

**HUMAN SERVICES COMMITTEE
MINUTES
July 2, 2013**

Present

Councilor Penny York, Chair
Councilor Mike Beilstein
Councilor Bruce Sorte

Staff

Jim Patterson, City Manager
Ken Gibb, Community Development Director
Karen Emery, Parks and Recreation Director
Marci Laurent, Management Assistant
Carrie Mullens, City Manager's Office

Visitors

Jennifer Moore, United Way of Benton and Lincoln Counties (UWBLC) Executive Director
Ward 6 Councilor Joel Hirsch

SUMMARY OF DISCUSSION

	<u>Agenda Item</u>	<u>Information Only</u>	<u>Held for Further Review</u>	<u>Recommendations</u>
I.	Social Services Allocations – Fiscal Year 2013-2014			Approve the Fiscal Year 2013-2014 Social Services allocations as recommended by United Way of Benton and Lincoln Counties.
II.	Other Business • Community Arts and Culture Organizations	***		

Chair York called the meeting to order at 2:02 pm.

CONTENT OF DISCUSSION

I. Social Services Allocations – Fiscal Year 2013-2014

Mr. Gibb announced that the Fiscal Year (FY) 2013-14 Social Services allocation from the local option levy was decreased due to the Hewlett-Packard (HP) property tax reduction. UWBLC worked with City staff throughout the budgeting process and HP decision to finalize allocation recommendations. The Human Services Committee (HSC) can recommend Council approve the allocations as recommended by UWBLC or forward amendments to Council for consideration.

Ms. Moore said UWBLC failed to notify City staff that granting committee comments would not be included in the meeting materials as noted in the staff report.

Ms. Moore reported that the UWBLC granting committee consisted of 16 volunteers who reviewed written applications, listened to panel presentations, conducted site visits, and held spirited debates until they agreed to the recommended allocations. She added that it was challenging to forward a recommendation that honors the City's priorities to provide the most good with limited resources.

In response to Councilor Beilstein's request for comments regarding the four programs that did not receive an allocation, Ms. Moore said the granting committee understands there is a certain minimal level of funding needed for each program. An allocation less than that amount is not beneficial and, in some cases, not enough for the program to be viable. The granting committee made the best investments with limited funding. The programs were reviewed in whole and the committee attempted to fund programs close to the full request amount rather than funding smaller portions of every program.

Ms. Moore clarified for Councilor Beilstein that the \$10,000 reduction of levy funds resulted in a proportionate reduction for each program. The granting committee had already made their recommendations so it was the most efficient way to respond to the reduction.

In response to Councilor Sorte's inquiries, Mr. Gibb said the Social Services funding source does not include Community Development Block Grant (CDBG) funds. Some agencies also request funding from CDBG.

Councilor Sorte said he would prefer to see the total funding for each program. He does not believe programs should be fully-funded by one source and opined that funding sources should be equal shares from private donors and governments. Funding diversity builds a more resilient social service. It is helpful for him to know which agencies/programs are funded in this manner. Additionally, he wants the granting committee to address, and for UWBLC to include in the report, how services will be provided when a specific program does not receive an allocation. As examples of zero-funded programs, he identified the day services offered by Community Outreach, Inc. (COI) and FISH emergency services.

Councilor Sorte thanked Mr. Patterson for finding ways to fund social services as a part of the 2013-14 budget.

Ms. Moore explained that the granting committee considers each program's funding sources as part of the application review. She agreed that programs should have funding diversity and UWBLCs goal is to not provide more than 50% financial support. Committee members look for other funding sources, such as foundation and government support. The idea is for a program to continue even if a specific allocation is not given. During site visits, committee members look at program stability and verify whether a program will continue if an allocation is not received. The FISH program will continue without the \$4,000 request from the City's allocation process. The granting committee discusses how a reduced or declined allocation may impact a specific program. It is not the purview of the granting committee to ensure a program stay whole.

Councilor Sorte suggested the report include the percentage of the allocation or zero-funded request represents as part of the total funding for each program.

