Informed by your assessment activities, what changes have you made in your unit in the last three to five years? Describe the changes, the general results that prompted the changes, and the impact on your unit's clients/customers that you might attribute to these changes.

Each year Creative Campus establishes new projects or events. In order to maintain resources and to encourage and foster new student ideas, it has become necessary to pass on or let go of some projects. The Druid City Arts Festival is an example of this. After a couple of highly successful years bringing together hundreds of people in the Tuscaloosa community, it became apparent through end-of-year evaluations of intern experiences and discussions that the continuation of a project of this size took too much time away from students generating new creative and innovative ideas. Beginning in 2012 a collaboration with the Tuscaloosa Tourism and Sports Commission was formed with the intention of passing on this festival so it could continue to serve the community while allowing a reenergized focus on the organizations mission to nurture creative thinkers who turn ideas into action. The final steps of this transition and pass off were completed in Spring of 2014. In this time other projects have been successfully handed off to other organizations or projects have become stand alone student groups.

As a result of end-of-year evaluations, we have found the need to adjust the number of accepted accepted interns for the following year to best serve the mission. The accepted number has varied from 35-50 students depending on the year. There has also been a shift in the number of multiple year interns accepted to maximize the quality and depth of the experience of the selected interns.

There was an increased need for streamlining project management and organization. Significant efforts have been made beginning in Spring 2013 to establish clearer methods of tracking project/event information and analysis and to enhance systems already in place.

While engagement with UA faculty has always been a priority, efforts to more deeply and intentionally engage them with our students became an increased focus in 2012. In 2013, a Creativity in Collaboration Grant was developed as a way of supporting the creation of a new, cutting edge creative work in collaboration with UA faculty members. Funding was to be considered for creative projects resulting in a new, original work that connects the arts, creativity and community.

As a result of these changes, we have deepened our engagement with both students and faculty. Adjustments are focused on allowing an improved empowerment of interns to explore new ideas, find new ways to reach and collaborate with faculty, and broaden reach into the community.

The Creative Campus Initiative is a collaborative system connecting students, faculty, and community to nurture innovative thinkers who turn ideas into action through the arts.

Creative Campus experienced a rather remarkable 2011-12, with a series of major event successes, the development of a very talented, hard-working intern group, and two noteworthy forms of national attention. There were a number of stellar interns who made 2011-12 a remarkable year. Our interns received an unprecedented level of campus-wide recognition, winning three of the University’s Premier Awards! Major events such as Quidditch on the Quad (with 87 participating teams, over 2,000 in attendance, and a new promotional video that received thousands of hits) and the Druid City Arts Festival (DCAF – for the second year, held in the downtown Government Plaza, attended by over 6,000 people) increased the campus and the community's awareness and appreciation of Creative Campus. Recruitment for new interns – perhaps the best indication of how Creative Campus is perceived by UA students – was immensely successful, with approximately 100 applicants for intern positions.

The two major forms of national recognition came from three-time Pulitzer Prize winning author Thomas Friedman and from ESPN. Friedman included a brief chapter on Creative Campus in his latest book, That Used to Be Us (see Appendix A), touting our organization and its processes as an outstanding example of innovative, effective educational practices. ESPN produced a brief documentary (note: the film clip is slow to load: http://ftp.winnercomm.com/clients/SEC/AS2/SEC_UA.mov ) about Creative Campus; the piece was shown nationally on ESPN-U.

As always, Creative Campus is a work-in-progress. From our 2011-12 experiences, we learned that an over-reliance on major events – i.e., Quidditch and DCAF – as defining Creative Campus is not a smart approach. Interns, particularly new interns, took too long to grasp the opportunities and methodologies of Creative Campus as they waited for these big events to happen. And since Creative Campus is not in the business of repetition, we have been working energetically to pass on Quidditch and DCAF to others so that the interns will be freed to put new (big) ideas into action. While we learned a great deal from developing and organizing such big events, Quidditch and DCAF also tended to dominate the resources of staff. Interns worked diligently to identify and cultivate partnerships that could carry-on the good-work established with these major projects and we are happy to know that the Honors College Assembly will take-over leadership of Quidditch. We are also closing up this academic year hopeful that a partner to lead DCAF has emerged through the Tuscaloosa Sports & Tourism Commission.
SLO 1: Empowerment of interns
Interns will be empowered to explore new ideas that result in powerful experiences.

