

END-OF-YEAR REPORT AND PROPOSED LYCEUM COMMITTEE PLANS FOR ACADEMIC YEAR (AY) 2011-2012

Lyceum Committee
Emily Gaskill, Chairperson

April 28, 2011

EXECUTIVE SUMMARY

The Lyceum Committee had another successful year in presenting a variety and large number of events for College students, employees, and the general public. These events covered four (4) basic categories, which are viewed as the purview of the committee: (1) Musical events, (2) Theatrical events, (3) Lecture series, and (4) Artistic cultural events. The committee also extended its efforts to collaborate with other campus organizations, such as the International Student Committee, specific divisions, and student activities. As planned in the fall 2010, the committee focused more on certain activities and improvement in the effectiveness and management of the events for maximum viewership and value add to attendees along with financial support of major events. The results were satisfactory, and efforts will continue in 2011-2012 in a similar fashion. This report and plan was developed through involvement of committee members and other support personnel at the college. The initial major activities that will be pursued during fall and spring semesters of AY 2011-2012 is also presented.

END-OF-YEAR REPORT

Lyceum Event Summary:

- The Lyceum Committee sponsored 27 events during the AY 2010-2011.
- The committee was well within the budget of \$3000 and received supplemental financial help from Student Services, Office of Access and Diversity, the Humanities and Social Sciences Division and International Education.
- Events included musical concerts, lectures, theatrical events, and a return of the Culturefest. Columbia State held a wide range of musical events including a country music singer/songwriter concert and song-writing lecture by award-winning artist Leslie Satcher, the world renowned Fisk Jubilee Singers (\$10.00 tickets; students free admission), several guest student recitals from Austin Peay State University and Belmont University, two classical guitar concerts by Chris Dorsey, and a monthly acoustic musical jam session with Tom Winters.
- Lyceum sponsored the third annual Maury County Choral Festival, featuring 9 area elementary, middle school and high school choirs as well as showcasing a combined Columbia Central High School and Columbia State Community College choir.

- Culturefest was resumed this year, with International Studies sponsoring the event for several area high schools and Columbia State students. Lyceum provided volunteer support on the day of the event.
- Guest lectures included a presentation by one of the Lost Boys of Sudan Paul Manyok, MTSU professor Ron Bombardi on the two cultures of Arts and Sciences and a STEM lecture by NASA Solar Scientist Mitzi Adams. Columbia State professors also contributed lectures/discussions including Dr. Glenn Hudson, Mandy Carter-Lowe, Dr. B.I. Naddy, and Thomas Flagel.
- The Perceptions/International Coffeehouse featured 12 student and employee presentations of poetry, stories and artwork from various countries. The event attracted over 40 audience members in Jones Student Center. This is the first Culture Fest in several years, with International Education sponsoring the event. This multi-cultural festival presented a variety of musical concerts and dances including singers from Zambia, Colombia, Australia and the Mi'kqan Nation of Canada, a West African Drum and Dance Ensemble, a Polynesian Drum and Dance Ensemble and a South Indian Classical Dance.
- Theatrical productions included Will Stutts performing Clarence Darrow (Scopes Trial lawyer) for several area high schools and Columbia State students. Lyceum also sponsored a production of Twelve Angry Men by the cast of the Maury Co. Arts Guild.
- Lyceum events were held in the Cherry Theater, Hickman classroom 123, Ledbetter Auditorium, and Jones Student Center.
- Attendance to events varied from a few (Tuesday Night Jam in JSC) to a significant crowd (Choral Music Festival, Culturefest, and the Fisk Jubilee Singers). Audience members ranged from children to the elderly, although Columbia State students and employees comprised the majority of the audience.
- Lyceum members as well as other Lyceum supporters served as volunteers for the Lyceum events, numbering from one (for lectures, Tuesday Night Jam) to around 30 volunteers (for the Fisk Jubilee Singers).

*Refer to the attached spread sheet, giving specific information about each event.

Committee Membership Changes:

- Emily Gaskill has completed her term as Chair, so the committee has selected Ana Baso-McMillan for the new Chair (with transition support provided by Ms. Gaskill and Glenn Hudson.)
- Emily Gaskill will continue to serve the committee and be the Franklin Campus representative to enhance and increase activities on that campus.

- The new committee members will be selected in the summer through the normal procedures for all standing committees. New members will be needed for a few members whose terms have expired.

