COLLEGE OF FINE ART AND COMMUNICATION
UNIT ANNUAL REPORT
2010-2011

Highlights in teaching:

School of Theatre and Dance/College of Fine Arts and Communication

- For Foundations Curriculum, SoTD faculty taught 14 sections of THEA 1000 and DNCE 1000 in regular face-to-face classes and 8 sections in DE.
- In fall, 2010, the unit’s faculty taught 5581 student credit hours; in spring, 2011, 5163 sch.
- Average mean score on the SOIS (for items 1-16, excluding #7) for all courses taught in the School were 6.54, above the University mean.
- 2 new theatre courses and 6 major revisions of dance courses were accepted into the curriculum.
- Unit sponsored 20+ students and several dance faculty to attend ACDFDA regional festival, offering one original student-choreographed piece and one faculty work for adjudication.
- SoTD representatives attended, for the purposes of student recruitment and/or summer theatre hiring, the following locations: Virginia Theatre Conference, North Carolina Theatre Conference (high school auditions and interviews in November); Southeast Theatre Conference (recruiting);
- SoTD held 4 days of on-campus auditions for musical theatre, dance and acting programs and summer theatre.

School of Music/College of Fine Arts and Communication

- The School of Music was recognized by the Pirate Tutoring Center as having the most student referrals this academic year.
- 13 School of Music Students received regional or national recognition.
- The School of Music produced 32 large ensemble performances including Orchestra, Wind Ensemble, Symphonic Band, University Chorale, St. Cecilia Singers, Chamber Singers, Jazz Ensembles A and B, and Opera Theater. These performances involved virtually every student in the School of Music.
- The Marching Band and athletic bands performed at every home football and basketball game plus special events.
- The School of Music presented 81 student recitals.
- Excluding festivals, the School of Music hosted 16 guest artists for performances and master classes.
- Four Seasons Next Generation Concerts puts ECU students on the stage with internationally renowned artists.
- New Music Festival Composer Reading Sessions provided an opportunity for our students to hear their compositions performed by the professional artists of the Genkin Philharmonic.

School of Communication/College of Fine Arts and Communication

- In the 2010-2011 academic year, the School of Communication offered 186 sections with an enrollment of 5,300.
- 11 faculty members served on or chaired MA comprehensive exam committees.
- In order to meet the needs of ECU students, and in response to our external reviewers, we created a large lecture course on the Fundamentals of Speech Communication, COMM 2020. In 2010-11 we offered over 600 seats to the College of Business students. In Fall 2011, we will offer over 800 seats for students across campus.
- Dr. Rebecca Dumlao and Dr. Deborah Thomson were selected to teach a course in the Honors College in Spring 2011 entitled, “Puppet Shows that Make a Difference.”
- Currently we offer a BS in communication completely online. This year we have decided to shift focus of our distance education program from public relations to interpersonal/organizational communication (IOC). It was determined that the IOC faculty are more prepared to support an online degree program due to a larger number of individuals in that concentration as compared to PR where the degree was largely supported by adjunct instruction. Feedback from current DE students indicated that, for the
most part, IOC was just as likely to continue to draw students and meet their educational needs. Addressing the direction of our DE program was one of our two-year goals established from our Fall 2010 faculty retreat.

**Concentration Convocations**—This is a new event the SOC has undertaken this year. Each concentration holds an annual meeting for all of their students. This allows students additional time with the area faculty and other students. The first event held was the journalism concentration convocation. They had about 25% of their students attend the evening forum that focused on internships and curriculum. This event took place in fall 2010. In spring 2011, the interpersonal and organizational communication and media studies concentrations held their convocation and focused on job preparation and placement. The reports from students were positive.

**Communication Conversation**—A second initiative introduced this year was the *Communication Conversation*. This bi-weekly newsletter goes out to students electronically and alerts them to events happening in the SOC, scholarships and awards for which they can apply, and other relevant information.

**Student Award Ceremony**—This year we hosted our third annual student award ceremony. This ceremony was created to publically recognize not only students who won scholarships in our unit, but those who were voted as outstanding students by each of the concentrations. Additionally, we recognize students that have won other on-campus and off-campus awards. We hold this event in the spring and invite students, family, friends and faculty to attend. This year we honored more than 30 undergraduate and graduate students and had a total event attendance of 80+.

In 2010-2011 we shifted to a professional advising structure. This decision grew out of our desire to provide faculty more time to focus on their scholarship and was advocated by our external reviewers from our seven-year unit evaluation. This model provides students with consistency in advising delivered from professionals experienced with the policies of ECU and the School of Communication. Additionally, this frees up faculty to work on teaching, research and service. Currently, we have three full time advisors working in the university advising center and serving School of Communication students.

John Howard was selected as a recipient of the Board of Governors Award for Excellence in Teaching. This is a prestigious award given to only one individual on each of the UNC system campuses.

