

NATIONAL ASSOCIATION OF SCHOOLS OF THEATRE

PROGRAM

Forty-Second Annual Meeting

and

**Retreat for Administrators of Theatre Programs
in Higher Education**

March 22 – 24, 2007

Radisson Plaza Hotel

Minneapolis, Minnesota

NATIONAL ASSOCIATION OF SCHOOLS OF THEATRE
2007 Annual Meeting and Retreat for
Administrators of Theatre Programs in Higher Education

Wednesday, Mar 21

3:30 p.m. – **BOARD OF DIRECTORS MEETING AND DINNER** **Copenhagen**
8:00 p.m.

Thursday, Mar 22

8:00 a.m. – **REGISTRATION** **Ballroom Prefunction**
6:00 p.m.

8:00 a.m. – **COMMISSION ON ACCREDITATION** **Minnesota**
12:00 noon *(Commission members only)*

12:00 noon – **BOARD OF DIRECTORS LUNCHEON MEETING** **Copenhagen**
2:30 p.m.

12:30 p.m. – **ORIENTATION FOR NEWCOMERS TO NAST** **New Sweden**
1:25 p.m.

This session will provide an orientation to the resources and operations of NAST, with special attention to the benefits and responsibilities of membership. An emphasis will be on ways the Association and its work assist administrators in all aspects of fulfilling their local responsibilities. The last 10 minutes of the session will be devoted to meetings of first-time attendees and their NAST mentors.

Edmond Williams, University of Alabama
Karen P. Moynahan, NAST National Office

1:30 p.m. – **HOW TO WORK WITH HEADS DATA** **New Sweden**
2:45 p.m.

The institutional research data gathered and compiled by Higher Education Arts Data Services constitutes a unique and valuable resource for theatre executives. This session will provide an overview of procedures for the submission of the Data Survey as well as statistics contained in annual Data Summaries, which are reports compiled from the Data Surveys of NAST member and other participating institutions. Use of the data in local policy discussions will be explained, as well as opportunities for institutions to obtain customized data reports.

Mark Marion, NAST National Office

Thursday, Mar 22

3:00 p.m. –
5:30 p.m.

**WHAT DO THEY HAVE TO TELL US?
ARTISTIC LEADERS SPEAK TO THEATRE EDUCATORS**

Ballroom East

Representatives from a number of professional theatres in Minneapolis will speak with attendees about what they have learned that would be useful to those who guide theatre units in higher education. Topics are likely to include questions and issues surrounding artistry and its development; opportunities for students completing their degree programs; connections between the academy and professional theatres; making unusual career choices in the arts; theatre and the electronic media; and seeking out audiences. The session will provide ample time for questions, dialogue and debate.

Presenters: Jack Reuler, Mixed Blood Theatre
Lou Bellamy, Penumbra Theatre
Michelle Hensley, Ten Thousand Things Theatre
Elissa Adams, Children's Theatre Company
Michael Dixon, Guthrie Theater

Moderator: Alan MacVey, University of Iowa

5:30 p.m. –
6:30 p.m.

**PRESIDENT'S RECEPTION IN HONOR
OF FIRST-TIME ATTENDEES**
(Cash bar)

Denmark Commons

Friday, March 23

8:00 a.m. –
6:00 p.m.

REGISTRATION

Ballroom Prefunction

8:30 a.m. –
9:15 a.m.

**NAST ANNUAL MEETING:
PLENARY SESSION**

Ballroom

Call to Order
Quorum
Minutes
Agenda
Welcome from the President
Reports:
 Committee on Ethics
 Commission on Accreditation
 Treasurer
 Executive Director
Action on Handbook Changes
Election
Appreciations
New Business
Adjournment

Friday, Mar 23

9:30 a.m. –
12:15 p.m.

**QUALITY AS AN ARTISTIC, POLICY, AND
PUBLIC RELATIONS ISSUE**

Please read “Achievement and Quality: Higher Education in the Arts” before attending this session. This text can be found in your meeting packet.

9:30 a.m. –
11:00 a.m.

**PART I: MEETING THE CHALLENGE NATIONALLY: Ballroom
A POLICY BRIEFING ON OUTCOMES,
ACHIEVEMENT, AND QUALITY**

Today, higher education is faced with unremitting political attack. Fair or not, sound bites produce illusions that creating and accounting for achievement are simple things, and that neither is being done. However, developing quality in theatre is not simple; among other things, it requires constant, aggressive, rigorous evaluation. This has been true for centuries, and will continue to be true. The nature of theatre demands it. Things were not always the way they are now. Until about twenty years ago, there was a common understanding that experts in specific fields and professions such as theatre were dedicated, competent, responsible, and trustworthy in creating programs and evaluating results. But this all changed when results were renamed outcomes and then conflated with the methodologies of an outcomes movement dedicated to the proposition that expertise in general assessment methodology trumps disciplinary knowledge and capability. This session will address the policy, public relations, and political dimensions of this situation and the effects they can have on institutions and programs in higher education. Specific attention will be given to current legislative, analytical and promotional initiatives, particularly at the federal level, and to possible next steps for institutions, programs, and individual leaders.