In response to Chair York's inquiry, Ms. Moore said the application includes all funding sources for each program and the granting committee reviews the applications. She added that the allocations report has been revised many times based on what HSC members request. The current format is based on feedback from previous HSC members about the length and size of

the report. Previously, there was some concern that providing too much information was duplicating the work of the granting committee. She can include additional information on future reports with direction from HSC.

Councilor Sorte said he understands how the funding process works in Corvallis and he does not want to require additional work; however, summary information should include an understanding of what will happen to a program without funding.

Ms. Moore requested additional direction from HSC for the next funding cycle. She said the contract between the City and UWBLC does not require the allocation process ensure a program exist or survive. The contract directs a review of program applications resulting in allocation recommendations to HSC for the best use of funds based on all available information.

Mr. Gibb added that UWBLC is not tasked with making all agencies whole or explaining why the recommended allocations do not fund some programs. The granting committee has access to information about other funding sources and they evaluate how the City's allocation fits best.

Councilor Sorte said, by not providing this information, he is being forced to contact the agencies before he can make a decision. Certain social service groups in the community have a stronger appeal, but may not have a stronger need. It would be simple to add one line in the program summaries stating that the program will continue without a City allocation, or the program will no longer exist. He inquired about who would offer day services for homeless individuals now that COI day services no longer exists.

Mr. Gibb inquired whether HSC wants the information requested by Councilor Sorte prior to making a recommendation to Council.

Chair York inquired why the summary document should include financial information that was included in a previous packet. Ms. Moore clarified that the financial information included in the application materials is provided to the granting committee.

Councilor Sorte said, if he is curious about a specific program recommendation, and it is not clear on the summary about the future of the program or what percentage the request is in ratio to the program's total budget, he would need to find the answer through research. He does not need the information for this funding cycle; however, it would not be difficult to add one line to the summary for the programs that are zero-funded.

Mr. Gibb responded that additional information can be provided. He reiterated that UWBLC is not tasked with ensuring every agency survives. The contract directs UWBLC to manage requests within the City's funding priorities.

Councilor Sorte agreed that UWBLC has done their work. He explained that he is trying to determine what he needs to do next about services that are no longer receiving funds. He noted that Ms. Moore can most likely give him the information he needs via a phone conversation. She will know whether the services are being provided by others or have access to other funds, and she will know who may be testifying to Council in the near future about the lack of services.

Chair York opined that the report is adequate and said she does not need additional information. She noted that she is comfortable contacting Ms. Moore if she has questions.

Councilor Beilstein reported that he has been a City Councilor for 8.5 years, and has been a member of HSC during the entire time. UWBLC has been the City's social service administrator during his tenure. The allocations mechanism has remained similar, in that a committee outside of City government reviews applications and makes recommendations. The allocation recommendation and performance reports have changed throughout the years. The current system works well and the amount of information received by HSC is adequate. He supports UWBLC taking responsibility for determining whether the recommended allocations will cause disruptions in the community or whether needs will be fully met. He trusts the granting committee to be responsible for allocations, but not for the total health of any organization. He is not interested in UWBLC submitting additional information. He noted that the organizations receive funding directly from UWBLC, the City through UWBLC, CDBG, and other sources. It does not always appear that the CDBG allocations are coordinated with other sources. He added that UWBLC has good oversight on City funds and their own funds.

Mr. Gibb noted that the Housing and Community Development Commission reviews CDBG requests and allocations in consultation with UWBLC. There are different priorities for each of the funding sources.

Councilor Sorte said he would prefer not to review the reports if he is not supposed to ask these types of questions. The information he is requesting does not need to be in a report if the answers can be provided during the meeting.

Mr. Gibb suggested a follow-up conversation between Councilor Sorte and Ms. Moore regarding specific allocation recommendations and that this topic be more thoroughly addressed during the next allocation process discussion.