Deborah Thomson was selected as a recipient of the East Carolina Alumni Association Award for Outstanding Teaching. This is a highly competitive award given to only three faculty members at ECU each year.

Kyle Walker, SOC journalism student, won 2nd place in the student section of the *Radio Television Digital News Association of the Carolinas’ (RTDNA) 2010 awards competition.*

ECU School of Communication students were incredibly well received at this year’s Southeast Journalism Conference “Best of the South” contest.

Kyle Walker won first place in the Best Television Journalist category for his work with Campus 31 TV, where he serves as station manager.

The *East Carolinian* features writer Katie Warren won eighth place for in the Best Feature Writer category.

**School of Art and Design/College of Fine Arts and Communication**

**Cinematic Arts and Media Production**

- This is the first full year that the faculty transferred out of the School of Communication and into the SoAD.
- We have 103 students till in the SoC, Media Production track. 36 of the 103 graduated in spring 2011.
- We taught our first SoAD course – a Special Topics course to test our CAMP instructional design.
- One of our students won “Best Student Film” in the Hayti Film Festival – our first such award.

**Painting and Drawing**

- Hannah Stewart (BFA spring 2011) received a National Portrait Gallery internship
- Holly Sailors (BFA spring 2009) awarded an international artist residency in Leipzig, Germany through the New York Academy of Art (summer 2011)
• Sculpture
  o Faculty designed, developed, and organized a public art project for the Coastal Carolina Regional Airport. There was a total of 25 projects developed and 8 were selected and for the Coastal Carolina Regional Airport and enlarged to the height of eight feet to be on exhibit for one year. The airport exhibition will be open March 25, 2011-March 25, 2012.
• Ceramics
  o Hosting Jingdezhen’s White and Blue / A Ceramics Conference Celebrating the Tradition of Chinese Porcelain: This two-day event brought attendees from schools and ceramics studios throughout North Carolina. An important exchange took place both in artistic and cultural practices between Jingdezhen, China, and our communities. Participating artists include Chao Li, Weina Feng, Master Guangyu Dai, Master Shangjin Feng, Master Xianghua Xie, and Master Shanglin Zhan.
• Printmaking
  o The Survey of Contemporary Printmaking included 93 nationally and internationally recognized artists representing various techniques and conceptually diverse approaches to the medium of printmaking. Five co-curators assisted in the selection of the work, including Bill Fick, Duke University (NC); R.L. Tillman, Printesting.org (MD); Matt Rebholz, Texas State University-San Marcos (TX); Beth Grabowski, UNC-Chapel Hill (NC); and Rochelle Toner, Tyler School of Art (PA). The show ran 9/7-10/2/2010.
• Media Center
  o Renovations and Improvements. The center began packing for renovation in May 2010 and renovation continued throughout the summer and into the school year. 12 new IMAC computers and color printers were added. These expansions for greater access to public computers, laptop usage, and social interaction have been very successful. The center has greatly improved its efficiency to handle more students with better work areas. The Media Center thinned underused resources, consolidated the slide room, and added more efficient shelves for magazine storage and cabinets for oversized storage. Included is an area for copy stand photography that will facilitate digital imaging projects. Management issues have also improved. The Media Center continues to renovate with the intent to add a laptop bar, display shelving, and art hanging areas, upholstered seating, and additional storage shelving in the slide room.
• Portfolio Collection/Senior Portfolio Requirement
  o Since 2009, the SoAD has received digital submissions of the Senior Portfolio requirement through Joyner Library’s Institutional Repository. Under the guidance of SoAD Director Drought, the library’s Digital Collections has ordered a new server on behalf of the SoAD and produced a new database solely for the SoAD called the SoAD Portfolio Collection. The purpose of the new database will archive and assess undergraduate student work of foundations freshmen, sophomore area submission acceptance, and Senior Portfolio requirement.

DE Annual Training verification:

School of Theatre and Dance/College of Fine Arts and Communication
  • Six SoTD faculty have completed training and are qualified to teach THEA 1000 and DNCE 1000/DE online.

School of Music/College of Fine Arts and Communication
  • Two SOM Faculty members have verified through SEDONA that they have participated in Training. At least five others will need to provide this documentation.

School of Communication/College of Fine Arts and Communication
  • All SOC faculty who teach distance education courses for our unit will have completed and provided documentation for training in the area of online education by June 1, 2011.