PLANS FOR AY 2011-2012

A. Identification, evaluation, and selection of a major event in each of the four categories

For AY 2011-2012, the committee has identified four (4) key areas of focus for making the events a success. The five (5) planned major events will be:

- Musical events: Possible events include productions from members of the Nashville Opera, a military band/choral group, songwriter series (i.e. "Bluebird in the Round" with several local musical artists or a single "rising star" performer/songwriter, such as Marcia Ramirez or Patrick Jason Matthews. An additional event that is proposed is a production of a Japanese Dance Troupe, who will be touring the Middle Tennessee area this fall. The fourth annual Maury County Choral Festival event with local schools is planned for the upcoming year as well.
- Theatrical event: Will Stutts and company performance of award winning play "Tuesdays with Morrie" - Lyceum to collaborate with Student Services and the Nursing Department to sponsor this touching play about terminal illness. Also, there is a possibility of a Nashville Ballet production if the budget allows.
- Lecture series: The Perceptions/International Coffee House presentation for Columbia State students and employees will be conducted in the spring semester. The "Science, Engineering, Technology, and Math Lectures" (STEM lectures) will continue with two lectures offered in each semester. In addition, the Humanities and Fine Arts Division has initiated a similar lecture series and that will continue.
- Cultural event: A cultural festival will continue at the college with a possible fall production. Plans are underway to secure performance groups and to fashion letters of invitation to area high school and middle school students. This cultural festival will promote an international and diverse flavor at Columbia State. Other events with an international emphasis will be considered, with collaboration between the Lyceum Committee and International Education. This

expansion is consistent with the plan that was discussed in AY 2011-2012.

- There may be smaller events offered or planned for the year to round out a complete set of events. These will typically be small-scale, low or zero expense, resource minimal events that can be sponsored by the committee. This approach does not prevent or eliminate other departments, divisions, or organizations from hosting or sponsoring events; rather, those groups will just be the ones responsible for the event.

B. Sponsorship of the events

For AY 2011-2012, all events will be sponsored through the Lyceum Committee budget and possibly from the acquisition of small grant money or other internal departmental budgets. In some cases, the money required will be minimal or none due to volunteerism and tickets may be sold for special events.

Additional effort will be expended in AY 2011-2012 to foster and improve partnerships with community organizations (e.g., the Williamson County Library) in identifying and bringing events to the college environment as well as the communities in which Columbia State serves.

C. Attendance at events

Attendance at many events was good but still is somewhat unpredictable and in many cases variable for quality entertainment or educational value, i.e., attendance ranged from small numbers to full houses. Efforts are underway to establish more consistent expectations on attendance by targeting the audiences and partnering with organizations on events. The actions will include close coordination with and approval from Marketing/Public Relations and Fund Raising personnel. The strategy and plan for the AY 2011-2012 events will be communicated again to those personnel at the beginning of the fall semester for critique and awareness.

D. Public relations and marketing

Some improvement was noted in this area, but additional work and new strategies need to be determined and evaluated for maximum effect. Further discussions will be held with Paul Hickey and the appropriate fund raising personnel to generate the best possible marketing of each event. Lead time did improve some on the information supply to Marketing and Public Relations for advertisement and promotion, but additional effort is

needed in this area too. Benchmark data from other similar colleges will be obtained where possible to compare against our efforts.

Basic Action Plan for Readiness of AY 2011-2012 Events

1. The committee Chairperson will evaluate membership of the committee to determine who is completing his/her term of service and inclusion of other members pertinent to effective operations. A revised list of membership for the upcoming year will be provided for approval.
2. Committee members will meet with Provost Margaret Smith to review the end-of-year status and this plan of operation to obtain initial approval for 2011-2012.
3. The committee will approve the five (5) major events described previously and initiate contract arrangements, preliminary dates, locations, and special arrangements/needs for the programs.
4. A status review will be provided to Paul Hickey and others, prior to the beginning of the fall semester, so that calendars can be planned and actions for marketing and attendance can be generated during the year. In addition, progress on specific steps taken to generate a structured efficient approach in the areas of attendance, sponsorship, and marketing will be provided.
5. The official calendar of major events will be published in the appropriate college documents and systems and communicated to students, employees, and community contacts toward the beginning of the semester (as Lyceum events are scheduled and performers/lecturers are secured)
6. Efforts to assign facility representatives from all campus sites will continue in order to include the entire student body of Columbia State, increase the number of events at the satellite campuses and to involve area communities associated with each campus.