Presenters: William Barrett, Association of Independent Colleges
of Art and Design
Karen P. Moynahan, NAST National Office
Samuel Hope, NAST National Office

Moderator: Kathleen Conlin, University of Illinois at Urbana-Champaign

11:15 a.m. –
12:15 p.m.

**PART II: MEETING THE CHALLENGE ON CAMPUS: Ballroom
CREATING A PRODUCTIVE UNDERSTANDING
OF THE ELEMENTS AND ATTRIBUTES
OF QUALITY IN HIGHER THEATRE EDUCATION**

How can theatre executives and faculty members be effective in leading others outside the field to a basic understanding of what quality means in theatre and in theatre programs, and how it is achieved in various settings? What kinds of explanations, arguments, and efforts are needed? How do we help others understand and sort different perspectives from which quality can be considered? For example, there are distinctions and connections among elements and attributes of quality in specific works of theatre, in productions, in institutions, and in public perceptions of quality. Perspectives on quality also vary according to purpose or mission. Improving our explanation capabilities is particularly critical at this time because the word “quality” may be the next attack buzz word in the education policy arena. This hour

Friday, Mar 23

will be primarily devoted to an analytical working session. There will be sets of statements, issues, and questions to serve as springboards for group effort. There will also be a call for comment on the text of the “Achievement and Quality” document provided in the meeting packet. The participation of every attendee is important as the field grapples with this perennially important issue that is playing itself out both nationally and locally in dynamic and evolving contexts.

Panelists: Michael Vanden Heuvel, University of Wisconsin-Madison
Holly Logue, Kean University
Trudy Cobb Dennard, Towson University

Moderator: William Doan, Miami University of Ohio

12:15 p.m. –
1:45 p.m.

LUNCHEON FOR THE ASSOCIATION

Salon

Title: “Food for A Little Thought”

Speaker: Carole Brandt, NAST President

2:00 p.m. –
4:45 p.m.

BUILDING THEATRE AUDIENCES FOR THE FUTURE

2:00 p.m. –
3:15 p.m.

PART I: THE HIGHER EDUCATION PERSPECTIVE

Ballroom

Theatre programs in higher education can do much to promote interest and advance knowledge in theatre with students and colleagues from other disciplines. Each theatre program makes decisions about how it can advance its role as part of the fabric and culture of its campus. This session will explore the role of the Introduction to Theatre course, season planning, and outreach activities, as well as other audience development opportunities. Together, these constitute universal and practical approaches for engaging the academic community with theatre. In working with these approaches, there are a number of futures issues that theatre programs face. For example, how can the audience for theatre be diversified; how can individuals be led from initial or casual interest to lifetime engagement; how does the choice of content and the way it is contextualized and presented, capture the interest and imagination of students from various backgrounds? Following brief introductory remarks by the panel, this session will open up for discussion of best practices and futures issues with all participants.

Presenters: Jonathan Michaelson, Indiana University
Frankie Day, North Carolina Agricultural
and Technical State University
Dan Carter, Pennsylvania State University

Moderator/Presenter: George Brown, Bradley University

Friday, Mar 23

3:30 p.m. –
4:45 p.m.

PART II: THE PROFESSIONAL THEATRE PERSPECTIVE

Ballroom

Naturally, professional theatre companies are deeply concerned with audience building, and are constantly seeking creative approaches to developing interest in seasons and individual shows. Marketing directors from several local theatre companies will share their perspectives on the kinds of research, analysis, and marketing they find effective. They will also discuss the role of audience education in the work of their companies, the thorny issue of repertory choice, outreach efforts, and the challenges and opportunities of seeking understanding and interest from diverse communities. During the discussion period, there will be opportunities to connect the goals for audience-building shared by higher education and the professional theatre.

Trish Kirk, Guthrie Theater
Louise Chalfant, Guthrie Theater

2:00 p.m. –
5:00 p.m.

WORKSHOP FOR VISITING EVALUATORS
(By invitation only)

Minnesota

5:00 p.m. –
6:15 p.m.

COCKTAIL RECEPTION
(Cash bar)

Denmark Commons

5:45 p.m. –
7:15 p.m.

**ROUNDTABLE FOR NON-DEGREE-GRANTING
INSTITUTIONS**

Oslo

Moderator: Joan See, The School for Film and Television
At Three of Us Studios

5:45 p.m. –
7:15 p.m.