Ms. Moore explained that UWBLC hosts the UWBLC and City funding cycle concurrently. The granting committee reviews applications for both funding sources at the same time. The City's report does not include the UWBLC information or funding recommendation. It is possible for programs to apply for funding from both sources and to be funded by only one source. FISH received funding from the UWBLC funds. The granting committee considers all of the available funding sources and discusses the financial implications with organizations during the reviews. The granting committee made their allocation recommendations several weeks ago and is not always alerted to changes in a specific program between the onsite visit and the allocation recommendation. The decision for COI to no longer offer day services occurred after the onsite visit.

Mr. Patterson suggested that, in the future, the allocation recommendation from UWBLC include whether zero-funded programs receive funding from another source, who, and how much. If a zero-funded program is not receiving funds from either the City or UWBLC it may speak to the relevance of the work being accomplished.

In response to Ms. Moore's inquiry about also including other funding sources (in addition to the City and UWBLC), Mr. Patterson said it would be helpful to know whether the programs are

receiving additional funds if it is not a burden to provide that information. The information would be relevant if a zero-funded program requested funds directly from Council and it would hold organizations accountable.

Councilor Beilstein suggested that Councilor Sorte be the HSC member who meets with the UWBLC granting committee.

Councilor Sorte said he is only seeking to understand what happens next. He would support the suggestion made by Mr. Patterson. He added that he has been very impressed with the CDBG allocation process.

Chair York said she has participated in the UWBLC granting process in the past. UWBLC has always been receptive to developing an efficient and effective process. If UWBLC did not conduct the UWBLC and City allocation process concurrently, the cost to administer the City's program would be much higher. This is also true if the City attempted to administer the program without UWBLC.

The Committee unanimously recommends Council approve the Fiscal Year 2013-2014 Social Services allocations as recommended by United Way of Benton and Lincoln Counties.

IV. Other Business

Chair York noted that during the last HSC meeting, the Majestic Theatre Management annual report was presented. The discussion broadened to include the Arts and Culture Commission (ACC) scope and activities and resulted in HSC directing staff to perform work. She said she spoke with Mr. Patterson after the meeting and it was decided to hold an additional discussion about next steps. Councilor Hirsch agreed to meet with HSC as the ACC Council Liaison.

Councilor Hirsch said he invited Ms. Emery since she has been involved with ACC from the beginning and recognizes the importance of arts and culture in the community. He also invited ACC Chair van Develder, but she could not attend.

Councilor Hirsch referred to the proposed ACC strategic plan handout (Attachment 1) and said ACC hopes the plan will lead to an implemented action plan. Attachment 2 is a position announcement for the OSU Director of Performing Arts (School of Arts and Communication) that speaks to community goals and outcomes, not limited to OSU. Some ACC members want to push forward with finding funds for the strategic plan and others are willing to wait and learn more about how the new OSU position will collaborate with community arts and culture.

Councilor Hirsch said it makes sense to fund the ACC strategic plan from several sources and added that there may be funds available through OSU Performing Arts. He noted that, as Council Liaison to ACC, he should have advised ACC how to gain appropriate Economic Development Commission (EDC) support and he will address that with ACC. He explained that Economic Development Manager Nelson receives direction from EDC who makes recommendations for Council consideration. Councilor Hirsch will speak with Ms. van Develder about discussing the benefits of the ACC strategic plan with Mr. Nelson and EDC. ACC hopes that Visit Corvallis and other organizations will also recognize the benefits and contribute to fund-raising.

Ms. Emery said ACC was formed by Council during discussions about economic development to attract tourism by enhancing arts and culture in the community. Part of the ACC charge was to develop a strategic plan. ACC discussed a variety of ways to fund the plan, such as OSU, Economic Development Division, Parks and Recreation Department, and development grants. It is anticipated that the plan will take three months to be completed at a cost of \$20,000 to \$25,000.

Councilor Beilstein noted that the funds are needed to hire a consultant to assist ACC in writing a plan to give direction on resources for arts and culture in the community. He inquired about the point of the plan if there are no resources.

