



STUDENT FEES ADVISORY COMMITTEE PRESENTATION

October 31, 2018



As the GATEWAY between the University of Houston and the City of Houston, Blaffer Art Museum is a CATALYST for creative innovation, experimentation, and scholarship.

<http://www.blafferartmuseum.org/>

WHAT WE DO:

Non-collecting museum presenting innovative contemporary art exhibitions that travel throughout the U.S.

Blaffer produces:

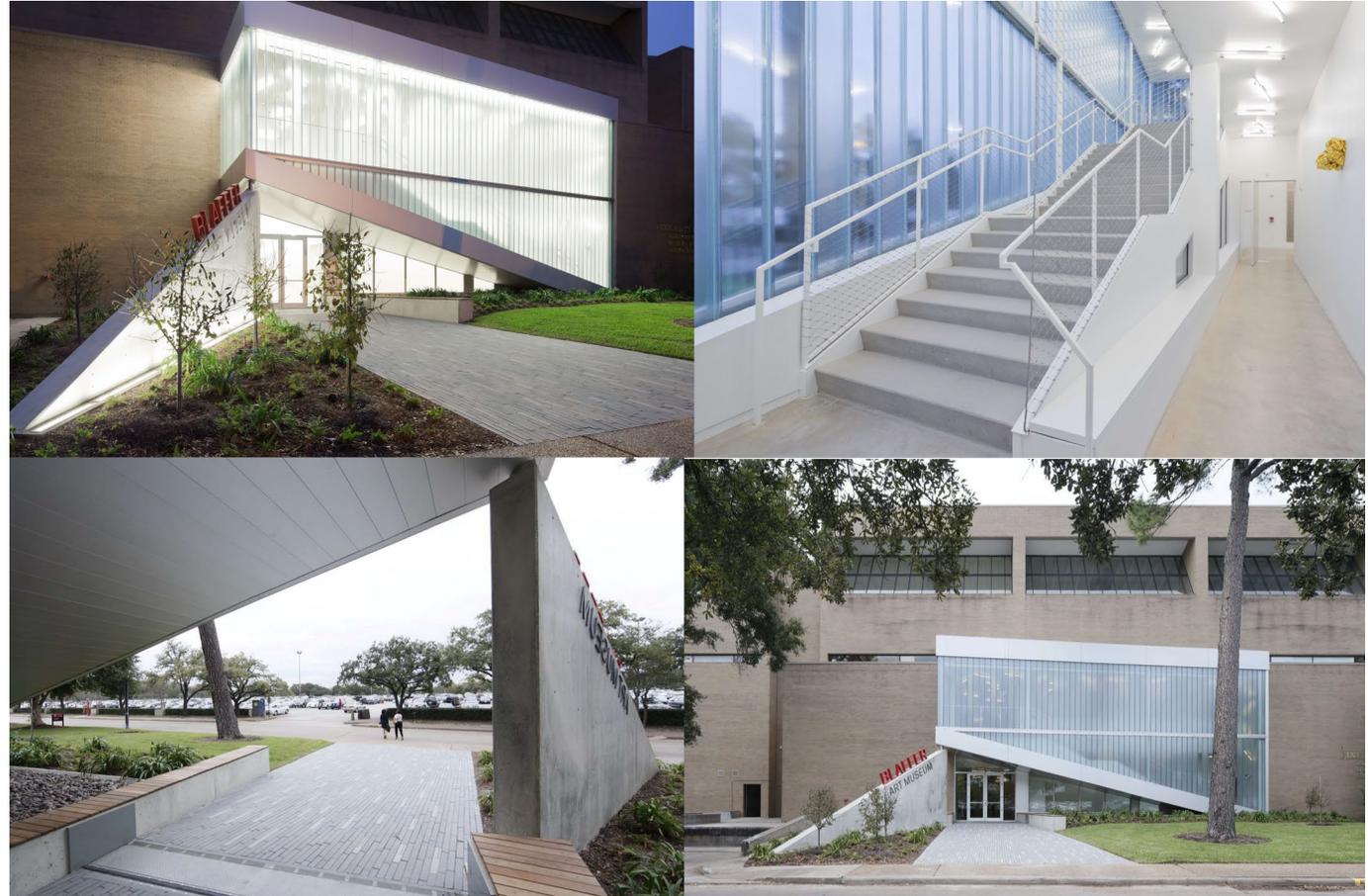
- Six to eight exhibitions per year including two student exhibitions
- Public and educational programs, bringing internationally regarded experts and connecting with the campus community
- Fundraises for exhibitions and programs
- Admission is free and open to the public

