borders -- May-June 2016

\*This list is incomplete

SCOT Analysis	Helpful	Harmful
Internal	<p><b>Strengths:</b>            Opportunity to bring wide range of art to campus through lots of exhibitions, good for students and community</p>	<p><b>Challenges:</b></p> <ul style="list-style-type: none"> <li>• Booking three shows per quarter with show changes approx. every two weeks is very difficult</li> </ul>
External	<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• By creating longer exhibition timelines the gallery would be able to bring in artists of a higher caliber, which in turn would help establish the gallery in a more professional light</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>• Artists turning down offers of shows because they feel the exhibition schedule moves to quickly and that not enough people would have the opportunity to see their art in such as short amount of time</li> </ul>

## Recommendations 2016-17:

### 1. Alter the VU Gallery Director Job Description to make the terms of exhibitions more flexible.

Currently, it is required for the Director to plan three (3) exhibitions per quarter. This is explicitly stated

- Provide comprehensive and accessible programming in the VU Gallery by:

- o **Being primarily responsible for the programming and presentation of three (3) exhibitions per quarter.** This includes- Plan, book, and make other arrangements for each exhibit (i.e. call for works, development of prospectus, exhibition agreements, insurance forms, etc.).

In theory, this would average out to 3 weeks per show. However, in practice, shows are limited to two weeks. Due to these limits, it is difficult for the Gallery Director to attract off campus and outside artists for exhibits. We propose that the job description be altered to a requirement of at least two (2) exhibitions per quarter. This allows the Director to still plan for up to three (3) exhibitions, but also offer longer engagements to artists. The altered section of the job description would read as follows:

- Provide comprehensive and accessible programming in the VU Gallery by:

- o **Being primarily responsible for the programming and presentation of at least two (2) but no more than three exhibitions per quarter.** This includes- Plan, book, and make other arrangements for each exhibit (i.e. call for works, development of prospectus, exhibition agreements, insurance forms, etc.).