

# RUTGERS ART NETWORK

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## Abstract:

While Rutgers University is brimming with visual arts venues and initiatives, there is a structural deficit in the connectivity of these endeavors. As a result, we may be missing opportunities to meaningfully engage communities in the creation and experiencing of art and robust visual content. This proposal also seeks to tap areas for growth including organizations such as the Chrysler Herbarium, that may not currently be hosting art programs but have the potential for cross disciplinary reach. Given that staff and resources are limited, there is much to be gained by these creative stakeholders connecting to create possible collaborations, future programs, presentations, and outreach. I propose to build a strategic network of Rutgers stakeholders working in visual art throughout the New Brunswick Campus with the goals of:

**SOCIAL RELATIONSHIPS:** To foster peer support system & potential for collaboration

**OPEN COMMUNICATION:** Sharing opportunities, resources around best practices & information about happenings

**CENTRALIZING CONTENT:** One common online interface for audience building

## Primary Stakeholders:

- Faculty and Staff from across Rutgers NB with involvement in visual art, or interest to engage it
- Rutgers Museums
- Cultural Centers
- Academic Departments
- External Audiences/Communities

## Key Steps/Activities:

- Inventory of collaborators/ prospective members
- Design survey to assess participant needs, interests, and expertise
- Assemble Advisory Committee
- Organize social mixers for members and their networks to meet in person at venues around the New Brunswick campus.

## Effectiveness Measures:

- Compile **inventory of who has collaborated** or built relationships as part of an end-of-year survey
- **Engagement of Listserv:** Analyzing open and click through rates, volume of conversation threads and member activity via email provider
- **Attendance tracking:** sign-in at partner events to look for growth in audiences
- **Google analytics** to monitor traffic to the centralized web portal
- **Qualitative verbatims and feedback** may also be captured about participant experiences at mixer events.

## Communication/Engagement:

- Personalized email and phone calls to prospective start-up members
- Survey distribution and analysis
- Two-way conversation, enabled by collaborative online email platform and small talk at events
- Microsite centralizing content about each affiliate organization to reach external audiences.

## Proposed Timeline:

- **SUMMER 23:** Personalized outreach to contact list and survey distribution
- **FALL 23:** Kick-off listserv correspondence; Apply for grant funding; Launch Party at Mason Gross Galleries in October
- **SPRING 24:** Mixer in late March; End of year survey

## Current Status/Future Directions:

- Start up list of contacts has been created; Asks to Advisory Committee pending
- Technology research is complete; Sharepoint and Teams to be activated as in-house resource.
- Future Directions: The birth of a new academic program or event series resulting from the network would be another way of tangibly pointing to the success of this incubator.