MISSION

BLAFFER ART MUSEUM furthers the understanding of contemporary art through exhibitions, publications, and public programs of merit and distinction.

As the GATEWAY between the University of Houston and the City of Houston, Blaffer Art Museum is a CATALYST for creative innovation, experimentation, and scholarship.

Its exhibitions and programs are FREE AND OPEN TO THE PUBLIC, create community through dialogue and participation and inspire an appreciation for the visual arts as a VITAL FORCE in shaping contemporary culture.



RELATIONSHIP TO DSA/UH STRATEGIC INITIATIVES

- As a gateway between the University of Houston and the City of Houston, Blaffer Art Museum is a place of creative innovation, experimentation, and scholarship. Funding from SFAC builds partnerships within UH and outside the University.
- By providing professional exhibition opportunities for students, the Blaffer reinforces the Division of Student Affairs and Enrollment Services' first goal: to "Create new opportunities for student success through learning, engagement and discovery."
- In particular, *The School of Art Annual Student Exhibition* and *School of Art Master of Fine Arts Thesis Exhibition*, the Blaffer Art Museum Student Association (BAMSA), and student programming all reflect elements of UH's strategic principles, especially: Institutional Excellence, Student Access, Diversity, Research, External Partnerships.

Overview of FY 18 ACCOMPLISHMENTS:

- The origination and realization of five major exhibitions and two popular student exhibitions, *School of Art 40th Master of Fine Art Thesis Exhibition*; *Annual Student Exhibition*.
- About 30 public and educational programs as well as museum guided tours. Academically focused semester-long internships.
- Support of the Blaffer Art Museum Student Association (BAMSA) and other student programs.
- Total museum attendance averages about 50% university students.
- Blaffer reflects the high ROI of the state's robust art industry, which generates \$5.5 billion each year.
- Estimated per student cost: About 46 cents per student (\$21,500/46,324 students).

Alfred Leslie: 100 Characters in Search of a Reader

<http://blafferartmuseum.org/alfred-leslie/>



Image: *Miss Wonderly from The Maltese Falcon (1930) by Dashiell Hammett, 2014*, courtesy of the artist.

Richard Rezac: Address

<http://blafferartmuseum.org/richard-rezac-address/>



Image: Chigi, 2016-17, Courtesy the artist

Gabriel Martinez: Everything Turns Away Quite Leisurely

(At Left) October 28, 2017-January 17, 2018



Sergio Prego: Rose-Colored Drift (to the Students)

(At Right) October 28, 2017-January 27, 2018

The Future is Certain: It's the Past Which is Unpredictable
Anton Vidokle, Immortality for All: A Film Trilogy on Russian Cosmism



February 17—March 24, 2018, June 1—August 11, 2018

School of Art 40TH Master of Fine Art Thesis Exhibition

<http://blafferartmuseum.org/school-of-art-40th-master-of-fine-arts-thesis-exhibition-2/>



MFA Exhibition included affiliated public programs



Above: MFA artist Gallery Talk

Right: Performance at the BAMSA Red Block Bash



Annual School of Art Student Exhibition



About 100 STUDENT ARTISTS EXHIBITED THEIR WORK



Public programs free + open to all



EDUCATION PROGRAMS SUPPORTING STUDENTS

- Range of free public and educational programs
- Visiting artists and scholars
- Guided Tours, academic partnerships
- Internships
- Increased participation of student groups



