



UNIVERSITY OF OREGON

April 25, 1995

MEMO

TO: Steadman Upham, Vice-Provost for Research and Graduate Education
FR: Linda F. Ettinger, Associate Professor
RE: **Institute for Community Arts Studies (ICAS): Re-activation Request**

Thank you very much for your support and guidance concerning the re-activation of the Institute for Community Arts Studies. The purpose of this memo is: to provide you with a brief history of the Institute; to make a formal request for re-activation of the Institute; and to outline a general proposal of future activity. Please note that I have prepared this material in response to your specific request, made when you, Ron Kellett and I met on April 13 to discuss ICAS.

The Institute for Community Arts Studies (ICAS)

A Brief History of ICAS

The following brief history has been prepared through reference to these documents and related resources:

- *A History of ICAS Work in Oregon*, prepared in 1983 by Dr. June King Mcfee, former director of ICAS, upon her retirement.
- *A Review of Centers and Institutes: Oregon State System of Higher Education, Office of Academic Affairs, February 24, 1976.*
- A memo written on ICAS by Keith Richard, UO Archivist, to Steadman Upham, dated April 13, 1995.
- A record of a phone conversation with Holly Zanville, April 11, 1995.

"The Institute for Community Arts Studies (ICAS) was established by a founding gift from Mrs. Lila A. Wallace in 1965, within the School of Architecture and Allied Arts as a research and public service organization concerned with public understanding and appreciation of art in a broad context" (McFee, 1983, p. 1). This date is confirmed in a 1976 report from OSSHE, in which ICAS was listed as established in 1965. Keith Richard documents the first appearance of ICAS in the UO catalog in 1968-69. Holly Zanville reports that ICAS was formally approved by OSSHE on July 20, 1976.

ARTS & ADMINISTRATION PROGRAM

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Dr. McFee wrote that while "the University provided funds for the basic maintenance of the Institute", the "implementation of major projects" was "dependent upon outside resources."

Historical Directorship

The first and only director of ICAS was Dr. June King McFee, who served in this capacity from 1965 until 1980, when activities in the institute were phased down as she prepared for retirement. Dr. McFee also served as head of the department of Art Education throughout this time period. There were three other primary research directors named in these years: Gordon L. Kensler; E. Marshall Pallett; and Donald B. Driscoll. Carlis Nixon (student) was listed as a research assistant.

Historical Projects

Research directors served as principal investigators for specific research projects. McFee reported on three projects described as "particularly extensive".

- (1) The Community Arts Study Program: was a series of related projects, directed by June McFee, including an initial conference in 1966 titled "Oregon Communities: Visual Quality and Economic Growth"; a set of four regional town meetings held in Newport, Pendleton, Coos Bay and Klamath Falls; the "Three Communities Study" conducted in Albany, Newport and Bend; and a conference titled "The Quality of Oregon Community Growth" in which a summary of the "Three Community Study" was presented. One result was the "Handbook for Community Study", developed by Donald Driscoll.
- (2) The Community Art Center Conferences: was a pair of conferences, directed by Gordon Kensler. During the first conference, ICAS worked in cooperation with the Friends of the UO Museum of Art, Statewide Services of the Museum of Art, and the Oregon Arts Commission. The conference brought together leaders from over 30 art organizations in Oregon to address the issue of effective community service. The second conference served as a follow-up to the first, and was held on the UO campus. The follow-up event allowed organizations to come together to report on accomplishments.
- (3) The Program for Improvement of Art Education in Elementary Schools in Lane County was established to design and implement an art curriculum for Lane County elementary teachers. The program engaged the P.T.A., the Eugene Junior League, Maude Kerns Art Center, the UO Museum of Art and the Oregon Arts Commission. It was supported by a grant from the John D. Rockefeller III Fund. One result was a handbook titled "Art in the World Around Us". In addition, the program also worked to integrate existing visual and performing arts resources within the new curriculum.

Request for Re-activation

Although ICAS became dormant in 1980, efforts by faculty in the Department of Art Education maintained its presence among UO institutes and centers. On May 29, 1992 the department head in Art Education sent a memo to John Moseley (then Vice-President for Research) requesting the continuance of ICAS. This request was in response to a memo written by John Moseley, announcing a review of centers and institutes for OSSHE, dated May 14, 1992. The potential relationship of ICAS to the larger mission of the new Arts Management master's degree program, which was at that time in the planning stage, was also identified.

The new master's degree program in arts management was approved by OSSHE in November, 1993. The core component of the master's degree addresses arts management in social and cultural context, arts policy, the community arts environment, and nonprofit and for-profit arts organizations and issues. The Arts & Administration program includes a minor in Community Arts.

Thirty years after the establishment of ICAS in 1965, Linda F. Ettinger requests the formal re-activation of the institute in 1995. The Institute will develop a renewed focus in collaboration with the Arts & Administration Program in the School of Architecture and Allied Arts. The original goal of the Institute will continue, with an emphasis on the promotion and implementation of research, professional education, and community service programs concerned with public understanding of the arts in a broad context.

Note that efforts are on-going to locate the original ICAS Charter, although to date it has not been found. A new Charter document, reflecting ICAS historical information and the renewed focus, will be prepared. ICAS will be listed in the 1995/96 UO Bulletin.

New Constituency

A number of groups with interest in community arts already exist at the University of Oregon, including the UO Museum of Art, the UO Museum of Natural History, and the UO Bach Festival. New ICAS faculty will be:

- ICAS Director: Linda F. Ettinger, Arts & Administration Program
- ICAS Participants: Douglas E. Blandy, Arts & Administration Program
- Rogena M. Degge, Arts & Administration Program
- Beverly K. Jones, Arts & Administration Program
- Jane Maitland-Gholson, Arts & Administration Program
- ICAS Associates: Laura Aaron, UO Museum of Art
- Lawrence W. Fong, UO Museum of Art
- Patricia Krier, UO Museum of Natural History
- Neill Archer Roan, Oregon Bach Festival

New Funding and Potential Future Projects

Currently there are no active projects related to the Institute and there are no funds remaining from previous activities. Similarly, there is no available FTE associated at this point with the directorship. I thank you for your agreement to provide start-up funds on a one-time basis in the amount of \$5,000.00, available July 1, 1995. I will coordinate the opening of an account for ICAS with Dee Tipping. As ICAS director, I will serve as the authorized signature. At your suggestion, I will meet with Paula Burkhart and Janet Levine to begin development of a funding plan for ICAS.

New projects, which must come with external funding support, will be encouraged from participating and associate members of ICAS. For example, I have been working this year on the first draft of a project proposal, designed to establish a clearinghouse for case studies in the field of arts management. This clearinghouse project is being planned for national participation and implementation, and will be tied to academic institutions that offer master's degrees in arts management. Institutions will be invited to participate in the clearinghouse from the membership of the Association of Arts Administration Educators (AAAE). Members include Carnegie Mellon, Columbia University, University of Wisconsin, and UC Berkeley. The clearinghouse, which is being designed as a long-term on-going project, could operate as a primary project in ICAS.

In addition, the Arts & Administration Program offers professional development seminars to arts management practitioners as a parallel component to the campus-based arts management master's degree. The first series of events is scheduled for this summer in Portland. If appropriate, such seminars could operate under the auspices of ICAS. Another project could be the renewed publication of the journal *Controversies in Art & Culture*.

c: Robert Melnick, AAA Dean
Karen Johnson, Director AAA Research & Development
Ron Kellett, Associate Vice-Provost for Research