

ACTION ITEM #2

Jordan Schnitzer Museum of Art Statement of Purpose and Permanence (Daniel J. Bernardo)

November 17, 2017

TO ALL MEMBERS OF THE BOARD OF REGENTS

SUBJECT: Jordan Schnitzer Museum of Art Statement of Purpose and Permanence

PROPOSED: That the Board of Regents approve Resolution #171117-570, the Statement of Purpose and Permanence for the Jordan Schnitzer Museum of Art

SUBMITTED BY: Daniel J. Bernardo, Provost and Executive Vice President

**SUPPORTING
INFORMATION:**

The Office of the Provost and Executive Vice President and the Jordan Schnitzer Museum of Art provide the attached Statement of Purpose and Permanence for Washington State University's Board of Regents approval. Approval of the Statement of Purpose and Permanence is a critical aspect for the Jordan Schnitzer Museum of Art to seek accreditation.

The Jordan Schnitzer Museum of Art at Washington State University was originally established as the Museum of Art, in 1973, to fulfill the educational mission of the University in teaching, research, and service. Its continuing purpose is to bring the visual arts to students, faculty, and staff of WSU, to the local community, eastern Washington and the nation. The arts in this context may include contemporary or historic art and most media. The arts may be national and international in scope, but emphasis will also be placed on northwest artists, collections, and other resources. The museum's purpose is to provide offerings of high aesthetic and educational quality in the form of changing exhibitions and related educational programs. The museum will collaborate with academic departments, their faculty and students, in the development of programs and projects. In this isolated region, the museum is a necessity for the quality education of WSU students, K-12 and the lives of all people within the region, state and nation.

The museum has responsibility for the university's art holdings as its collection, including conserving and exhibiting of these works and the controlled expansion of the collection through appropriate gifts to the

enhancement of the university and the education and enjoyment of its public.

As part of a land-grant institution, the museum also provides outreach: educational programs, lectures, internships, student employment and a museum studies minor. The museum will also continue to publish works to education and enliven the arts either regarding the museum's permanent collection or traveling exhibitions.

Finally, the main purpose of the museum is to recognize, conserve, research, and exhibit the artistic aspects of our varied cultures and the cultures of others, so that the present generation, as well as future ones, may have the opportunity to learn and appreciate the artistic and aesthetic dimension of the human race.

BOARD OF REGENTS

Statement of Purpose and Permanence for the Jordan Schnitzer Museum of Art

Resolution #171117-570

WHEREAS, the Jordan Schnitzer Museum of Art at Washington State University was originally established as the Museum of Art, in 1973, to fulfill the educational mission of the University in teaching, research, and service. Its continuing purpose is to bring the visual arts to students, faculty, and staff of WSU, to the local community, eastern Washington and the nation. The arts in this context may include contemporary or historic art and most media. The arts may be national and international in scope, but emphasis will also be placed on northwest artists, collections, and other resources. The museum's purpose is to provide offerings of high aesthetic and educational quality in the form of changing exhibitions and related educational programs. The museum will collaborate with academic departments, their faculty and students, in the development of programs and projects. In this isolated region, the museum is a necessity for the quality education of WSU students, K-12 and the lives of all people within the region, state and nation;

WHEREAS, the museum has responsibility for the university's art holdings as its collection, including conserving and exhibiting of these works and the controlled expansion of the collection through appropriate gifts to the enhancement of the university and the education and enjoyment of its public;

WHEREAS, as part of a land-grant institution, the museum also provides outreach: educational programs, lectures, internships, student employment and a museum studies minor. The museum will also continue to publish works to education and enliven the arts either regarding the museum's permanent collection or traveling exhibitions;

WHEREAS, the main purpose of the museum is to recognize, conserve, research, and exhibit the artistic aspects of our varied cultures and the cultures of others, so that the present generation, as well as future ones, may have the opportunity to learn and appreciate the artistic and aesthetic dimension of the human race;

NOW, THEREFORE, BE IT RESOLVED that the Board of Regents of Washington State University:

Recognize the importance and contribution of the Jordan Schnitzer Museum of Art as a unit that serves to broaden the academic mission of WSU, the region and the state of Washington with an exemplary collection of art, innovative exhibitions and stimulating education programs to advance teaching and research by serving as a catalyst for creative engagement.

Express the commitment of Washington State University and its resources to provide capital and operating support for the buildings, galleries, collection and staff to ensure

the museums continued success and accomplishment of its mission, vision, goals and benchmarks.

Recognize the importance of the permanent collection as an essential component in the educational, academic and research mission of Washington State University. In so doing, protect these assets as they are held in the public's trust.

Commit to fully support the Jordan Schnitzer Museum of Art/WSU by protecting the assets of the museum, both tangible and intangible, and to fully support the museum in its compliance with the standards set forth by the American Alliance of Museums and the Alliance of Academic Museums and Galleries including policies relating to collecting, gift acceptance, deaccessions and the use of deaccession proceeds.

DATED this 17th day of November, 2017.

Chair, Board of Regents

Secretary, Board of Regents

Jordan Schnitzer Museum of Art *Mission and Vision*

Mission Statement

The Jordan Schnitzer Museum of Art at Washington State University serves as the intellectual center for the visual arts, combining academic needs with community connections, to enliven, educate and transform the lives of WSU students, faculty and staff, while offering enriching encounters of regional and national artists to the Inland NW.

Statement of Values

“JSMOA, combining academic needs with community connections to transform the regional art experience.”