School of Art and Design/College of Fine Arts and Communication
  • Seven SoAD Faculty members have verified through SEDONA that they have participated in Training. At least four others will need to provide this documentation.
Highlights in Research and Creativity:

School of Theatre and Dance/College of Fine Arts and Communication

- SoTD produced ECU/Loessin Playhouse 2010-11 theatre season consisting of the following:
  - Musical – *Brigadoon* by Lerner and Loewe
  - Play – *Orpheus Descending* by Tennessee Williams
  - Contemporary musical – *The 25th Annual Putnam County Spelling Bee* by William Finn and Rachel Sheinkin
  - Play – *The Merry Wives of Windsor* by William Shakespeare
  - Main-stage dance concert – *Dance 2011*, featuring 8 new dance works choreographed by dance faculty and guest artist in Modern Dance, Mark Haim

- The above works played to a regional audience of over 15,200.
- SoTD produced the ECU/Loessin Summer Theatre 2010 season, at the Roanoke Island Festival Park in Manteo, NC, consisting of the musical *The Fantasticks*, a full-length original dance work *Moonshine and Molasses* with Uncle Mountain (live band), and *Cohan*! an original revue based on the songs and music of George M. Cohan. These summer works were produced, directed, choreographed, designed, constructed, performed, and run by faculty and students of the SoTD
- SoTD produced *Storybook Theatre*, youth theatre company, performing in many locations both on campus and throughout the region, from schools to festivals, including the ECU Youth Arts Festival, ArtSmart, Smoke on the Water, Music in the Streets, public schools, et al. This year’s major main-stage *Storybook* productions were of *The Legend of Sleepy Hollow* and Seussical, a musical based on characters from the Doctor Seuss children’s books. Both were performed at Wright Auditorium (on-campus) and at the Turnage Theatre (Washington, NC)
- In the Burnette Studio Theatre, the SoTD produced for public performance the following works by students and faculty, 3-4 performances each (those marked with “T” also performed at the Turnage Theatre in Washington, NC): *Doors* (spring), *Random Acts* (spring/T), *Broadway Standards and Jazz, Oh My* (fall/T), *Nights of Musical Theatre-revue* (spring), *An Evening of Contemporary Dance* (fall/spring/T), Senior *Choreography Concerts* (fall/spring/T), *Graceland* (spring/T), *At Second Glance* (spring/T)

School of Music/College of Fine Arts and Communication

- Tom McCaslin awarded a recording grant from the Pitt County Arts Board.
- Michele Hairston received the Award of Service from the American Music Therapy Association.
- Jeffrey Ward published “Tips from the podium: A guest conductor's perspective of the honor choir” in the October 2010 edition of the *Choral Journal*, the national journal of the American Choral Directors Association (ACDA).
- Michelle Hairston, Linda High, Greg Hurley, and Jeffrey Ward presented in four different concentrations at the 29th World Conference of the International Society for Music Education (ISME) in Beijing, China in August 2010.
- Jeffrey Ward conducted the Mozart *Coronation Mass* with the Greenville Choral Society and New Carolina Sinfonia with faculty soloists Sharon Munden and John Kramar in May 2010. Ward conducted the Rutter *Requiem* with the St. James United Methodist Church Choir and Orchestra with ECU student soloists and faculty instrumentalists in March 2010.
- Joanne Bath’s piece titled "I Love to Practice!" which was previously published in an issue of the SAA Minijournal, was selected to appear as a resource for Suzuki parents during the Parents as Partners Online program.
- Benjamin Hochman is 2011 recipient of an Avery Fisher Career Grant. Given to talented instrumentalists believed to have great potential for solo careers, Hochman will receive an award stipend of $25,000 to use for specific needs in furthering his career.
- Kerry Carlin hosted the North Carolina Federation of Music Clubs Greenville Music Festival held at A. J. Fletcher.
- Greg Hurley traveled to Iraq, Syria, Lebanon and Thailand as part of the YES (Youth Excellence on Stage) Academy, to instruct youth orchestras.
School of Art and Design/College of Fine Arts and Communication

• Mark Taggart’s Welcoming Piece was performed at the 10th Annual Southern Saxophone Retreat in Kernersville, NC by saxophonist Linda Pasquarell and pianist Lee Patrick.
• Emanuel Gruber, cello, has released a CD of the complete Mendelssohn for cello and piano with Arnon Erez, piano, on the Delos label.

School of Communication/College of Fine Arts and Communication

Journal publications, book chapters, proceedings and presentation

• In 2010-11 faculty in the School of Communication published 19 journal articles, three conference proceedings and five book chapters. They participated in 24 conference presentations and had 49 working papers.
• From our fall retreat, we determined that we would like to focus on supporting faculty in their scholarly endeavors. In an effort to do this, we have adopted the following policies: 1) new faculty hired in a tenure track position will be given a 2-3 teaching load in year one to get acclimated to the institution and jump start their scholarship here; 2) tenure track individuals in their fourth year will receive a 2-3 teaching load as they push toward increased scholarship in preparation for going up for tenure; and, 3) moving to a professional advising structure will free up faculty to do more scholarship.

Awards and recognition

• Dr. John Howard was recognized as the Scholar-Teacher award recipient, representing the College of Fine Arts and Communication.
• Dr. Aysel Morin’s article “Victimization of Muslim Women in Submission,” was selected as the winner of the 2010 Outstanding Article Award for the Critical/Cultural Studies Division of NCA.
• Dr. Sachiyu Shearman and Dr. Rebecca Dumlao’s article, “A Cross-Cultural Comparison of Family Communication Patterns and Conflict Between Young Adults and Parents,” has earned the distinction of being the second most downloaded article of the Journal of Family Communication through May 2010 via the EBSCO database.
• Dr. Mary Tucker-McLaughlin’ s paper "A Grounded Theory Analysis of TV News Broadcasts of Hillary Clinton from 1993-2008," won first place in the open competition of the Gender Issues Division for the Broadcast Educators Association annual conference.