Ms. Emery referred to the five bullets under "scope" on Attachment 1 that refer to what ACC wants to achieve with the strategic plan. In addition to collecting data about the current economic impact of arts and culture, the plan potentially develops a tourism/marketing campaign. It will help determine what is unique about Corvallis, current impacts, and whether the plan should be used to attract people to Corvallis.

Councilor Hirsch added that the plan will also identify community resources and how arts and culture organizations can effectively obtain and utilize those resources. Local arts organizations are not coordinating their efforts, partly due to board-related issues. He expressed hope that the OSU position can focus on uniting the arts and culture community.

Councilor Hirsch noted that Councilor Sorte previously mentioned that it would be appropriate for the arts-related Councilor to be a member of HSC. Councilor Hirsch explained that by not serving on HSC, there is a more objective review of arts related issues and, if agreed upon, additional Council support for arts and culture. Community arts and culture benefits are tangible and have specific financial outcomes.

Councilor Beilstein said the City is taking the same approach with arts and culture as it is with economic development. Arts and culture should be a benefit for the people who live in the community. A healthy arts community is good for the consumer and producer. It provides an environment where art entrepreneurs can succeed. The purpose of the arts is to provide a good quality of life. Similarly, economic development should provide the community with an opportunity to develop and initiate new ideas. This does not mean that Corvallis needs to create something like Ashland and be nationally recognized. Corvallis does not need to be an arts and culture superstar.

Councilor Hirsch said when ACC was initially formed there was a lot of discussion about economic development and the proof that arts and culture is viable to economic development. During those initial discussions, he indicated that the quality of art will suffer if the focus is only money. The focus needs to be on the arts. To obtain buy-in from the community, the discussion has been framed around economic development, but only in a small way.

Chair York inquired about setting a time limit for this non-structured discussion before deciding whether to add this topic to a future agenda. HSC members agreed to continue the discussion for 10 minutes or until 3:00 pm.

Councilor Sorte said there is an opportunity to combine the directors of local arts and culture organizations. This will provide a stronger collaboration. He does not have faith in the new position at OSU. Larry Rodgers, OSU Dean of the College of Liberal Arts, does not agree with Councilor Sorte about where a performing arts center should be located. If the center is close to Reser Stadium instead of near Madison Avenue, it will change how art happens in Corvallis. If the City is going to collaborate with OSU on arts and culture in the community there needs to be some ground rules. The City should obtain an agreement with OSU that they will not do a fund-raising campaign to establish an arts and culture center that has a specific location. The City should also consider talking to OSU about opening their franchises during games. He can track the revenues they expect from vendors compared to the Pendelton Round-up that works hard to support the community and provides space for artists and groups next to the round-up property. It is important to quickly consider whether the City can get the local arts organizations to not fill their director positions until a strategic visioning process can be completed.

Ms. Emery said the Arts Center will announce their new director on July 3 and MTM is well underway with the hiring process for a new director. There is a small group of people interested in the concept of consolidating some leadership positions. The group met with the previous Arts Center Director to talk about the feasibility of doing his job and being the director for another organization. There was some potential and little people power.

Councilor Sorte said he can visit with Ms. Emery more about the potential for combining director roles. He added that he has seen many strategic visioning processes and they almost all say the same thing, even decades apart. To develop a different strategic plan will depend on the consultant. He will share with Ms. Emery the most recent plan conducted by Salem. He does not recommend including the economic portion since there is no useful economic analysis that can provide guidance. He can find a consultant who can quickly calculate economic development numbers outside of the visioning process. Every community wants to focus on arts and culture. The competition is most intense for high technology industries and arts and culture.

Councilor Hirsch said the consultant that ACC is seeking has knowledge of the Corvallis community, OSU, and is perfect for this task. It is his intention to include Councilor Sorte in the process as much as possible.

Chair York said part of messaging and gaining support is to appeal to the different issues and concerns. For some people, economic development is the driving force of arts and culture. Those individuals should not be excluded. An outcome of the strategic plan is a message that will appeal to everyone. She views some collaborations as negotiations and said, the desire is to have equal strengths when negotiating. Due to the power and funding on the OSU side, she encourages ACC to have their own ideas to share and collaborate on rather than waiting to see what OSU will do next.