Connected Document
Creative Campus Timetable

Related Measures

M 1: Pre & Post Surveys to measure power of experiences
Pre & Post Surveys will be administered during project implementation to measure power of experiences for participants and interns alike.
Source of Evidence: Evaluations

Connected Document
Creative Campus Timetable

Target:
No Target established.

M 2: Quantitative analysis of number of new projects attempted
Quantitative analysis of number of new projects attempted.
Source of Evidence: Activity volume

Connected Document
Creative Campus Timetable

Target:
No Target established.

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtcm 2: Regional and National Involvement
Creative Campus' involvement in regional and national conversations regarding creativity, creative campus initiatives, innovation, new modes of learning, the arts & economic development, empowering undergraduates, and engaged research/scholarship.

Connected Document
Creative Campus Timetable

Related Measures

M 11: Participation in regional and national conversation about the arts
Participation in regional and national conversation about the arts (i.e. participation and conversation with Alliance for the Arts in Research Universities- a2ru)
Source of Evidence: Discussions / Coffee Talk

OthOtcm 3: Assist in Exploration of Grad School and Career Options
Assist in exploration of post-Creative Campus and post-UA grad school and career options for Interns.

Connected Document
Creative Campus Timetable

Related Measures

M 5: Number of assisted applications and placements
Quantitative representation of number of assisted applications and placements
Source of Evidence: Activity volume

Connected Document
Creative Campus Timetable

Target:
No Target Established.

M 6: Document exit interviews regarding quality of life changing experience
Qualitative results (video exit interviews or in writing from interns) regarding quality of life changing experience within Creative Campus.
Source of Evidence: Exit interviews with grads/program completers

Connected Document
Creative Campus Timetable

Target:
No Target Established.

OthOtcm 4: Develop partnerships with departments, faculty, and support projects that enhance these relationships
Develop partnerships with departments, faculty, and support projects that enhance these relationships.

Connected Document
Creative Campus Timetable

Related Measures

M 12: Implement an Arts and Creativity grant
Implement an Arts and Creativity grant.
Source of Evidence: Evaluations

OthOtcm 5: Guidance toward the successful management and direction of larger projects
Guide collaborative partners toward the successful management and direction of larger projects thus allowing interns to develop new ideas.

Connected Document
Creative Campus Timetable

Related Measures

M 10: Decrease role in management of Druid City Arts Festival
Creative Campus’ role in management of Druid City Arts Festival will decrease after DCAF ’12.
Source of Evidence: Activity volume

Connected Document
Creative Campus Timetable

OthOtcm 6: Increased passion, curiosity, and knowledge of innovative arts
CC Interns will have increased passion, curiosity, and greater knowledge and enjoyment of innovative arts.

Connected Document
Creative Campus Timetable

Related Measures

M 1: Pre & Post Surveys to measure power of experiences
Pre & Post Surveys will be administered during project implementation to measure power of experiences for participants and interns alike.
Source of Evidence: Evaluations

Connected Document
Creative Campus Timetable

Target:
No Target Established.

M 6: Document exit interviews regarding quality of life changing experience
Qualitative results (video exit interviews or in writing from interns) regarding quality of life changing experience within Creative Campus.
Source of Evidence: Exit interviews with grads/program completers

Connected Document
Creative Campus Timetable

Target:
No Target Established.

OthOtcm 7: Develop and refine intern skills in project management, team work, leadership and organization.
Develop and refine intern skills in project management, team work, leadership and organization.

Related Measures

M 13: Establish an intern development team
Establish an intern development team who will learn to write grants and research possible funding sources for the organization and projects.
Source of Evidence: Activity volume

M 14: Qualitative analysis of projects completed
Qualitative analysis and evaluation of projects completed.
Source of Evidence: Evaluations

Details of Action Plans for This Cycle (by Established cycle, then alpha)

Assessments of faculty grant partnership
Qualitative and quantitative assessments will occur for two faculty grant partnerships to be established for 2013-14.
Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High
Responsible Person/Group: Interns/staff/faculty partners

Continue to look for grant funding
We will continue to look for calls for seed grants that would establish substantial community partnerships.
Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High
Implementation Description: Interns and staff are planning to organize a Development team among the interns for 2013-14 who can learn about grant writing and research what options there might be for grant funding.
Responsible Person/Group: Interns/staff

Create Creative Campus History video
Creative Campus intends to develop an organizational history video in the 2013-14 year and may attempt to coordinate a video element to exit interviews in 2014 for archival purposes but this depends on the demands and availability of our student video team. We plan to continue to invite graduated interns back to Maxwell Hall to share
their experiences, where they are now, and what they learned from their internships on a regular basis. Video conferences is also an option for these communications.

