TO: Gallery Program
FROM: Services and Activities Fee Committee
DATE:
SUBJECT: Request for Services and Activities Funds

The following questions should be answered in narrative format and submitted along with the S&A Excel spreadsheet to the Services and Activities Fee Committee by January 27, 2012. EMAIL them to mmunson@ewu.edu or deliver them in hard copy to the Student Accounting Office in SHW 125.

These questions will provide the basic information necessary for the Committee to evaluate the programs request for funding. All questions should be answered to the best of your ability and as completely as possible. Please answer each question individually. Programs may also submit an additional narrative outlining their proposal as well as any materials which will assist the Committee in its deliberations.

Budget Questions

1. Please provide an explanation of how the program plans to spend the budget in each line item of the SAF Allocation Budget Request Form, including an explanation of increases or decreases from the previous year’s request. Items that are vague, such as “contact services” should be clearly explained.

Before explaining program expenditures, I would like to inform the committee that the Gallery Program was cut by 50% as of fall quarter 2011 due to the ongoing budget crises. The cut was to reassigned time for the gallery director, which was cut from 16 credit hours of time assigned to run the gallery to 8 credits. The cut was made so that the gallery director, whose primary responsibility is teaching, could spend an additional 8 credit hours teaching. We are asking for a slightly reduced budget for 2012-2013 because the number of exhibitions scheduled per year has been reduced from six to four. Cuts made include the yearly art faculty exhibit, and an exhibition of local artists’ work, along with the lectures that would have accompanied the exhibits. Our hope is to continue the yearly
exhibitions of regional and national artists’ work, if funding permits.

Other Contract Services:

Honoraria for exhibiting artists: The amount of each honorarium is traditionally based upon the reputation, or renown of the artist, as well as exhibition expenses the artist may incur (matting, framing, digital images, etc.) Exhibiting artists’ honoraria are standard practice in university galleries. ($2000 for 1 – 2 artists)

Speakers’ Honoraria: The amount of each lecturer’s honorarium is traditionally based upon the reputation, or renown of the artist. Speakers’ honoraria are standard practice in university galleries. ($600 for 1 – 2 speakers)

Jurors honorarium: Juror's Honorarium for the selection of artwork for the “Two by Two: small-scale ceramic sculpture biennial” which is an international juried exhibition. This biennial exhibition was established 11 years ago and has been included in “Ceramic’s Monthly” which is the leading arts journal specializing in ceramic artwork. Jurors' honoraria are standard practice in university galleries. ($600 for 1 juror)

Supplies:

Printing costs and postage for a postcard to advertise the “Two by Two; small-sale ceramic sculpture biennial” to prospective entrants. 750 postcards are sent to artists across the country. ($300 for printing, $90 for postage)

Shipping expenses for local artists’ works will be minimal, but we propose to have 1 or 2 exhibitions per year of regional, nationally, or internationally recognized artists’ work, which will entail shipping costs. ($1000 for 1 – 2 exhibitions)

2. How many students utilize the services and activities provided by your program? Describe how statistics are obtained and provide demographics on graduate, undergraduate, male, female or other categories you believe important and relevant to your unit.

The Gallery Program presents four exhibitions per year with receptions (one fall quarter, one winter quarter, and two spring quarter). The program also presents one to two lectures per year. Attendance at each of the exhibitions is approximately 400-500 persons. Of these, an estimated 280-350 are students with the remainder being faculty, staff, and community members. Attendance at each of the receptions is approximately 40-50 persons, with the majority being students. Attendance at each of the lectures ranges from 25-65, with the majority being students.

3. Does your program provide employment opportunities for students? Please explain the nature of student employment within your unit, including total FTE and number of students employed.

The Gallery Program is run by the Gallery Director, who receives assigned time of 8 credits per academic year. The gallery normally employs one work-study student 8 to 12 hours per week each year. The work-study position includes: typing, filing, organizing materials, writing letters,
writing short announcements and creating flyers, preparing press releases, assisting with the installation and de-installation of art exhibits, packing and shipping of artworks, repair and painting of gallery walls, assisting the director with portfolio reviews, receptions and visiting lecturers, and organization and maintenance of the gallery’s work shop and permanent art collection. Training is provided by the gallery director.

4. How do you gauge the effectiveness of the services and activities you provide to students? Is student input collected and used in this process? If your unit has an advisory committee, in what capacity is it involved in your budgeting process?

Student and faculty feed back on the quality of the exhibitions is used to gauge the effectiveness of the exhibitions and lectures. The gallery does not have an advisory committee, however the gallery director reports to the department chair and college dean.

5. How do you ensure that student fees do not subsidize non-student uses? If previous requests have included statistical analysis on this point, please provide similar analysis using this year’s demographics.

Student fees are utilized only for expenses for exhibitions and lectures. The only consumables provided by the Gallery Program are the refreshments for the receptions, which are paid for with funds raised by the gallery director.

6. Have alternative (non-S&A Fee) funding sources been pursued to the fullest possible extent? If yes, please elaborate. To what extent does your unit rely on earned income? How much of that revenue is obtained directly from students?

