

DATE: November 20, 2012

To: Bill Flood

FROM: Patricia Dewey, Director, Arts and Administration Program
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RE: AAD Portland Strategic Planning

Overview

Based on conversations that you and I have had earlier this term, and based on discussions that have taken place among Kate Wagle, Sandra Gladney, Tina Rinaldi, and me, and building on the UO Portland Situation Report process underway this year, I request that you prepare a proposal for a consultancy project to take place in winter and spring 2013. Please take into account the following considerations.

Requested Project Outcome

By June 1, 2013, I request that you prepare and submit to me a written strategic plan for AAD to build and expand operations in Portland. The plan should include targeted partners, priority areas of program investment and growth, and recommendations for specific action steps in 2013-2014.

In order to prepare this strategic plan, you will facilitate a series of meetings and planning sessions among key AAD personnel, current (and future?) adjunct instructors, Portland-based arts sector leaders, and Portland-based academic stakeholders.

Items for consideration and discussion in your consultancy proposal:

Please note that AAD sees two main areas of focus for its Portland programs:

1. To increase visibility and impact as a regional professional development and research hub;
2. To develop niche certificate and intensive programs that differ from program offerings in Eugene.

Specifically targeted initiatives include, but are not limited to the following:

- Work with consultant/NTTF Bill Flood to develop an AAD Portland Strategic Plan in winter and spring 2013; facilitate conversations with prospective Portland-based partners throughout this process.

- Continue ongoing symposia and regional professional development gatherings on topics of interest to AAD/CCACP constituencies
- Host the AAAE conference in spring 2015. (We need to prepare a bid and submit it to the AAAE board as soon as possible.)
- Begin discussions with AAA and PSU faculty on developing a collaborative niche specialization (certificate?) in *urban cultural planning and development*.
- Begin discussions with AAA, UO, and Portland-based partners about developing a niche program in museum studies / curatorial studies.
- Prepare a strategic plan for the White Box (as associated with museum studies / curatorial studies)?
- Partner to promote summer gen ed course offerings (Urban Ducks)
- Consider opportunities to develop hybrid, on-line, or low-residency arts administration courses of study in arts administration for mid-career professionals
- Consider development of intensive summer programs in collaboration with professional development associations
- Consider additional opportunities for collaboration in Portland with other AAA academic units – (e.g., HP, PPPM, Art History)
- Identify, recruit, and build a team of Portland-based adjunct instructors
- Consider opportunities for developing certification programs for Arts Educators for Portland Schools (CAN initiative)

Next Steps

Please let me know if you require any additional information to prepare a consultancy proposal, and please let me know what a realistic timeline would be for completing and submitting this proposal. We would like to begin working on Portland strategic planning as early as possible in winter term 2013.