In response to Chair York's inquiry, Mr. Patterson clarified that Mr. Nelson is the staff liaison to EDC. The EDC is an advisory commission to Council and Council determines and/or amends the EDC strategy.

Mr. Patterson said he believes there was premature conversations about ACC asking Mr. Nelson to fund \$5,000 for a study. Mr. Patterson said he reminded Councilor Hirsch that since there is a focus on citizen engagement and process, the appropriate step is for ACC leadership to request to be on an EDC agenda and make a proposal. The Council's Economic Development Goal states:

- Economic Development Commission will review and possibly supplement the current economic development strategy incorporating aspects of agriculture-related businesses, local investment, arts and culture, as well as the City's overarching goals.
- The Economic Development Commission will provide recommendations to the Council by the end of 2013.
- Council takes action by mid-2014.

Mr. Patterson acknowledged that something could happen before those dates. The process is for ACC to make a proposal to EDC. This is the first step.

Chair York agreed and said ACC and EDC need to meet as partners, with equal positions of strength, to find common issues and move forward.

Mr. Patterson said it is likely that EDC will hear the proposal and recommend (for all of the reasons that have been explained) Council support. Or, EDC may not know where the ACC proposal fits at this point in time and not recommend support by Council. Council can make a decision independent of any EDC recommendation. Even though Council makes the final decision, it is important to follow the correct process and ensure the advisory boards are knowledgeable about the avenues to complete good work.

Mr. Patterson noted that Economic Development is a division within the City Manager's Office. He provides direction to Mr. Nelson as it comes forward from Council.

HSC members agreed to wait for ACC to move forward and revisit this issue at a later time.

Councilor Hirsch said HSC previously talked about bringing the board chairs of the local arts and culture organizations together to discuss current status and future direction. He opined that the boards are floundering and he encouraged HSC to bring them together to provide some direction and advice.

Chair York noted that part of the discussion was the City's role and how this could be appropriately coordinated. HSC does not anticipate any action at this time, but is willing to consider suggestions.

Ms. Emery said an outcome of completing the ACC strategic plan will put the City in a position to have conversations with private non-profits. It is ACC's role to advise Council of their findings.

Councilor Beilstein said he does not view the festivals as equivalent to the Arts Center, MTM, or Whiteside Theatre (WT). He supports coordination with the performance venues and said, with the transition of leadership, there could be an opportunity to coordinate with WT, which is the most immediate issue. The City has no control or leverage of WT.

Councilor Hirsch said as the Transient Occupancy Tax (TOT) [*aka Transient Room Tax (TRT)*] increases, some of those funds are used to promote arts and culture. TOT funding could be used as leverage, whether it is the Arts Center education program or activities at da Vinci Days. The City has some say about where resources are used. HSC is the appropriate group to ask non-profits what they are doing and encourage them to do certain things for future resources. He opined that it could be appropriate for HSC to engage the non-profit arts and culture boards.

Chair York agreed that HSC is interested and concerned.

Mr. Patterson said this type of debate should occur with those people who are directly impacted present. This is a discussion item only and was not included on the agenda.

Mr. Patterson added that it does not surprise him that Council is questioning the viability of organizations since this is in direct correlation to the City's financial crisis. It also ties to social service allocations and whether non-profits can continue to exist. For many years the City was fine with providing funds and allowing the organizations to do their own thing. Visit Corvallis and the Chamber of Commerce both struggled with leadership and the City suggested they consider working together. In this example, the City was able to help lead without exerting leverage.

Mr. Patterson said people have already started working closer together. He cautioned Council to not exert influence based on money, but because the City cares and is offering suggestions to leaders to consider a different approach. This leads to meaningful conversations.

Mr. Patterson suggested that this topic become an agenda item with a clear scope of the topic, such as to solicit input from local non-profits, have an opportunity to express concerns, and encourage the groups to consider alternate approaches. He added that it was very revealing when MTM Board Chair Rayfield shared with HSC with state of affairs at the Majestic Theatre. It was the first time he heard that the endowment had been spent down. It is appropriate, where the City has a vested concern, to carefully ask people to be more accountable.