School of Art and Design/College of Fine Arts and Communication

• Print Summit – the 2012 printmaking summit brought national artists to campus in conjunction with the “Survey of Contemporary Printmaking” exhibition in the Gray Gallery. The four-day event featured lectures, a publishing workshop, exhibitions, and a panel discussion led by the curators of the exhibition. The School of Art and Design contributed a significant amount of money to this project.
• Art Without Borders is an art exhibition accompanied by series of events, such as panel discussions, artists’ talks, concerts, films, and bilingual workshops that celebrate Hispanic Heritage Month. It introduces the work of local, national, and international Latino artists with the goal of building and strengthening ties between the diverse groups that make up our community, between artists and art enthusiasts, and between ECU and the broader community in eastern North Carolina. Events took place from September 22- November 10, 2010. The School of Art and Design contributed a significant amount of money to this project.
• Hosting Jingdezhen’s White and Blue | A Ceramics Conference Celebrating the Tradition of Chinese Porcelain: This two-day event brought attendees from schools and ceramics studios throughout North Carolina. An important exchange took place both in artistic and cultural practices between Jingdezhen, China and our communities. Participating artists include Chao Li, Weina Feng, Master Guangyu Dai, Master Shangjin Feng, Master Xhanghua Xie, and Master Shanglin Zhan. The School of Art and Design contributed a significant amount of money to this project.
• The School of Art and Design is pleased to announce the addition of the Cinematic Arts and Media Production (old name: Media Production) concentration to its programs. The new name reflects the changes that will occur as the concentration shifts from a B.S. to a B.F.A. We are excited about offering this new concentration to the School of Art and Design. The School of Art and Design contributed a significant amount of money to this project.
• An East Carolina University professor known internationally for his designs with found and repositioned objects was honored Oct. 7 for his contributions in the arts field, art professor Robert “Bob” Ebendorf was among six North Carolinians to receive the state’s highest civilian honor, the North Carolina Award. Governor Beverly Perdue and the N.C. Department of Cultural Resources Secretary Linda Carlisle
presented the awards at the N.C. Museum of History. “The North Carolina Award celebrates creativity and innovation, two values which sustain our economy, our culture and our people,” said Perdue.


- Adams, Kelly. Student Portfolios: development of a list of assignments for submissions. Adams presented the development of the electronic database for digital student portfolios. At the moment, the interface for the database is developed as well as essential data, key words, and criteria for the portfolio collection, which will be used for assessment. There will be three levels of student portfolio submissions.


- Billingsley, Carl. 6th International Open Exhibition. Exhibition sponsored by the 6th International Conference on Contemporary cast Iron Art. The sculpture Billingsley exhibited was created in a workshop at the West Wales School of the Arts especially for the exhibition.

- Billingsley, Carl. Kollokoski Sculpture Symposium Exhibition. Exhibition of sculpture created during the International Sculpture Symposium at the Baltic Art Center, Kollokoski, Finland.


- Darty, Linda. 2011 - Enameling Exhibition, RMIT Australia.

- Darty, Linda. 2010 - Revere Jewelry Exhibition. 2 Person Art Exhibition, with Fabrizio, Aquafresca from Florence Italy, at Revere Acedemy in San Francisco, California.

- Demody, Michael. 2010 - OBX Mobile Video Tour. Engaged by NOAA, I have written, shot, produced, and directed ten short (5 minute) videos that will be used as a video tour of the Outer Banks starting Manteo and moving 70 miles south to Cape Hatteras. The tour is meant to be played on the publics' smartphone and will be triggered by GPS coordinates as the users travels down Highway 12.


- Ebendorf, R. 2010 - Book: A Century of Modern Design Selections from the Liliane and David M. Stewart Collection. One of the world's most important collections of twentieth-century design--the Stewart Collection in Montreal--celebrates its thirtieth anniversary in 2010. The Stewart Collection incorporates iconic furniture, ceramics, textiles, posters, graphic art, jewelry, and everyday objects from the 1930s to today. Flammarion Publishers (November 9, 2010).

- Egan, M. International Juried Exhibition | June 2010; 1423 prints -1128 artists representing 69 countries submitted, 202 prints from 201 artists representing 48 countries selected. National Taiwan Museum of Fine Arts, Taichung, Taiwan, R.O.C.

- Egan, M. International Juried Exhibition. October 15, 2010-April 21, 2011. Juror: Sandria Hu, Professor of Art at the University of Houston at Clear Lake, TX. Location: University of Hawai'I at Hilo.

