

# 4. ARTS AND CULTURE

## 4. Enriching Society through Arts and Cultural Contributions

Universities play a major role as both the conservators and innovators of culture. The University of Texas System institutions enrich the cultural life of communities across Texas through their teaching, museums, performances, and exhibitions. UT System institutions produce art, literature, music, film, theatre, and architecture; train future artistic professionals; promote the fine arts to the public; and prepare future audiences for the arts.



The arts enrich the experience of our students through curricular, co-curricular, and extra-curricular activities; help to develop in school children the aspiration for higher education; and contribute to the healing environments for UT System health institution patients. Through design and film, campus involvement in the arts also makes an impact on the economic development of communities.

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### Goal

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Each University of Texas System institution should strive to enrich its campus and its community through its sponsorship of the various arts. There are many different ways in which this goal can be accomplished: through the curriculum, using visual art and architecture to beautify the campus, and through various events open to the public. Campuses will vary in the type of art they promote, for example: the development of digital art fits well with UT Dallas's mission, the Children's Art Project of UT M. D. Anderson Cancer Center, or a special emphasis on the art and traditional music genres of the Texas border and Mexican and Mexican-American populations that the Hispanic Serving Institutions may wish to emphasize.



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## Strategies

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### **Providing opportunities for student participation in the arts on each campus.**

It is appropriate to limit the students who major in fine arts to those who can pass an audition or produce a portfolio of satisfactory work, but other students should have the opportunity as nonmajors to develop an appreciation for the arts and to attend performances and exhibitions. Developing among students an audience for the arts helps to ensure that the arts are publicly supported in the future.

*"There is a dichotomy of purpose in the mission of higher education: it is about workforce development, but it is also about the enrichment of society."*

### **Including artistic creativity among the criteria for merit increases, promotions, and tenure, where it is relevant to a faculty member's assignment.**

Faculty artists and musicians should be encouraged to exhibit and perform in national, regional, and statewide venues, as well as locally. The importance of these venues is a suitable indicator of quality for faculty reviews.

### **Infusing the arts into each campus's public ceremonies to the extent possible.**

Convocations, commencements, and similar events are an excellent opportunity to showcase the work of campus artists and musicians. It is also reasonable to expect each campus to provide at least one venue for the general public, whether that be a museum, art gallery, or concert or drama series. Arts events intended for school children, including performances and exhibits, should receive a high priority.

### **Considering adequate venues for the arts along with other capital investments.**

Providing the funds for a first-rate art venue can be difficult. Private funds may be available, as in the recent case of the Blanton Art Museum on the UT Austin campus, but the regents should also consider whether Permanent University Fund funding could be used to "prime the pump" for

developing needed venues. Venues that help provide student instruction should receive top priority.

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## Metrics

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- Numbers and examples of public performances and exhibits
- Examples of opportunities for students to engage in nonprofessional artistic experiences
- Numbers of people attending performances or visiting exhibitions or museums
- Examples of major awards and recognition that faculty and student artists receive
- Increase in private philanthropy for arts efforts
- Increase in and results of special PUF-supported artistic initiatives in individual institution strategic plans
- Inclusion of artistic impact in next UT System economic impact study