Jordan Schnitzer Museum of Art – The primary galleries of the JSMOA are integral to the educational mission of Washington State University. Offering engagement with local, national and international art/artists to the WSU and surrounding communities all while creating active partnerships across campus to integrate the visual arts into every aspect of the university’s mission. The JSMOA adheres to the highest standards of professionalism in pursuing accreditation and building future generations of museum professionals through intern training and focused studies offered through a Museum’s Studies minor.

The Collections & Learning Gallery for the Jordan Schnitzer Museum of Art/WSU – This gallery provides researchers, students, faculty and staff access to the teaching collection of the museum while protecting and preserving each item kept for the public trust, in an open, viewable vault environment.

WSU Downtown - “Gallery Coug” is an innovative, cross-disciplinary working cooperative that creates inventive, integrative and inspired exhibitions, programs, events and access to an audience of university and city constituents. It is a unifying space where all academic units can come together to create, install and express their talents while integrating into the downtown life of Pullman, WA.

Vision

The Jordan Schnitzer Museum of Art/WSU, with its collections & learning gallery and downtown space, is actively engaged and connected with students, faculty, staff and the larger community by using innovative, creative and intellectually stimulating exhibitions, programs and events. The Museum intentionally fosters an environment that demonstrates the transformational power of the arts across academic units, the local community, K-12, state and the nation.

To accomplish this vision the JSMOA is committed to, but not limited to these goals and marks:

Goals:

Jordan Schnitzer Museum of Art/WSU (JSMOA/WSU)

Academic need: Ensure the Museum becomes an integral part of the academic mission of the university.

- MARK 1: Engage faculty and create partnerships to develop educational projects supporting their curricula and teaching needs.
- MARK 2: Engage students of varying disciplines with exhibitions, programs and events that emphasize the role of visual literacy in promoting cultural competence and social awareness within their given discipline.
- MARK 3: Expand educational programs to ensure that all academic units are supported either through development of exhibitions related directly to specific need or working with each department to create projects that contribute to the unit’s academic mission.

Expand visitation and appreciation of the Museum experience: Ensure that the Museum becomes an integral part of the Washington State University community life.

- MARK 1: Offer stimulating, innovated and appealing exhibitions and programs to our museum constituencies.
- MARK 2: Recruit visitation through inviting and inclusive communications and marketing efforts.
- MARK 3: Retain visitation through positive interactions with museum staff and visitor-focused spaces and gallery design.

Increase student access: Work with campus partners, such as Alive and Week of Welcome, to bring each freshman into the new gallery space.

- MARK 1: Ensure that each new student on the Pullman campus has an experience with the JSMOA.

Accreditation: The JSMOA is actively pursuing this process through policy revisions, updates to all procedures, and presenting a full application to the American Alliance of Museums (AAM).

- MARK 1: Complete forms/procedural outlines for AAM review by end of summer, 2017.
- MARK 2: Compete and submit all relevant files and applications to AAM by summer of 2018, beginning the 12 to 24-month process.

Future museum professionals: Work with interns to ensure opportunities to engage, research and create exhibitions using the highest of museum standards and practices by offering a new museum studies minor.

The Collections & Learning Gallery for the Jordan Schnitzer Museum of Art/WSU (CLG)

Research: Partnering with faculty and other researchers

- MARK 1: Work with faculty to increase opportunities to highlight the value of interdisciplinary learning through working collaboratively and provide the opportunity for engaging hands-on, dialogical learning.
- MARK 2: The curatorial team will work with interns and guide them in creating exhibitions while they research the items and artists represented in the collection.

Access: JSMOA Curatorial team, working with faculty and researchers to gain access, by appointment, to the collection for the purposes of conservation, review and publication.

- MARK 1: Create publications that inform the public of the special significance of the items kept in the public trust.

Protect & Preserve: Preserve and conserve the permanent collection while allowing active participation in its review.

- MARK 1: Build an environment in the CLG that protects the collection while allowing visual and physical access to the works.

Gallery Coug (Downtown)

Partner: Developing adaptive, vibrant and collection partnerships with any and all academic units across WSU to offer innovative and collaborative access to the space for both WSU personnel and the surrounding community.

- MARK 1: Work with all of our academic partners to offer space, time and access to the downtown for both educational and social purposes.
- MARK 2: Work with the local community to ensure the arts are part of the enlivening of the downtown while helping to establish art “in public place” to assist in the economic growth of Pullman.

Connect: Create opportunities of connection with the city of Pullman, K-12, and the region through exhibitions, programs and events.

- MARK 1: Get final approval from the Office of the President to move forward with the downtown space.
- MARK 2: Update, upgrade and remodel the downtown space.
- MARK 3: Hire a coordinator for the space.

This is a living document that must be readdressed every year and committed to by all staff, volunteers and interns. With input from the Office of the Provost and the Office of the President.

Funding and Development

The museum will always endeavor to meet and/or exceed all funding and development goals, striving to ensure that exhibitions, programs, events, facilities and staff are all given adequate funding and planned support for the future. It is imperative that every effort be made to maintain a balanced budget while offering the public the most professional, advanced and informative exhibits and programs, established through thoughtful curation and fiscally responsible processes.

Development Goals for 2018

- The Collections & Learning Gallery – to install new collections management infrastructure
- Operations & Programming Endowment – Museum Quasi-Endowment for Excellence
- Staff – funding for new staff (Security/Building Coordinator; Office Assistant)
- Continue – to “pay-off” Building
- Downtown Location (Office of the President and potential for the NEA Our Town Grant)