- Ehbeck, M. 2011 - 33rd Bradley International Print and Drawing Exhibition. REPRODUCTION: Color reproduction of my exhibited print (From the tower) included in the exhibition catalog.

• Green, E. Y. 2011 - Accepted to the juried Chicago International Music and Movie Festival: Mrs. Buck in her Prime. This documentary film was submitted and accepted to the Chicago International Music and Movie Festival.
• Wyatt, K. 2010 - DOCMIAMI INTERNATIONAL FILM FESTIVAL. 'PRAY FOR ERIC' JURIED SCREENING
The DocMiami International Film Festival, showcased three days of cutting edge documentary filmmakers and three nights of outstanding music concerts, in a celebration of documentary filmmaking at a global level nestled in sunny South Florida.
• Wyatt, K. 2010 - DOCUMENTARY EDGE NEW ZEALAND TRUST RESOURCE CENTRE. 'PRAY FOR ERIC' ACQUISITION
The Documentary Edge New Zealand Trust Resource Centre curated and archived PRAY FOR ERIC in their library to provide year round access to documentary films, related books, and print materials for aspiring filmmakers and the international community.
• SoAD faculty have participated in the following areas of involvement. These numbers are the aggregate of the faculty research this year.
  - Exhibition: Local: 76, Regional: 47, National: 95, International: 29, Virtual: 3
  - Presentations: Local: 1, Regional: 21, National: 24, International: 13
  - Awards: 1
  - Grants: 19
  - Workshops: 13
  - Creative Design: Local: 5, Regional: 8, National: 14, International: 3
  - Articles: 11
  - Chapters: 3
  - Books: 3
• The graduate students have participated in the following areas of involvement. These numbers are the aggregate of the graduate students’ research this year:
  - Honors and Awards: 47
  - Creative Design: Local: 9

College of Fine Arts and Communication
• Jeffrey Ward received an $8,000 Research and Creative Activity Grant from the CFAC for his proposal entitled “Developing Error Detection and Correction Skills in Choral Ensemble Rehearsals through Adjudication Training”.
• Hanna Jubran received a $7,000 Research and Creative Activity Grant from the CFAC for his proposal entitled “The Four Elements in Harmony”.
• Rebecca Dumlao and Deborah Thomson received a $7,475 Research and Creative Activity Grant from the CFAC for their proposal entitled “Puppetry to Teach At-Risk Children and Families About Diabetes”.
• Erick Green received a $4,811 Research and Creative Activity Grant from the CFAC for his proposal entitled “The Hope of Education”.
• CFAC faculty have submitted 21 grant proposals as reported in RAMSES.
• 13 proposals were funded. The BB&T grant was not reported in RAMSES.
• The total funded value for these grants was $98,138.
• In addition, proposals by Linda Darty (The Enamelist Society); Robbie Quinn and Wayne Godwin (National Education Foundation); and Ed Jacobs (Aaron Copland Fund) were logged into RAMSES.
Highlights in Service:

School of Theatre and Dance/College of Fine Arts and Communication

- All faculty engaged in meaningful service activities for the school, the college and/or university, the local community and the professions of theatre and dance.
- Many faculty were involved in shared governance of the University including the University Calendar Committee, the Faculty Senate, the Provost’s Task Force on CFAC Mission and Structure, Merit Scholars Selection, Parking and Transportation Committee, Sub-Committee for Arts and Culture, Committee on Committees, Student Academic Appellate Committee, et al.
- Patricia Clark and students/faculty in Theatre for Youth toured classroom-sized productions of children’s theatre to several local and regional public schools underserved in the arts (fall/spring).
- As partner in CFAC Spark and Flame initiative, Theatre and Dance education programs sponsored the Young Playwrights competition and seminars in Dance Education Leadership.
- Produced Scholarship Gala, production fundraiser in McGinnis Theatre, a revue featuring short works staged and/or choreographed by faculty, performed by students for the general public.
- Sponsored Day of Dance, featuring instruction and workshops for middle-to-high schoolers from the eastern NC region in a variety of dance styles with SoTD faculty and guest artists.
- Produced Summer Drama Camp in three levels—elementary, middle school and high school—for area school children.

School of Music/College of Fine Arts and Communication

- Wahl-Coats Suzuki Outreach. An outreach program run by graduate students in the Suzuki Pedagogy program.
- Bath Suzuki Outreach. An outreach program run by graduate students in the Suzuki Pedagogy program.
- String Project. A string education program run by Dr. Hurley using our students as teachers.
- Four Seasons Children’s Residency. A chamber music outreach to Pitt County Schools.
- After School Music Program. A music education initiative involving elementary students in after school music activities.
- Greg Hurley participated in the YES Academy, an international youth orchestral outreach program.
- Michelle Hairston provided music therapy outreach for the Neonatal Unit of Pitt County Memorial Hospital.
- Barbara memory worked with the Miracle Choir and the Sing for Joy Choir. These are two programs operated by the City of Greenville for special needs citizens.
- Women in Music Outreach, founded by Dr. Catherine Garner, performed for the “Wear Red” Campaign.