Yes, other funding sources have been pursued to the fullest extent. The Gallery Program receives funding from the College of Arts, Letters & Education. Additionally the gallery director raises funds to pay for the receptions. The gallery director engages in as much fundraising as the assigned time of 8 credits allows. All exhibitions, lectures and receptions are free of charge. No revenue is obtained directly from students.

7. Are there any long term obligations associated with this funding request?

No.

8. Was your 2011-2012 S&A Fee allotment increased, decreased or unchanged from the 2010-2011 budget? What was the overall impact on your organization and its ability to serve students? How closely did your actual expenditures align with the budget presented to last year’s Committee?

As previously noted the Gallery’s Programming was cut by 50% due to the ongoing budget crises. The S&A Fee allotment was increased in 2011-2012, which we greatly appreciated. However, two exhibitions, and the lectures that would have accompanied them, had to be cut from the programming in 2011-2012. We will not spend all of the funds allotted for 2011-2012 due to the mandated cut in programming that happened after the S&A budgeting process for
2011-2012 was completed. Due to the cuts in programming, our expenditures do not align with the budget presented last year, and we are asking for a slightly reduced budget for 2012-2013.

9. What is the impact to service to students if your request is not funded or lowered?

As the Gallery Program has had to cut its services due to the 50% reduction in assigned time, we have reduced our request for funding. If the request is not funded, the gallery would have to scale back the quality of its programming. While we could continue to offer the same number of exhibitions, we would only be able to exhibit the work of local artists and a few regional artists, if they were willing to exhibit their work without an honorarium. The quality of the exhibitions would decline, and students would no longer have access to the work of well-known regional or national artists. The loss of funding would likely have the same impact on the lectures, with the possibility of the loss of all lectures. Because we are partially funded by the College of Arts, Letters & Education through a ledger 1 budget, state restrictions on how those ledger 1 funds can be spent has impacted the gallery. In recent years, due to the budget crises and the resulting state restrictions on spending, the Gallery Program has only been able to continue to bring the work of regional and national artists to campus because we have had S&A funding. Our lectures have also only survived due to S&A funding.

10. What are three new initiatives for future years?

All programming offered by the gallery in 2012-2013 will be new. All exhibitions and lectures scheduled for 2012-2013 will feature artwork that has not been previously exhibited at EWU. Our programming is expected to include a mix of regional, and national artists, as well as two exhibitions of student artwork spring quarter featuring the work of graduating seniors in the BFA Studio Art program and the BFA Graphic Design program.
MEMO

Date: January 21, 2012

To: Services and Activities Fee Committee

From: Nancy Hathaway, Gallery Director, Department of Art

Re: Request for Services and Activities Funds

The Gallery Program has been in existence for more than 35 years. The mission of the program is to bring the work of local, regional and nationally renowned artists to campus for the cultural enrichment, edification and enjoyment of its students. The gallery is a place where students come to look at art, to hear artists talk about their work or simply to quietly enjoy quality exhibitions. As EWU is located in a relatively isolated area, the presence of a contemporary art gallery on campus is especially important to the cultural enrichment of Eastern’s student population.

Our program serves all EWU students. Approximately 400-500 visitors attend each of the exhibitions, most of which are students. Attendance at artists’ lectures averages 25-65. We serve a variety of majors, Music, Science, Graphic Design, English, Education and of course Art, just to name a few. The diversity of our audience reflects the diversity of Eastern’s campus. We serve both traditional and non-traditional students with diverse racial and ethnic backgrounds ranging in age from 16 to over 60.

The Gallery Program presents four exhibitions per academic year. Two of the four exhibitions feature the work of local, regional and nationally known artists. Of the remaining two exhibitions one exhibition is for the BFA Studio Art students’ thesis exhibit, and one is for the BFA Graphic Design students’ thesis exhibit. In addition we schedule 1-2 exhibiting artists to speak directly to students about their work, while their exhibition is on display.

Because all universities have galleries, and most receive S&A funds, we see the S&A funds as a key to our continued success. We have requested a departmental gallery budget from the College of Arts, Letters & Education for goods and services of $5142 for 2012-2013. Additionally we expect to raise $1,200 in 2012-2013 through our upcoming juried exhibition. With this support and additional funding of $4,590 from S&A funds, the EWU Gallery of Art will be able to continue to provide quality arts programming for our students.

Eastern Washington University Gallery of Art, Exhibition Calendar 2011-2012

**David Saling: a retrospective**
October 6 – November 17
Reception: an opening reception will be held Thursday, October 6 from 6:00 – 8:00pm.
Robert Tomlinson: Original Weather  
January 26 – March 15  
**Lecture:** the artist will present a lecture on Thursday, January 26th at noon in the EWU art auditorium.  
**Reception:** a reception will be held immediately following the lecture in the EWU Gallery of Art.

2012 BFA Senior Exhibition – Graphic Design  
April 27 – May 10  
**Reception:** an opening reception will be held Friday, April 27, 6pm – 8pm.

Creative Works Symposium – May 15 & 16

2012 BFA Senior Exhibition – Studio Art  
May 25 – June 7  
**Reception:** an opening reception will be held Friday, May 25, 6pm – 8pm.
## 2012-2013 Budget Request Form (SAF Allocation Only)

**Program Name (Budget Number): EWU Art Gallery (300023)**

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