Economic & Cultural Engine

CVPA Goals: CVPA graduates will be “cognitively flexible and inventive and [use] design thinking and non-routine, entrepreneurial approaches to deal with unscripted, complex problems.” Comprehensive training in the arts, in the broader context of liberal education, will prepare CVPA students to acquire these significant skills and abilities. Each CVPA program of study will include course materials designed to correlate students’ transferable skills and abilities to the larger menu of professional possibilities.

CVPA Metrics:
- CVPA will increase majors population by 30%; Note: CVPA Facilities Master Plan, “Create”;
- 400 CVPA graduates in Computer Game Design, a STEM designated program, by 2022;
- All CVPA performing and visual arts programs will coordinate with area high schools and community colleges to design collaborative artistic efforts, within 5 years;
- Increase CVPA undergraduate, graduation rate to 85% within 5 years.

CVPA Goals: The Simulation & Game Institute (SGI) will forge new multidisciplinary relationships between standing and emerging research faculty, teaching faculty, and students at Mason that produce significant and lasting research contributions to their field(s), and increase applied research support (corporate, state and federal) by 25%+ for 3-5 years; Arts Management Program will offer on-line arts management professional courses that will serve arts organizations and will also provide professional development opportunities for arts organizations in the Washington, D.C. region and beyond.

CVPA Metrics:
- 6 new ModSimGame-related businesses formed every three years, for a total of 20 new businesses formed over ten years;
- AMGT - MA to offer a combination of on-line, hybrid, low-residency, offerings for the degree by 2017.

CVPA Goal: The Center for the Arts, the Hylton Performing Arts Center, and the academic units of CVPA will produce and present international, national, and regional professional artists that will attract diverse audiences, creating a destination for the performing and visual arts in the Northern Virginia region. The Potomac Arts Academy will develop additional programs and continue to enrich the lives of community members of all ages, skill levels and socio-economic backgrounds by providing the highest caliber of artistic instruction in an accessible and nurturing environment. Creating a strong bond between George Mason University faculty and students, professional artists/performers and the surrounding communities, the Academy will ensure a vibrant future for the arts in our region and beyond. CVPA administration, faculty, and key programs will participate in the development of a Cultural-Economic Alliance specific to the Hylton, the Route 29 Project, and will continue the collaboration with other arts venues across Northern Virginia. CVPA faculty and students will share their artistic “creativity, sensibilities, and dispositions” with our communities to “contribute unique programs, settings, and creative approaches that reach new and diverse participants.”

---

1 SNAAP Annual Report 2012, Director’s Message.
2 Americans for the Arts. “Arts and Civic Engagement.”
http://www.artsusa.org/information_services/animatingdemocracy.asp
Retrieved 10.10.13
**CVPA Metrics:**
- CVPA’s Advisory Councils and “Friends of...” groups will increase participation in volunteer and fundraising involvement by 50% over 10 years, thus expanding the College’s and these groups’ engagement with surrounding communities;
- CVPA’s commitment to community engagement with the arts through our summer programs, e.g. the SummerDance Program, will expand and increase revenue by 50%, on average, each year;
- CVPA will initiate the Arts-Cultural Economic Development Alliance for Northern Virginia, and extend the impact of Provisions Library and art/social engagement movement, within 5 years;
- CVPA Master Plan for the enhancement and renovations of CFA, Hylton, and Potomac Arts Academy – and discipline specific needs (e.g. FAVS production facility) completed by 2022;
- Receive the Carnegie Community Engagement classification

**Innovative Learning**

**CVPA Goals:** CVPA will work with Mason faculty on a “creative expression” component for Mason’s undergraduate programs of study, similar to programs in place at Carnegie Mellon, U. of Kentucky, Oklahoma State. CVPA will apply new and emerging learning technologies, environments, and methods to improve learning effectiveness and student completion, hence serving the evolving needs of students, working professionals, and public, private, and non-profit organizations.