School of Communication/College of Fine Arts and Communication

- SOC faculty have served as members of the following committees (sometimes holding offices): leadership advisory committee, SOIS II, faculty senate nominating committee, advisor of student media, chancellor’s committee on the status of women, university budget committee, libraries committee, university teaching grants committee, and teaching fellows liaison. Further, many faculty members have given multiple presentations to COAD 1000 courses, and other units on campus regarding effective speaking and presentational skills as well as in their individual areas of expertise.
- CFAC task force vice chair and secretary.
- Faculty members have served as paper reviewers for ICA, AEJMC, NCA, Health Communication, Newspaper Research Journal, and Journal of Mass Communication Quarterly. They have also been on the editorial boards or editorial board members for Newspaper Research Journal, Journal of Literacy and Technology, Equid Novi, Journal of African Media Studies, and Health Communication. SOC faculty members have served as external reviewers for tenure decisions.
- In serving the community, faculty members have judged for community speaking events, worked with the Daily Reflector on their minority journalism workshop, helped organize fundraising events, and more.
- High School Media Workshop—This year the School of Communication hosted our third annual High School Media Workshop. This event, co-sponsored by the North Carolina Scholastic Media Association, is a one-day series of speakers and hands-on panels for high school students in eastern North Carolina. Our event is one of the largest in the state. This year we hosted over 300 students and their advisors. Speakers included keynote speaker and media critic Jeffrey Lyons, Bobby Burns—the Daily Reflector’s editor for online reporting, Heather King from WITN, the owners of Pirate Radio, and many more.
• **Puppet Project**—Dr. Deborah Thomson and Dr. Rebecca Dumlao, as a part of their honors class in the spring of 2011, took their "Kids on the Block" puppet show into the Greenville community, performing at schools and community organizations. The puppet shows targeted first- through third-graders and focused on the topics of diabetes and nutrition. Almost 300 children attended the shows held in nine locations.

• **“Classes without Quizzes”** In the fall of 2010, we were approached by the ECU Alumni Association to be a part of the “classes without quizzes” events during homecoming. The panel, which **discussed social media and its uses**, consisted of Ms. Barbara Bullington, SOC faculty; Mr. Dean Lindo, MA candidate; Ms. Mary Schulken, ECU News Bureau; and Ms. Beth Ann Atkins, University Health Systems.

• **Guest Scholars**
  o This year we began our visiting scholar program by hosting Mr. Jeffrey Lyons, noted media critic. Mr. Lyons joined us on campus for one week and met with several classes, presented to a community event, gave the keynote speech at the high school media workshop and participated in multiple interviews with local media.
  o Our second visiting scholar came in the spring. Ms. Amanda Miller visited from the CDC in Atlanta. Ms. Miller is a BA and MA alum and works in the communication/media sector of the CDC. She spoke in two of our graduate classes, at our research colloquium and at the PRSSA regional activity.
  o Mr. Bobby Burns, the **online editor for the Daily Reflector** spent a week in three journalism courses this fall giving hands-on information in online journalism. He also spoke at our high school media workshop on a similar topic.

• **Local Media partnerships**
  o **WNCT**—The School of Communication is developing and expanding its relationship with WNCT in Greenville. This television station has, for several years, hosted interns and hired our graduates. This year they requested we meet to extend and more fully develop that relationship. We are working with the station on a plan to air student news packages on their station. We are also hoping to begin discussions on a summer journalism camp.
  o **Inner Banks Media**—The School of Communication had begun working consistently with Mr. Henry Hinton, owner and operator of Inner Banks Media, on a number of projects. The radio stations have for several years hosted interns and hired our graduates. In the fall of 2010, Mr. Hinton also worked with one of our faculty members, Dr. Jin-Ae Kang, and her communication research students on conducting survey research for Mr. Hinton’s media group. The students learned quite a bit and served a community business.

**School of Art and Design/College of Fine Arts and Communication**

- The Wellington B. Gray Art Gallery again hosted an impressive yearly schedule that included both internal and external exhibits. Gallery patrons included both the campus community and the general public.
- The Art Education area of the SoAD was engaged in the Greenville/Pitt County Area through after school classes, special programs and participation in the L. Gorham Intergenerational Center.