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High  
**Responsible Person/Group:** interns/staff

### Finalize passoff of DCAF to Tuscaloosa Sports & Tourism Commission

Finalize passoff of DCAF to Tuscaloosa Sports & Tourism Commission. By the end of this year, DCAF should be completely owned by the Tuscaloosa Sports & Tourism Commission. Interns may offer volunteer hours and consult on event planning if needed.

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High  
**Responsible Person/Group:** Interns

### Follow up with graduated interns

Follow up with graduated interns. Creative Campus intends to develop an organizational history video in the 2013-14 year and may attempt to coordinate a video element to exit interviews in 2014 for archival purposes but this depends on the demands and availability of our student video team. We plan to continue to invite graduated interns back to Maxwell Hall to share their experiences, where they are now, and what they learned from their internships on a regular basis. Video conferences is also an option for these communications.

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High  
**Responsible Person/Group:** interns/staff
Mission / Purpose

The Creative Campus Initiative is a collaborative system connecting students, faculty, and community to nurture innovative thinkers who turn ideas into action through the arts.

Creative Campus experienced a fantastic 2012-13, with many successful projects and events, as well as the professional development of a very talented, hard-working intern group, all while going through a staffing transition. There were a number of stellar interns who made 2012-13 an impressive year. Our interns received a high level of campus-wide recognition, including students selected as Outstanding Freshman and Outstanding Sophomore. Significant campus and community partnerships were established for major events such as Druid City Arts Festival (DCAF), Black Warrior Film Fest and a residency with performance artist Marc Bamuthi Joseph (with approximately 300 participants during his visit). Project partnerships were also established with the Engineering department and the Career Center.

Creative Campus' National recognition in Thomas Friedman's book, That Used to be Us, brought the organization to the attention of Alan Kolok from the University of Nebraska Omaha. Kolok is a professor of Biology and director of the Aquatic Toxicology Lab at the University of Nebraska Omaha and visited UA in October of 2012 to meet with Creative Campus interns and staff. Kolok's interest in our structure and process led him to create his own internship program similar to Creative Campus called the Nebraska Watershed Network. Interns from Creative Campus visited Dr. Kolok and his interns at the University of Nebraska Omaha in February of 2013 to discuss further implementation of Creative Campus' innovative structure.

As always, Creative Campus is working to improve our process. From our 2011-12 experiences, we learned that an over-reliance on large scale major events such as DCAF and Quidditch on the Quad can take away from the opportunity for interns to generate new ideas because of the heavy workload to make these happen. And, since Creative Campus is not in the business of repetition, we successfully passed Quidditch to Honors College and DCAF was organized in partnership with the Tuscaloosa Sports & Tourism Commission with the plan for the city to completely take over the event in 2014. This allowed interns to put new (big) ideas into action. While we learned a great deal from developing and organizing such big events, Quidditch and DCAF also tended to dominate the resources of staff. Interns worked diligently to cultivate partnerships that could carry-on the good-work established with these major projects and we are happy to see these projects continue beyond Creative Campus. Creative Co-Op was among new ideas generated by interns and was formed in order to fulfill a need in the University of Alabama community for the exchange of artwork between students through public gallery shows, sales and other events. They had a successful year with Creative Campus hosting or participating in seven events throughout the year from art shows, sales, and an art stroll as well as hosting guest speakers. By the end of the year, the group was established as an independent student group that will carry-on outside of Creative Campus.

Student Learning Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

SLO 1: Empowerment of interns
Interns will be empowered to explore new ideas that result in powerful experiences.

Connected Document Creative Campus Timetable

Related Measures

M 1: Pre & Post Surveys to measure power of experiences
Pre & Post Surveys will be administered during project implementation to measure power of experiences for participants and interns alike.

Source of Evidence: Evaluations

Connected Document Creative Campus Timetable

Target:
No Target established.

Finding (2012-2013) - Target: Met
Pre-Internship surveys were completed by interns in August of 2012 and Post-Internship surveys were given in May 2013. In addition, a mid-year self-evaluation survey was completed by all interns in December 2012. Interns met regularly with Creative Campus staff to discuss their experience and for mentoring. They also met with staff to discuss their mid-year self-evaluations and again at the end of the year as a part of an exit interview.