**CVPA Metrics:**
- Ten interdisciplinary partnerships between CVPA and Mason programs will employ “creative expression” components;
- Music will offer an online degree, by 2016: Masters in Music Education;
- Music will engage the world through an online streaming of Master Classes Exchange to three global partners;
- Theater will host a 2015 STEAM Conference, based upon its current STEAM Table discussions;
- CVPA will create a Film Lab through programs in FAVS and Theater, to foster production of student produced films designed for exhibition, by 2016.
- All CVPA students will engage in experiential learning, and be capable of technology-mediated self-development in arts related fields.

**Research**

**CVPA Goal:** George Mason University/CVPA arts and cultural activities will enrich Northern Virginia’s economy and offer robust activities that impact business partners across the region. The College’s creative pursuits will continue to inform our peers about the vital bonds between arts organizations and their communities.

**CVPA Metric:**
- CVPA will create a series of partnerships with surrounding city/county economic development offices to increase cultural and business revenue, by 2020;
- CVPA will develop two undergraduate minors (eventual majors) that examine arts and business partnerships, and arts and community relationships; these minors will focus on experiential learning for students – and their instructors;
- All CVPA faculties will continue to be recognized by their peers and in the public sphere as creative artists and scholars who expand the visions of arts, culture, and society.

---

3 The Chronicle of Higher Education. “The Creativity Cure.” Online, retrieved 4.2.13
4 Americans for the Arts. “Arts and Economic Prosperity.”
http://www.artsusa.org/information_services/research/services/economic_impact/default.asp
Retrieved 10.10.13.
Engage the World
CVPA Goals: CVPA will create global partnerships in international locations for faculty and student cultural growth and development; CVPA will infuse global awareness in the curriculum with learning opportunities in all degree programs.
CVPA Metrics:
- 30% of CVPA majors will have meaningful, global engagement through cultural experiences;
- 35% of CVPA faculty will have meaningful, global engagement through cultural experiences;
- CVPA will increase its international student population by 20%;
- By 2016, all CVPA programs will include an understanding of global interconnectedness, differences, and diversity within their programs of study, for example, Theater’s 1001 Plays Project, which connects playwriting students around the world;
- CVPA will partner with 2 institutions to facilitate student and faculty mobility that researches arts/culture in a global context.

Work Environment & University Community
CVPA Goals: CVPA will attract, develop, and retain talented faculty and staff who reflect the diversity of our student body; CVPA will partner with Mason programs to offer arts/culture-wellness activities through technology, physical, and mental health activities.
CVPA Metrics:
- CVPA will match the three top peer arts institutions in faculty compensation and graduate student support, by 2020;
- CVPA will increase its number of HUR faculty and staff by 30% over ten years;
- CVPA faculty will offer arts-wellness programs for faculty and graduate student populations, by 2017; and
- 30% of Mason faculty and staff will participate in these arts-wellness programs.

Sound Investment
CVPA Goals: CVPA’s goals align with the University’s; we will promote the value of an arts/culture education, and the cognitive knowledge, skills, and abilities developed within arts classrooms; CVPA will continue building its philanthropic base – its performing arts boards, its “Friends” groups, etc., throughout the Washington, D.C. Metropolitan area; as a result, CVPA will be able to improve funding for its undergraduate and graduate students. Moreover, CVPA will continue to build its philanthropic base both in the area of current use funds and capital initiatives; the College will continue to build the fundraising strength of the Arts at Mason Partnership Board, and generally build on our relationships in the community to construct effective campaign committees both at Fairfax and the Hylton Center.
CVPA Metric:
- Current Use Funds: CVPA will increase philanthropic support by 10% annually beginning in 2014
- CVPA student tuition support will increase by 60% over 10 years;
- Capital Projects: Over the next ten years, CVPA will receive $15 million in pledges to complete the Hylton Center endowment campaign; The Hylton education wing will be fully funded; lead gifts will be received to complete the renovation of the Concert Hall, Music Recital Hall, and the Dance Theater addition;
- Each CVPA unit will create a signature, fundraising initiative similar to our Steinway Campaign, by 2015.