In response to Chair York's inquiry about Ms. Emery taking the lead, Mr. Patterson said clearer direction from HSC is needed about what HSC is trying accomplish.

Councilor Beilstein said the efforts should begin at ACC and if action is needed by Council, the request or recommendation should come through HSC. He desires a plan to ensure the survival of MTM and WT as downtown performance venues. He noted that the Arts Center is not in the same financial position as MTM. da Vinci Days needs to be a strong program with support from the City and OSU. He would prefer the City provide direct financial support for festivals.

Councilor Sorte said, if this issue is added to a future agenda, he only needs the staff report to identify the current state of the organization. Part of the discussion with these groups should be about overlap supporters. It becomes a zero-sum game with groups stealing support from other groups instead of from the outside.

Chair York suggested HSC ask ACC to attend a meeting to discuss their concerns.

Ms. Emery said the outcomes of the strategic plan will bring this discussion into cohesion. Part of the plan is to talk to all of the groups. The outcome of those conversations would be the time to have a discussion with HSC. She expects that one of the outcomes will be about where collaboration and consolidation can occur. The arts and culture community in Corvallis is pleased with itself as a vibrant culture. However, without the OSU students, this is a small town of 25,000 residents. To survive, an organization needs the support of non-residents and those with disposable incomes. All of the organizations need a plan and ACC can help with that.

Chair York said she wants to empower ACC to take as much initiative as possible. She supports leaving the timing for ACC to visit with HSC up to ACC.

Councilor Beilstein said next steps are for ACC to complete the strategic planning process. Without resources that cannot happen.

Mr. Patterson said, if ACC wants economic development funds, they will need to make a proposal to EDC. EDC can forward a recommendation to Council. The proposal should also be shared with the OSU Director of Performing Arts, when hired. It makes sense for HSC to allow some of these other things to happen first, but there may also be advantages for HSC to ask the arts non-profit groups to provide information about the state of their organizations. It would be difficult to wait six months only to learn that another organization is in the same dire condition [as MTM]. He suggested Ms. Emery speak with staff about approaching the non-profits to provide information to HSC.

Councilor Sorte said it will be valuable for ACC to meet with EDC, not only for funding, but to explain economic impacts. ACC should be prepared to indicate what arts and culture is doing for Corvallis economic development and be willing to hear what EDC wants from the arts and culture community.

Chair York clarified that Mr. Patterson is making two suggestions. One is for ACC to follow through with a request for funding from EDC and the other is for some of the arts organizations to provide current conditions to HSC. Mr. Patterson agreed with her assessment.

Ms. Emery suggested HSC set an agenda to meet all of the new directors at the same time so the organizations can stay and listen if they want to. Their role as new directors could be to share with HSC the state of their organization.

Ms. Emery added that the Arts Center is stable with a strong, healthy board; however, it will be important for HSC to meet the new director. The new MTM Director could provide a strategic plan to help make the theater healthy. The WT and da Vinci Days could be included.

Chair York said Ms. Emery's idea is good and would be welcoming to the organizations.

Councilor Beilstein said he would be happy to meet with the new directors or representatives. He prefers the discussions be kept separate from ACC activities.

Ms. Emery said the City owns the Arts Center building and contributes \$40,000 to \$45,000 annually to the Arts Center. The City owns the MTM building, MTM has an outstanding loan

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with the City, and the City has a formal contract with MTM for service. The City provides in-kind support for da Vinci Days and the organization has an outstanding debt with the City. There is no linkage to the Whiteside Theatre.

Chair York suggested the Whiteside Theatre Director receive an invitation to meet the other directors. She will work with Ms. Emery on the invitation.

The next Human Services Committee meeting is scheduled for 2:00 pm on Tuesday, July 16 in the Madison Avenue Meeting Room.

The meeting adjourned at 3:30 pm.