**Institute of Outdoor Drama/College of Fine Arts and Communication**

- October 2010 – Produced the 48th Annual National Conference on Outdoor Drama, hosted by *The Lost Colony*, Manteo, NC. This conference brings together professionals from all over the US for in-depth discussions on all facets of outdoor theatre production. This conference was especially important to the future of the Institute. Our move from UNC-CH to ECU back in August gave the organization the opportunity to make some much-needed changes and it was important to get feedback from our member theatres at the conference. Two major changes that were proposed included adding member theatre representation to our Administrative Board and becoming a dues paying membership organization. Both changes were endorsed and are being pursued.
- January 2011 – 2010 Annual Outdoor Drama Attendance Report – This annual report summarizes outdoor theatre attendance including complimentary tickets, average nightly paid attendance, completed performances and cancellations as well as marketing and ticket sales. It also tracks attendance trends over the past 10 years. This has become an important tool for the theatres to see how they compare with other theatres across the country.
- February 2011 – Conducted a “Feasibility and Planning Report” on the Outdoor Historical Drama proposed for Pine Bluff, AR. The Institute was hired by a group in Pine Bluff Arkansas to provide a Feasibility and Planning Report. The study team included: Dr. Larry Gustke, Professor Emeritus, Department of Tourism.
March 2011 – Hosted the National Outdoor Drama Auditions here at ECU. We had 8 theatre companies attend, 216 students registered from 23 states and the UK, representing 94 colleges and universities. Registration was up 11.34% from last year.

April – May 2011 – Membership Drive and Directory Update – For 47 years the Institute has relied on donations and has never had set membership dues. In order to become self-sustaining, the organization is becoming a dues paying membership organization. For the 2011 season, each member theatre will pay a flat $50 for membership dues. Starting with the 2012 season the pay scale will move to a sliding scale based on the theatres budget. After the theatres have paid their membership dues, their information will be updated on our On-Line Directory of Outdoor Drama in America.

May 2011 – Produced NC Drama Map – This annual map highlights the 13 outdoor theatres in North Carolina. The maps are sent to the nine Welcome Centers in North Carolina as well as the 13 outdoor theatres. This year we tripled our production of the maps. For the past three years we had received calls from the Welcome Centers requesting more maps. The goal of these maps is to help increase attendance and tourism at the 13 outdoor theatres in North Carolina. We hope to increase our statewide marketing efforts next year.

June 2011 – New Administrative Board – We will have our new Administrative Board and Advisory Council ready to be appointed beginning July 1, 2011.

**SRAPAS/College of Fine Arts and Communication**

- **Student engagement:**
  - 18 percent of the audience was students.
  - 26 percent of the audience was students when co-sponsored performances with *Art Without Borders* and the Students Activities Board are included.
  - 80 students were engaged on and offstage.
  - 500 student volunteer hours were logged.

- **Sources of Financial support:**
  - South Arts, New England Foundation for the Arts, North Carolina Arts Council, Pitt County Arts Council at Emerge: Grassroots, Public Radio East, Suddenlink, FRIEDNS of the SRAPAS, ECU (general support), School of Art and Design, various forms of advertising revenue, student fees and ticket revenue

- **Diversity results:**
  - Southern Circuit Film Festival: 11 percent Black, one percent Latino, 95 percent student
  - DCDC performance: 15 percent Black
  - DCDC outreach performance 1: 75 percent Black
  - DCDC outreach performance 2: 50 percent Black

- **Multi-Cultural activities:**
  - Total of 22
    - DCDC (8)
    - GLBT film (1)
    - Latino (3) – Zorro
    - India (3) – Beauty/Beast
    - By Geography (6) – Films: Pelada and Burning in the Sun; National Phil of Poland; Russian National Ballet; Tiempo Libre; and Spam Allstars
    - By religious affiliation (1) – Matisyahu

**Multi-year trends in strategic goals:**

**School of Theatre and Dance/College of Fine Arts and Communication**

- The SoTD’s theatre program/s underwent review for accreditation by the National Association of Schools of Theatre, completing intensive self-study and site visitation. Results are pending.
School of Music/College of Fine Arts and Communication

- Catherine Garner started Women in Music this fall. It involved SoM faculty and Students in performances that highlighted the contributions of women composers.
- SoM began the “Ensembles for Eastern North Carolina” initiative with a highly acclaimed orchestra performance at the Paramount Theater in Goldsboro, September 26, 2010. Performances in Goldsboro and Tarboro are already in the planning for next year.
- SoM Podcasts were launched this spring on the ECU homepage.
- You-Page SoM Faculty and Student Concert Site launched this fall. This, along with the Podcasting initiative gives us access to an international audience.
- ECU Public television broadcasts, which began from the SoM last year, continued with the filming of three new programs. These broadcasts go out to a regional audience and are excerpted for the Podcasts, which gives us a more international audience.

School of Communication/College of Fine Arts and Communication

Assessment

- **Response to reviewers**—In May of 2010 we received our report from our external reviewers regarding our seven-year program review. The SOC administrative team wrote a thorough response and received praise from the academic council for our response to the reviewers’ report.
- **Faculty retreat**—In the Fall of 2010, in response to our external reviewers’ report, we held a faculty retreat to discuss the goals for the School of Communication for the next two and five year cycles. One of the top priorities was to investigate the feasibility of going through ACEJMC accreditation for our journalism and possibly our PR concentrations.