U/RTA GENERAL MEMBERSHIP MEETING

New Sweden

Saturday, Mar 24

8:00 a.m. –
8:50 a.m.

OPEN HEARING: COMPREHENSIVE STANDARDS REVIEW **Norway**

This hearing continues the multiyear review of all NAST accreditation standards. The texts to be reviewed in the hearing will be found in the annual meeting packet. These are the same texts that were the subject of membership action in the Plenary Session on Friday. Looking toward potential future reviews, the hearing will include a section-by-section review of the standards text and a request for opinion about specific areas for future work. There will also be a discussion of Appendices I and II from the *2005-2006 Handbook*, covering such areas as specific operational standards for proprietary schools, standards and guidelines for opera and musical theatre programs; the education and training of directors, and guidelines for theatre in general education.

Moderator: Alan MacVey, University of Iowa
Recorder: Mark Marion, NAST National Office

9:00 a.m. –
12:00 noon

WORKSHOP: PREPARING FOR NAST ACCREDITATION **New Sweden**

This workshop is especially designed for those institutions that will receive evaluation visits in the next two years. All interested persons, however, are welcome.

Karen P. Moynahan, NAST National Office

9:00 a.m. –
10:15 a.m.

ROUNDTABLE: LICENSING **Norway**

This roundtable will focus on exchanges of ideas and experiences regarding licensing agreements with the major agencies. For example, some university attorneys and offices of state attorneys general are deeply concerned about the indemnity clause that most licensing agencies include in their contracts, along with the requirement that any legal action occur within the home state of the licensing company, in most cases, New York. The result of these and other concerns and potential disagreements produce the need for protracted negotiations each time a show is produced. Other issues include prohibitions on videotaping of productions, efficiencies in the licensing process, and futures issues in copyright and licensing.

R. Terrell Finney, Jr., University of Cincinnati
Harold Baldrige, Neighborhood Playhouse School of the Theatre

9:00 a.m. –
10:15 a.m.

ROUNDTABLE: THE ONLY SHOW IN TOWN **Salon**

Many colleges and universities are the only producer of theatre in their immediate area. What are the particular challenges and responsibilities of theatre programs that produce under these conditions? Issues range from repertory coverage, artistic responsibility, audience-building, impact on the education and training programs for theatre majors, funding, space, frequency of productions, and so forth.

Patricia A. Raun, Virginia Tech
King David Godwin, Grambling State University

Saturday, Mar 24

10:30 a.m. –
12:00 noon

ROUNDTABLE: CREATIVE ACTIVITY AND TENURE

Norway

For many years, arts programs in higher education have fought for policies and protocols that respect creative activity as the functional equivalent of research for faculty engaged in artistic creation and performance. This roundtable will provide an opportunity to exchange ideas, concerns, and questions about the extent to which this functional equivalent is under pressure, and if so, where and under what conditions. Exchanges of views are also expected on means for documenting and justifying levels of achievement in creative work in terms of the promotion and tenure process.

Francis X. Kuhn, State University of New York, College at Brockport
Robert Graves, University of Illinois at Urbana-Champaign
Augustine Ripa, Lehigh University
Joe Selmon, Howard University

10:30 a.m. –
12:00 noon

ROUNDTABLE: BUILDING TRUST AND CONSENSUS

Salon

Trust and consensus are critically important elements of effective functioning in theatre schools and departments. Fundamental trust and basic consensus provide a foundation for common effort and resolution of differences. This session will provide an opportunity to share questions, ideas, and concerns about consensus-building, trust, and the relationship between the two.

T. A. Taylor, KD Studio
Edmond Williams, University of Alabama

12:15 p.m. –
1:45 p.m.

BOARD OF DIRECTORS LUNCHEON MEETING

Oslo

2:00 p.m. –
4:00 p.m.

WORKSHOP: BASIC TOOLS FOR FUTURES PLANNING

New Sweden

This workshop is designed for anyone interested in holistic futures analysis and strategic planning. It will provide an overview of futures methodologies and will introduce resources available from NAST, including the *Sourcebook for Futures Planning*. Case studies with exercises will be provided for attendees for use following the session.

The workshop is an orientation to concepts, not instruction in one particular method. The goal is to help attendees develop their own methods to address specific situations encountered in their own theatre units. The format is an extended briefing introducing a large amount of resource material, with questions possible at any time.

The workshop is designed to provide concepts and principles applicable to all sizes and types of institutions. No assumptions will be made about a typical planning situation.

Samuel Hope, NAST Executive Director

Saturday, Mar 24

4:00 p.m.

ADJOURNMENT

MARK YOUR CALENDARS!

The NAST 43rd Annual Meeting is scheduled for March 27-29, 2008. The location for the 2008 meeting will be announced soon. Watch the web site for details.