Respectfully submitted,

Penny York, Chair

Corvallis Arts and Culture Commission
April 10, 2013

A part of the Arts and Culture Commission municipal code states:

“Develop a comprehensive Arts and Culture vision and strategic plan for the City.”

To meet that charge, an Arts and Culture Commission sub-committee developed and refined the following questions that are critical as we begin to frame the strategic planning process:

- What do we need to do in the next seven years to become a national destination Arts & Culture Community?
- What are the existing cultural assets in Corvallis?
- What is the current economic impact of Arts and Culture in Corvallis and its link to tourism?
- How do we leverage the existing arts and culture assets and other local attractions to become a destination?

Scope: Develop a comprehensive Arts and Culture vision and action plan for the City of Corvallis.

- Complete an inventory of cultural assets
- Establish the current economic and social impact of arts and culture in Corvallis
 - Develop a tool to be used by arts and culture providers that collects consistent data regarding tourism
- Establish the amount of arts and culture money being spent in in other communities by Corvallis residents (leakage)
- Establish the competitive and comparative advantages of Corvallis; including environmental assets, wine and beer industry, local food / agriculture
- Using the information from the above four bullet points, the Commission and community stakeholders will develop a vision and action plan for arts and culture for Corvallis. This plan will define what the steps would be to achieve this vision.



Position Announcement: Director of Performing Arts
Oregon State University
School of Arts & Communication

POSITION: Director of Performing Arts; appointment 1 September 2013.

SALARY: Competitive, commensurate with experience; possibility of extended fixed term contract after three years.

DESCRIPTION: The School of Arts and Communication, College of Liberal Arts, and Oregon State University invite applications for a full-time (12 month, 1.0 FTE) administrator to serve as the newly created Director of Performing Arts.

Oregon State University has created a new position for a Director of Performing Arts to provide visionary leadership in building a regionally distinctive culture of arts excellence, including the integration of science, engineering, and technology—traditional strengths of OSU—into contemporary approaches to the performing arts. This position will also coordinate arts events, develop new arts initiatives, and serve as a performing arts administrator for the OSU community including the School of Arts and Communication and the greater Corvallis area.

Primary areas of responsibility include: 1) the creation and development of a 21st century regionally significant performing arts culture and brand in the OSU-Corvallis community; 2) creation of new programs and series that highlight nationally and internationally recognized artists who will perform in Corvallis and collaborate with OSU and community performing artists, students, and faculty; 3) development of a community of engaged arts subscribers; 4) innovative use of the science, engineering, and technology in the development of university arts programs and performances; 5) coordination and collaboration of existing campus programs and organizations, as well as area arts organizations to maximize and extend their potential impacts and educational value, including a focus on student access to quality performing arts opportunities .

Secondary areas: 1) work with and assist the Director of the School of Arts and Communication in the development of student focused programs and curricula; 2) outreach to statewide and regional arts organizations, educational institutions and venues. For complete position details go to <http://jobs.oregonstate.edu/applicants/Central?quickFind=62209>.

RESPONSIBILITIES: 40% Creation and Development--- Provide visionary leadership to develop an arts culture on the OSU campus and in the Corvallis community that involves coordinating arts organizations, as well as creating innovative initiatives that develop regionally distinctive programs, including student/community collaborations and professional arts series. This will include interdisciplinary efforts bridging traditional boundaries between the arts and Science, Technology, Engineering, and Mathematics (STEM).

30% Outreach, Marketing, Publicity and Engagement--- Develop, maintain, and expand the OSU-Arts brand in the local region and across the state. Partner with the OSU Foundation, the OSU Alumni Association, and community organizations to develop a donor base to support arts initiatives. Develop relationships with other local, state, and regional arts communities and educational institutions.

20% Coordination and Administration---Coordination of OSU performing arts public offerings and programs; collaboration with School of Arts & Communication director and faculty as well as other campus and community stakeholders, and the potential creation and administration of a centralized OSU/community box office.