BLAFFER ART MUSEUM STUDENT ASSOCIATION



- MISSION: BAMSA welcomes participation from students in all disciplines to promote the arts on campus. In January 2005, the former Blaffer Student Association was founded with the goal to increase student participation in the museum community.
- Currently, Blaffer Art Museum Student Association (BAMSA) goes beyond the original purpose to generate and establish resume and CV-worthy events, opportunities, and experiences for not only the UH art students but everyone in the arts community.

BAMSA
Blaffer Art Museum Student Association

the
Pollock Project!

The Blaffer Art Museum Student Association
invites you to
make your mark on
this **GIANT**
collaborative piece!

NO art experience necessary to **splatter and drip** paint like **Pollock** on a giant canvas with fellow coogs!



Oct 11
ALL DAY: 11 AM - 5 PM
In Front of the Fine Arts Building



THIS WEEK:

RED BLOCK BASH!

Join us for the epic end-of-semester celebration of the arts!

April 12
4-6 PM
Fine Arts Courtyard
+
Blaffer Art Museum

LIVE PERFORMANCES:
Franco Rosales • Ethan and Friends
The Stubs • Coogslam • Daryl (Sax)
Glass Mountain Poetry Reading
DJ by Uncommon Colors + CoogRadio

ACTIVITIES:
Face-painting • Photobooth • Prize Drawing
Giveaways • Guess the Instrument
Caricature portraits • Personalized typewriter poems
Poetry workshop and Madlibs • ...and more!

BAMSA Blaffer Art Museum Student Association

Follow @uh.bamsa on Instagram for updates.
PM us or email bamsa.uh@gmail.com for more info, including attending or volunteering at the Bash.

BAMSA Red Block Bash

Held each October and April. Celebrates the arts on campus, featuring student performances, art-making activities and refreshments

Evaluation Data + Projections

FY18:

- More than a quarter of the annual attendance resulted from student exhibitions, the highest period of attendance for the museum. Exhibitions brought in almost 2100 guests and more than 750 at the opening receptions.
- BAMSA programs have continued to attract strong attendance, with more than 600.
- Overall attendance was nearly 7,400.

FY19:

Exhibition and program attendance has increased and are on track to meet or exceed the previous 3 year average annual of less than 10,500:

- Overall attendance has increased by 35% in September and October.
- 20 Guided tours provided has already reached the 3 year average
- This year, BAMSA plans to grow its programs and membership by 25%.

Return on Investment: Blaffer contributes to an a \$5.5 billion arts industry statewide

Estimated per student cost: 46 cents per student

RESPONSE TO
CHALLENGES:
Improve
marketing and
collaboration
to document
& improve
turnout

- Conducted visitor surveys for strategic feedback
- Increased marketing efforts with KGMCA marketing team
- Strengthen tour program
- Strengthened university partnerships
- Next step: First Friday Tours, will be marketed to students in residence halls and marketed through Residential Life.

BLAFFER ART MUSEUM NEEDS:

- Funding for programs that increase accessibility of all museum programs.
- Funding to enhance academic work of degree-granting programs and contributes to student success.
- Funding for programs that strengthen the campus art community.

BUDGET

- BASE BUDGET OVERVIEW
- One-Time Request, First Friday Tours

ONE-TIME FY20 AUGMENTATION REQUEST

FIRST FRIDAY TOURS



Pictured: Museum docents tour the exhibition with artist Tuan Andrew Nguyen of The Propeller Group

Looking Ahead

- Student attendance is about 50% of total attendance—we want to increase this percentage.
- Discover new ways of connecting audiences to exhibitions and to provide learning opportunities
- Enhance our already successful student-centered programs, including two student exhibitions and the Blaffer Art Museum Student Association, and establish a new First Friday Tour Program.

Q & A