Interns were asked to rate the following:

Rate your willingness to take risks.
Rate your capacity to work in groups.
Rate your self-confidence.

Were you able to apply your skill-set (artistic/non-artistic) to projects that focus on other disciplines?
Rate your ability to tolerate or be comfortable with ambiguity.
Rate your ability to push thinking and generate fresh ideas and approaches.
Rate your persuasive speaking and presentation skills.
Rate your ability to manage and organize.
Rate your willingness to fail, learn from it, and move on.
Rate your willingness to attend/ consider/ enjoy innovative or experimental arts.
Rate your ability to make a decision.
Rate your ability to network (connect to the people who help accomplish goals).
Rate your willingness to listen patiently to a different point of view.
Rate your knowledge and appreciation of the arts.
Has your sense of career, future goals, fields, activities changed over the year? How so? What role has CC played in that change, if any?
Describe the most important learning that has taken place through your involvement with CC.
Suggestions for the future of Creative Campus.
Any other notes they want to add.

Consistently, interns rate themselves higher at the end of the year in all of the skills being measured in their surveys. Highlights of what the students consider to be the most important skills they learned over the course of the year include:

To be organized, network, how to brand, and how to represent an organization.
To accept that not everything will go the way you expect.
To be more comfortable with ambiguity.
Learned how to set limits for themselves.
Accepting that ideas and goals can change throughout the collaborative process.
A successful and creative event will flourish under the influence of several minds.
The importance of learning from your failures.
How to delegate.
Confidence.
The acceptance and recognition of limits and weaknesses and how to embrace these and move forward.
To take initiative.
The importance of communication.

The most consistent result was that they learned how to work collaboratively with a group, let others learn from the process and trust others to do their best with a better understanding of group dynamics. Event planning, organizational, and time management skills were also consistently reported.

This Objective was certainly met as clearly established from the survey results.

M 2: Quantitative analysis of number of new projects attempted
Quantitative analysis of number of new projects attempted.
Source of Evidence: Activity volume

Connected Document
Creative Campus Timetable

Target: No Target established.

Finding (2012-2013) - Target: Met
Of the 24 projects that were proposed and gained initial momentum, 22 of them were completed. One of the two that were dropped was led by an intern that developed unforeseen health problems. The other project didn’t go forward because the interns and staff determined there was not a significant enough need for it to go forward and would likely have a low outcome of engagement with the community and campus.

With the 24 that did move forward, there were cumulatively more than 2,000 non-creative campus participants. It is difficult to access attendance at many events that are not ticketed. Attendance at these events is either not included in this number or are estimated as closely as possible. While we do not measure event or project success by the number of people in attendance, attendance was near target for most events. Quality of experience is a high priority with these projects.
Creative Campus’ involvement in regional and national conversations regarding creativity, creative campus initiatives, innovation, new modes of learning, the arts & economic development, empowering undergraduates, and engaged research/scholarship.

Connected Document
Creative Campus Timetable

Related Measures

**M 3: Recognition by CCBP through Seed Grants or Awards program**
Recognition by CCBP through Seed Grants or Awards program.

Source of Evidence: Honors and awards outside the institution

Connected Document
Creative Campus Timetable

Target: No Target Established.

Finding (2012-2013) - Target: Partially Met

In prior years Creative Campus has received funding through CCBP and hoped to receive it again this year. Funding was applied for with CCBP in support of Alabama Art Seen, a television series that was developed by Creative Campus with Telecommunication and Film Faculty member Nick Corrao, but funding was not received.

While funding specifically from CCBP was not received, Creative Campus did apply for and receive support from the Through the Doors - 50th Anniversary Grant in support of bringing spoken word artist Marc Bamuthi Joseph to the university for a two-day residency where he worked with students, faculty, and the community through writing workshops, discussion on pedagogy, a community round table discussion and a keynote address. The funding received was significant in making this residency happen. Funding was also received from multiple other campus and community partners for this residency as well as several other Creative Campus projects.

We will continue to look for calls for seed grants that would establish substantial community partnerships.

Related Action Plans (by Established cycle, then alpha):

- **Continue to look for grant funding**
  
  Established in Cycle: 2012-2013
  
  We will continue to look for calls for seed grants that would establish substantial community partnerships.

  For full information, see the Details of Action Plans section of this report.

**M 4: Inclusion in major publication**
Inclusion in major publication.

Source of Evidence: Administrative measure - other

Connected Document
Creative Campus Timetable

Target: No Target Established.

