

Qc SCHOOL OF ARTS



**2023-2024 ACADEMIC YEAR
ANNUAL REPORT**

Throughout the 2023-2024 academic year, our commitment to arts excellence has been evident in every aspect of our work, from innovative programming and dynamic collaborations to meaningful engagement with our students, faculty, alumni, and partners. As we complete the second year of the School of Arts and celebrate the achievements of our community, here is a snapshot of our activities:

PROGRAMMING

Our 2023-2024 programmatic efforts have **focused on career preparedness and multidisciplinary** for our students, this having included **networking opportunities, professional talks, sponsored performances, internships, exhibition and curation opportunities, arts administration instruction, and more.**

The School of Arts has provided an array of programming, including the **Arts Leadership Bootcamp**, the **“A Life in the Arts”** series, the **QC Art Center** exhibitions, the **SoA Faculty, Staff, & Partners Luncheon**, and more.



ARTS LEADERSHIP BOOTCAMP

Arts Leadership Bootcamp is a weekend intensive, designed to teach college students about arts leadership and ways to expand upon their artistry through arts administration and tactical entrepreneurial skills.

The program aims to support CUNY students in **gaining professional industry knowledge and cultivating executive-level skills** to succeed in the arts sector post-graduation.

This year, Arts Leadership Bootcamp received: **A 10% increase in applicants from last year, nearly 50 total applicants.**

A 25% increase in student retention and accepted students from last year.



A LIFE IN THE ARTS

Five total ALITA events, featuring **C-suite and V-level leadership** from renowned arts organizations and award-winning artists.

28.28% increase in ALITA attendance, with over 125 total attendees.

Improved engagement has indicated sustained **interest and engagement** in SoA programming.



QC ART CENTER

The QC Art Center hosted **six art exhibitions** throughout the year, an **increased usage** of the gallery for site tours, departmental events, and arts programming.

SPONSORED STUDENT PERFORMANCES

In our mission to support arts excellence and professional development, the School of Arts sponsored nearly **50 student performances** and teaching opportunities.

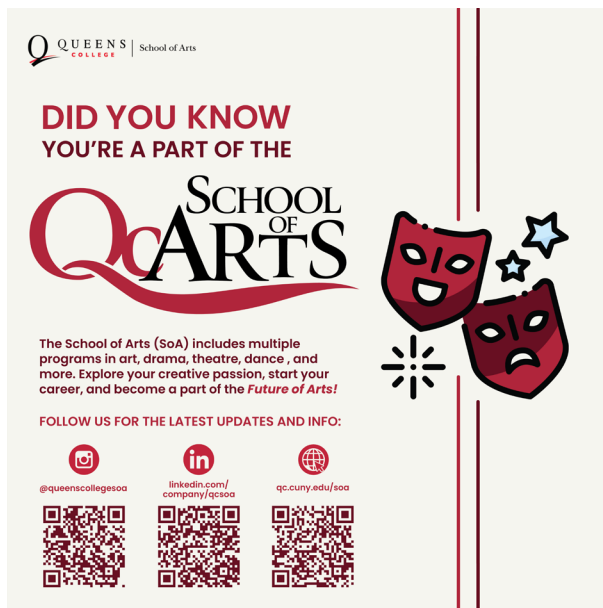
NEW YORK CITY DEPARTMENT OF PARKS & RECREATION PARTNERSHIP

We have partnered with the NYC Parks to provide **performance and teaching opportunities** for School of Arts students and recent graduates.

With **\$40,000 in funding** from NYC Parks, we are providing activities at ten Queens parks.

Events include **concerts, percussion workshops, art trail nature walks, visual art workshops, dance performances, and dance workshops**, bringing vibrant arts programming to public spaces across the borough.





OUTREACH & VISIBILITY

SOCIAL MEDIA

Collaborated with 14 School of Arts classes across all arts disciplines for social media engagement and School promo video.

Since its creation in December 2023, the **SoA LinkedIn** has grown to nearly 1,000 connections.

The **SoA Instagram** has grown to 600 followers, a 50% increase since last year, a 300% increase in the account's reach, and nearly 200% increase in audience engagement.

MARKETING & PROMOTION

Launch of the new **SoA website**.

Creation of the new **SoA brochures**.

Finalizing the School of Arts **promo video** for the fall 2024 launch.

Enhanced brand identity with **SoA promotional materials**, including booklets & t-shirts.

Designed over 40 graphics, flyers, and designs for various events and departmental promotion.

SCHOOL OF ARTS: DATABASE PROJECT

The School of Arts conducted comprehensive research on over 10,000 SoA alumni from 1993 to the present.

Through these efforts, the office retrieved 3,600+ **LinkedIn profiles**, 1,100+ **emails** and was able to create a curated sub-database of 750 **SoA guest speakers** and a list of 200+ **SoA donor prospects** and strategic partners.

STRATEGIC RELATIONS & PARTNERSHIPS

Created strategic partnerships with NYC arts and governmental entities, including the **Sotheby's Institute of Art**, **CUNY Office of the Chancellor**, **NJD Consulting**, and the **New York City Department of Parks & Recreation**.

New collaborations with arts organizations, including LatinismoArt, TSINY, and Spirit of Huntington Art Center, and local partnerships with Association of Latino Professionals For America (ALPFA), The Garage Art Center, and The John D. Calandra Italian American Institute.

Enhanced relations with the Art Library, School of Business, Office of Institutional Advancement, and Career Center.

Established connections with all arts-related student clubs on the Queens College campus.

Such increase in relationship-building indicates broader community outreach and engagement.



BUDGET & FUNDRAISING

Thanks to generous allocation from President Frank Wu, we were able to fulfil our programmatic goals and **increase our on and off-campus strategic partnerships**, as well as the visibility for the School and each respective department in the performing and visual arts.

We also **raised \$45,000** in contributed income, restricted to specific arts programs.



MOVING FORWARD

The School of Arts stands as a **beacon of creative expression and intellectual inquiry**, with the purpose of **nurturing the next generation of artists, thinkers, and cultural leaders**. We look forward to further engaging with our diverse community of students, faculty, alumni, and partners.

As we embark on our journey into the 2024-2025 academic year, **we proudly support our CUNY students in their professional development and artistic pursuits**, working together to **transform the future of the arts**.