10% Supervision--- Oversee a staff that includes a full-time events coordinator and part-time design/web and office assistants. This position will have a direct reporting line to the Director of the School of Arts

and Communication, with input, oversight and close collaboration from the Dean of the College of Liberal Arts, as well as financial oversight from the Vice President for Finance and Administration.

QUALIFICATIONS: *Required:* A masters-level degree in Arts Management, Marketing, Media, Journalism, Communication or related field; documented record of excellence in the development of educational arts programs at the collegiate level; proven expertise in marketing the arts and arts education; demonstrated understanding of contemporary media communications strategies. ***Preferred:*** Proven ability in developing new and exciting programs that bridge traditional academic boundaries; previous experience overseeing staff and budgets; a demonstrable commitment to promoting and enhancing diversity; and experience in working in arts education and outreach.

MEASURES OF SUCCESS: Successful job performance will include increasing the number, quality, and visibility of arts offerings in Corvallis; creating a sustainable community of arts subscribers/supporters; developing strategies for audience development; successfully integrating technological innovation into the performing arts; and implementing strategies to develop a regional arts brand for the university/community.

APPLICATION REQUIREMENTS: Apply to posting #0010720 online at <http://oregonstate.edu/jobs/>. Quicklink: <http://jobs.oregonstate.edu/applicants/Central?quickFind=62209>. When applying you will be required to attach the following electronic documents:

1. Letter of application indicating how your qualifications and experience have prepared you for this position.
2. A resume/curriculum vita that includes the names of at least three professional references, their e-mail addresses and telephone contact numbers (Upload as 'Other Document' if not included with your resume/vitae).
3. Graduate transcripts must be submitted for all required and/or related courses. All courses must be from accredited colleges, universities, or private vocational schools. The online application system will allow you to attach your transcripts if the PDF file is 5MB or less. If over 5MB in size, submit to the contact person listed. Transcripts must be received by the closing date.

For additional information please contact Professor Steven Zielke at 541-737-5584 or szielke@oregonstate.edu

APPLICATION DEADLINE: Position will remain open until filled. Review of files begins on June 5, 2013

University & Community: Oregon State University has always been a place with a purpose — making a positive difference in quality of life, natural resources and economic *prosperity* in Oregon and beyond. Through discovery, innovation and application, we are meeting challenges, solving problems and turning ideas into reality.

Founded in 1868, Oregon State is the state's Land Grant university and is one of only two universities in the U.S. to have Sea Grant, Space Grant and Sun Grant designations. Oregon State is also the only university in Oregon to hold both the Carnegie Foundation's top designation for research institutions and its prestigious Community Engagement classification. As Oregon's leading public research university, with \$261.7 million in external funding in the 2011 fiscal year, Oregon State's impact reaches across the state and beyond. Oregon State has a presence in every one of Oregon's 36 counties, with a statewide economic footprint of \$2.06 billion.

Oregon State welcomes a diverse student body of over 26,000 students from across Oregon, all 50 states and more than 100 countries. They can choose from more than 200 undergraduate and more than 80 graduate degree programs, including over 30 degrees online offered through Oregon State Ecampus. Oregon State increasingly attracts high-achieving students, with nationally recognized programs in areas such as conservation biology, agricultural sciences, nuclear engineering, forestry, fisheries and wildlife management, community health, pharmacy and zoology.

Building on the tremendous momentum of recent years, OSU's College of Liberal Arts is leading a new initiative focused on increasing support for students, faculty, and programs in its School of Arts and Communication. This exciting venture has begun with the largest private investment in the arts in university history: a \$5 million commitment including a \$1 million challenge component. The gift is part of the \$927 million raised to date toward the \$1 billion goal of Campaign for OSU. Almost 100,000 individuals and organizations have supported the campaign, more than doubling the number of endowed faculty positions, providing scholarships and fellowships for one in six students, and transforming campus with 24 new or renovated facilities.

Oregon State is located in Corvallis, a vibrant college town of 55,000 in the heart of Western Oregon's Willamette Valley. Corvallis consistently ranks among the best and safest cities to live in the U.S., as well as among the most environmentally responsible.