Accreditation

- **ASJMC**—In February 2011, the Director of the SOC attended the Association of Schools of Journalism and Mass Communication (ASJMC) winter meeting. This meeting was designed specifically for unit administrators and included sessions on accreditation.
- **ACEJMC**—In March of 2011, our coordinator for undergraduate studies, Dr. Todd Fraley, attended the annual ACEJMC meeting. In April of 2011, Dr. Trevor Brown, from our accrediting organization, conducted a pre-site visit/evaluation on campus for a two day in depth review of our program. Dr. Brown met with faculty, students, administrators and other key constituents. We received his report in May. The next step in the process is for the faculty to determine as a group if we want to pursue accreditation for our journalism concentration, our PR concentration, neither, or both.

School of Art and Design/College of Fine Arts and Communication

- The SoAD is working closely with the ECU innovation Lab and corporate sponsors to establish a graduate program in Animation and Interactive Design and to add another faculty position in that area.
- The SoAD is working with the ECU Innovation Lab to help develop the relationship between Animation/Interactive and Wayne Godwin with the Lab in pursuing collaborative endeavors that we hope will bring in grant funding and possibly result in the establishment of a graduate degree (MFA) in Animation/Interactive Design.
- The School is seeking collaborative interdisciplinary partnerships, particularly with the North Carolina Pottery Center (Seagrove, NC), Pocosin Folk Arts School (Columbia, NC), and the Coastal Studies Institute (Manteo, NC).
- The School is reaching a point where the Jenkins Fine Arts Center is reaching its maximum space available to accommodate the increasing numbers of students, both undergraduate and graduate. We are always seeking additional space or new space or additional/new space to help support the aforementioned endeavors.

Key issues still to be addressed:

Inadequate dance studios continue to be the key issue for the SoTD. None of the dance studios meet, nor even approach, accreditation standards. They are inadequate in size, in ceiling height and in unobstructed floor area.

Other key issues of space in the SoTD are (a) insufficiencies for musical theatre program, (b) crowding and sharing of faculty offices, (crowding of Theatre for Youth program activities into one small room with inadequate storage).
The Institute of Outdoor Drama’s search for a permanent Director was halted due to budgetary concerns. That position needs to be filled as soon as possible.

Faculty position awarded this year in the SoM to the Department of Theory/Composition/Musicology (TCM) to help teach in the music core and also help boost SCH production will have to be returned as part of CFAC’s budget giveback. This will have a significant negative impact on the SoM’s ability to offer the proper courses in the proper sequence. It could impact time to graduation for some students, and will certainly have a negative impact on the SOM’s ability to meet the funding formula.

Proper performance space for opera is needed. This remains the number one facilities priority for the SOM. Continued lack of forward progress on this issue could present a serious obstacle to continuation of our national accreditation.

The SoC was required to give back a senior level faculty position in Public Relations. That position needs to be returned as soon as possible.

The SoAD was forced to return two faculty positions due to the budgetary crisis. Those positions are in Metal Design and Animation. Both positions need to be returned and filled.

The SoAD has secured a $30,000 gift from Richard Armstrong in August. In October, he assisted with the fundraising celebration that raised nearly $30,000. Paul Hartley’s scholarship has also reached the goal of $25,000 so it may be endowed. The Friends of the School of Art and Design is in the process of adding to the current $57,000 scholarship endowment. The fall 2011 alumni exhibition should generate at least $10,000 to add to this endowment.

The first goal in the strategic plan for the SOC is to increase funding. This includes discretionary funds as well as operating. One area the SOC should continue to focus on is connecting with alumni and external constituents with the goal of raising more non-state funds for the unit.

In addition to discretionary funding, the SOC, like other units on campus, will need to work on bringing in external funds in the area of grants. It is hoped that in working with the College of Fine Arts and Communication Associate Dean for Research, SOC administrators and faculty members can successfully complete more grant applications. Being a part of the Center for Health Disparities Research Center is another way in which the SOC may bring in external funding.

Although the SOC has adequate computer lab space for holding classes, there is not enough time and space for students to complete projects outside of class time. An additional computer lab would be very advantageous to students.

In moving toward our goal of a weekly or bi-weekly newscast, an in-house studio in the SoC would be ideal. Currently, our journalism faculty is investigating the types of equipment and space needed for this endeavor.

The other concentrations in the SoC — interpersonal and organizational communication, media studies, and public relations — will use the 2011-12 year to develop individual goals for facilities and equipment.

The SoC continues to work on enrollment management. The ad hoc Enrollment Management committee has presented a GPA based cap for our PR concentration, which has been approved by the faculty. In the fall 2011 semester we will confirm that this is the best strategy by comparing it to a possible numerical cap. The system agreed upon by the faculty should be adopted by Spring 2011.

The SoC will continue to look for ways to support faculty scholarship. It is our hope that ECU will return to the idea of a leave system for faculty who would like to devote a semester or year to in-depth scholarship. The SOC will spend 2011-12 looking at other ways to support these endeavors.
The SoC will continue to look for avenues through which faculty and students can become more involved in outreach and engagement.