Finding (2012-2013) - Target: Met

Creative Campus received National recognition in Thomas Friedman’s book (published in August of 2012), That Used to be Us, brought the organization to the attention of Alan Kolok from the University of Nebraska Omaha. Kolok is a professor of Biology and director of the Aquatic Toxicology Lab at the University of Nebraska Omaha and visited UA in October of 2012 to meet with Creative Campus interns and staff. Kolok’s interest in our structure and process led him to create his own internship program similar to Creative Campus called the Nebraska Watershed Network. Interns from Creative Campus visited Dr. Kolok and his interns at the University of Nebraska Omaha in February of 2013 to discuss further implementation of Creative Campus’ innovative structure.

We have not appeared in a specific national publication since August of 2012 but have expanded our presence through participation in national conversations with Alliance for the Arts in Research Universities (a2ru).

“The Alliance for the Arts in Research Universities (a2ru) generates knowledge, advocacy, and resources that enable universities to integrate arts and design practices, fostering highly adaptive creators and thinkers.”

We will be looking into the possibility of taking interns to an a2ru conference in January of 2014 and anticipate being able to present at the a2ru conference in November of 2014.

**OthOtcm 3: Assist in Exploration of Grad School and Career Options**
Assist in exploration of post-Creative Campus and post-UA grad school and career options for Interns.

Connected Document
Creative Campus Timetable

Related Measures

**M 5: Number of assisted applications and placements**
Quantitative representation of number of assisted applications and placements

Source of Evidence: Activity volume

Connected Document
Creative Campus Timetable

Target: No Target Established.
**Finding (2012-2013) - Target: Met**
Creative Campus staff assisted approximately 25 students with applications, recommendations and placements. These ranged from letters of recommendation for Fulbright fellowships to shorter term summer internships and a range of graduate programs including MBA programs.

Creative campus collaborated with the Career Center on a Creative Careers event that was open to all students.

**M 6: Video exit interviews regarding quality of life changing experience**
Qualitative results (video exit interviews) regarding quality of life changing experience within Creative Campus.

*Source of Evidence:* Exit interviews with grads/program completers

**Connected Document**
Creative Campus Timetable

**Target:**
No Target Established.

**Finding (2012-2013) - Target: Partially Met**
Using video was discussed as a possible element to intern exit interviews but it was not possible to coordinate given busy schedules of the student video team and the extensive editing it would have required to produce a polished product.

Videos were created independently by graduating interns for the purpose of documenting this information as well as feedback that they thought would be beneficial to future interns.

While the exit interviews were not recorded for future use, post-internship surveys, discussions that took place during the interviews, and future video conferencing with graduated interns allow incoming interns to learn from the experiences from previous intern bodies.

Creative Campus intends to develop an organizational history video in the 2013-14 year and may attempt to coordinate a video element to exit interviews in 2014.

**Related Action Plans (by Established cycle, then alpha):**

- **Follow up with graduated interns**
  *Established in Cycle: 2012-2013*

  Creative Campus intends to develop an organizational history video in the 2013-14 year and may attempt to coordinate a video element to exit interviews in 2014.

  *For full information, see the Details of Action Plans section of this report.*

**OthOtcm 4: Development of 3-4 faculty affiliate partnerships**
Develop 3-4 faculty affiliate partnerships

*Connected Document*  
Creative Campus Timetable

**Related Measures**

**M 7: Number of faculty affiliate partnerships developed**
Quantitative: Were 3-4 faculty affiliate partnerships developed?

*Source of Evidence:* Activity volume

**Connected Document**  
Creative Campus Timetable

**Target:**
No Target Established.

**Finding (2012-2013) - Target: Met**
The focus in 2011-12 was on adding co-assistant directors, both full time faculty, onto the Creative Campus staff. This was successfully done with the addition of Dr. Andrew Raffo Dewar and Dr. Rachel Raimist. Dr. Dewar is an Assistant Professor of Interdisciplinary Arts in New College and the School of Music and Dr. Rachel Raimist is an Assistant Professor in Telecommunication and Film.

Interns collaborated with Dr. Faythe Freese in the School of Music. Dr Freese was performed a commissioned piece based on her Nall artwork collection. At the concert, Dr. Freese and Creative campus showed how art not only influences music but also how music influences art by inviting audience members to draw what they heard during the piece. The artwork of the audience was then put together to create a new work of art.

Creative Campus administrative staff along with the input of the interns, developed an Arts in Creativity grant that will be implemented for the 2013-14 academic year. Creative Campus is embarking on a commitment to provide a one-time grant in a maximum amount of $5000 as seed funds toward the creation of a new, cutting edge creative work in collaboration with UA faculty members. Funding will be considered for creative projects resulting in a new, original work that connects the arts, creativity and community. The projects must be realizable within a single school year, and must include opportunities for active collaboration with Creative Campus interns in the development and realization of the work.

**M 8: Video interview regarding quality of experience had by faculty**
Qualitative: Video interview regarding quality of experience had by faculty in affiliating with CC.

*Source of Evidence:* Evaluations

**Connected Document**
This year we intended to use video as a medium for documenting all of our projects and events as well as using video as a tool for documenting successes with faculty and students. What we learned was that while a significant amount of time and planning goes into organizing this, an even more significant amount of time goes into the editing of these videos. Our student interns have a limited amount of time available. The priority and focus needs to be on completing the editing of event footage.

While this seemed like a good idea before, it has become clear that this is an unrealistic expectation to put on our video students.

Qualitative and quantitative assessments will occur for two faculty grant partnerships to be established for 2013-14.

Related Action Plans (by Established cycle, then alpha):
- Assessments of faculty grant partnership
  Established in Cycle: 2012-2013
  Qualitative and quantitative assessments will occur for two faculty grant partnerships to be established for 2013-14.

For full information, see the Details of Action Plans section of this report.

OthOtcm 5: Guidance toward the successful management and direction of larger projects
Guide collaborative partners toward the successful management and direction of larger projects thus allowing interns to develop new ideas.

Connected Document
Creative Campus Timetable

Related Measures

M 9: Decrease role in management of Quidditch on the Quad
Creative Campus’ role in management of Quidditch on the Quad will decrease after QotQ ’11.

Source of Evidence: Activity volume

Connected Document
Creative Campus Timetable

Target:
No Target Established.

Finding (2012-2013) - Target: Met
From our 2011-12 experiences, we learned that an over-reliance on large scale major events such as Quidditch on the Quad can take away from the opportunity for interns to generate new ideas because of the heavy workload to make these happen. And, since Creative Campus is not in the business of repetition, we successfully passed Quidditch to Honors College. Interns worked diligently to cultivate partnerships that could carry-on the good-work established with these major projects and we are happy to see these projects continue beyond Creative Campus.

M 10: Decrease role in management of Druid City Arts Festival
Creative Campus’ role in management of Druid City Arts Festival will decrease after DCAF ’12.

Source of Evidence: Activity volume

Connected Document
Creative Campus Timetable

Target:
No Target Established.

Finding (2012-2013) - Target: Met
From our 2011-12 experiences, we learned that an over-reliance on large scale major events such as DCAF can take away from the opportunity for interns to generate new ideas because of the heavy workload to make these happen. And, since Creative Campus is not in the business of repetition, we successfully begun the process of passing on this Festival. This year, DCAF was organized in partnership with the Tuscaloosa Sports & Tourism Commission with the plan for the city to completely take over the event in 2014. Interns worked diligently with TSTC to cultivate a partnership that could carry-on the good-work established with this project and we are happy to see this project continue beyond Creative Campus.

Related Action Plans (by Established cycle, then alpha):
- Finalize passoff of DCAF to Tuscaloosa Sports & Tourism Commission
  Established in Cycle: 2012-2013
  By the end of this year, DCAF should be completely owned by the Tuscaloosa Sports & Tourism Commission. Interns may offer volun...

For full information, see the Details of Action Plans section of this report.

OthOtcm 6: Increased passion, curiosity, and knowledge of innovative arts
CC Interns will have increased passion, curiosity, and greater knowledge and enjoyment of innovative arts.

Connected Document
Creative Campus Timetable

Related Measures

M 1: Pre & Post Surveys to measure power of experiences
Pre & Post Surveys will be administered during project implementation to measure power of experiences for participants and interns alike.

Source of Evidence: Evaluations

Connected Document: Creative Campus Timetable

Target:
No Target Established.

Finding (2012-2013) - Target: Met
A weekly Professional Development Meeting was established with the interns. During these meetings they were introduced to artists and innovative art forms through presentations, conversations, and video conference calls with alumni, faculty, artists, individuals on staff and from the campus and local community. Interns consistently reported in the post-internship surveys an increased comfort level with innovative arts. Interns were also encourage to attend arts related events as often as possible and most of them did. Many of them found that their own personal and professional paths were affected by the experiences had during their Creative Campus internship.

M 6: Video exit interviews regarding quality of life changing experience
Qualitative results (video exit interviews) regarding quality of life changing experience within Creative Campus.

Source of Evidence: Exit interviews with grads/program completers

Connected Document: Creative Campus Timetable

Target:
No Target Established.

Finding (2012-2013) - Target: Partially Met
Using video was discussed as a possible element to intern exit interviews but it was not possible to coordinate given busy schedules of the student video team and the extensive editing it would have required to produce a polished product.

Videos were created independently by graduating interns that expressed how their Creative Campus experience increased passion, curiosity, and knowledge of innovative arts.

While the exit interviews were not recorded for future use, post-internship surveys, discussions that took place during the interviews, and future video conferencing with graduated interns allow incoming interns to learn from the experiences from previous intern bodies.

Creative Campus intends to develop an organizational history video in the 2013-14 year and may attempt to coordinate a video element to exit interviews in 2014.

Related Action Plans (by Established cycle, then alpha):

Create Creative Campus History video
Established in Cycle: 2012-2013
Creative Campus intends to develop an organizational history video in the 2013-14 year and may attempt to coordinate a video ele...

For full information, see the Details of Action Plans section of this report.

Details of Action Plans for This Cycle (by Established cycle, then alpha)

Assessments of faculty grant partnership
Qualitative and quantitative assessments will occur for two faculty grant partnerships to be established for 2013-14.

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Video interview regarding quality of experience had by faculty | Outcome/Objective: Development of 3-4 faculty affiliate partnerships

Responsible Person/Group: Interns/staff/faculty partners

Continue to look for grant funding
We will continue to look for calls for seed grants that would establish substantial community partnerships.

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Recognition by CCBP through Seed Grants or Awards program | Outcome/Objective: Regional and National Involvement

Implementation Description: Interns and staff are planning to organize a Development team among the interns for 2013-14 who can learn about grant writing and research what options there might be for grant funding.

Responsible Person/Group: Interns/staff

Create Creative Campus History video
Creative Campus intends to develop an organizational history video in the 2013-14 year and may attempt to coordinate a video element to exit interviews in 2014 for archival purposes but this depends on the demands and availability of our student video team. We plan to continue to invite graduated interns back to Maxwell Hall to share their experiences, where they are now, and what they learned from their internships on a regular basis. Video
conferences is also an option for these communications.

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High

**Relationships (Measure | Outcome/Objective):**  
**Measure:** Video exit interviews regarding quality of life changing experience  
**Outcome/Objective:** Increased passion, curiosity, and knowledge of innovative arts

**Responsible Person/Group:** interns/staff

**Finalize passoff of DCAF to Tuscaloosa Sports & Tourism Commission**  
By the end of this year, DCAF should be completely owned by the Tuscaloosa Sports & Tourism Commission. Interns may offer volunteer hours and consult on event planning if needed.

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High

**Relationships (Measure | Outcome/Objective):**  
**Measure:** Decrease ole in management of Druid City Arts Festival  
**Outcome/Objective:** Guidance toward the successful management and direction of larger projects

**Responsible Person/Group:** Interns

**Follow up with graduated interns**  
Creative Campus intends to develop an organizational history video in the 2013-14 year and may attempt to coordinate a video element to exit interviews in 2014 for archival purposes but this depends on the demands and availability of our student video team. We plan to continue to invite graduated interns back to Maxwell Hall to share their experiences, where they are now, and what they learned from their internships on a regular basis. Video conferences is also an option for these communications.

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High

**Relationships (Measure | Outcome/Objective):**  
**Measure:** Video exit interviews regarding quality of life changing experience  
**Outcome/Objective:** Assist in Exploration of Grad School and Career Options

**Responsible Person/Group:** interns/staff
Mission / Purpose

The Creative Campus Initiative is a collaborative system connecting students, faculty, and community to nurture innovative thinkers who turn ideas into action through the arts.

Creative Campus experienced a rather remarkable 2011-12, with a series of major event successes, the development of a very talented, hard-working intern group, and two noteworthy forms of national attention. There were a number of stellar interns who made 2011-12 a remarkable year. Our interns received an unprecedented level of campus-wide recognition, winning three of the University’s Premier Awards! Major events such as Quidditch on the Quad (with 87 participating teams, over 2,000 in attendance, and a new promotional video that received thousands of hits) and the Druid City Arts Festival (DCAF – for the second year, held in the downtown Government Plaza, attended by over 6,000 people) increased the campus and the community’s awareness and appreciation of Creative Campus. Recruitment for new interns – perhaps the best indication of how Creative Campus is perceived by UA students – was immensely successful, with approximately 100 applicants for intern positions.

The two major forms of national recognition came from three-time Pulitzer Prize winning author Thomas Friedman and from ESPN. Friedman included a brief chapter on Creative Campus in his latest book, That Used to Be Us (see Appendix A), touting our organization and its processes as an outstanding example of innovative, effective educational practices. ESPN produced a brief documentary (note: the film clip is slow to load: http://ftp.winnercomm.com/clients/SEC/AS2/SEC_UA.mov ) about Creative Campus; the piece was shown nationally on ESPN-U.

As always, Creative Campus is a work-in-progress. From our 2011-12 experiences, we learned that an over-reliance on major events – i.e., Quidditch and DCAF – as defining Creative Campus is not a smart approach. Interns, particularly new interns, took too long to grasp the opportunities and methodologies of Creative Campus as they waited for these big events to happen. And since Creative Campus is not in the business of repetition, we have been working energetically to pass on Quidditch and DCAF to others so that the interns will be freed to put new (big) ideas into action. While we learned a great deal from developing and organizing such big events, Quidditch and DCAF also tended to dominate the resources of staff. Interns worked diligently to identify and cultivate partnerships that could carry-on the good-work established with these major projects and we are happy to know that the Honors College Assembly will take-over leadership of Quidditch. We are also closing up this academic year hopeful that a partner to lead DCAF has emerged through the Tuscaloosa Sports & Tourism Commission.

Student Learning Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

SLO 1: Empowerment of interns
Interns will be empowered to explore new ideas that result in powerful experiences.

Connected Document
Creative Campus Timetable

Related Measures

M 1: Pre & Post Surveys to measure power of experiences
Pre & Post Surveys will be administered during project implementation to measure power of experiences for participants and interns alike.
Source of Evidence: Evaluations

Connected Document
Creative Campus Timetable

M 2: Quantitative analysis of number of new projects attempted
Quantitative analysis of number of new projects attempted.
Source of Evidence: Activity volume

Connected Document
Creative Campus Timetable

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtcm 2: Regional and National Involvement
Creative Campus’ involvement in regional and national conversations regarding creativity, creative campus initiatives, innovation, new modes of learning, the arts & economic development, empowering undergraduates, and engaged research/scholarship.

Connected Document
Creative Campus Timetable

Related Measures

M 3: Recognition by CCBP through Seed Grants or Awards program
Recognition by CCBP through Seed Grants or Awards program.
Source of Evidence: Honors and awards outside the institution
M 4: Inclusion in major publication
Inclusion in major publication.
Source of Evidence: Administrative measure - other

OthOtcm 3: Assist in Exploration of Grad School and Career Options
Assist in exploration of post-Creative Campus and post-UA grad school and career options for Interns.

M 5: Number of assisted applications and placements
Quantitative representation of number of assisted applications and placements
Source of Evidence: Activity volume

M 6: Video exit interviews regarding quality of life changing experience
Qualitative results (video exit interviews) regarding quality of life changing experience within Creative Campus.
Source of Evidence: Exit interviews with grads/program completers

OthOtcm 4: Development of 3-4 faculty affiliate partnerships
Develop 3-4 faculty affiliate partnerships

M 7: Number of faculty affiliate partnerships developed
Quantitative: Were 3-4 faculty affiliate partnerships developed?
Source of Evidence: Activity volume

M 8: Video interview regarding quality of experience had by faculty
Qualitative: Video interview regarding quality of experience had by faculty in affiliating with CC.
Source of Evidence: Evaluations

OthOtcm 5: Guidance toward the successful management and direction of larger projects
Guide collaborative partners toward the successful management and direction of larger projects thus allowing interns to develop new ideas.

M 9: Decrease role in management of Quidditch on the Quad
Creative Campus' role in management of Quidditch on the Quad will decrease after QotQ ’11.
Source of Evidence: Activity volume

M 10: Decrease role in management of Druid City Arts Festival
Creative Campus' role in management of Druid City Arts Festival will decrease after DCAF ’12.
Source of Evidence: Activity volume

OthOtcm 6: Increased passion, curiosity, and knowledge of innovative arts
CC Interns will have increased passion, curiosity, and greater knowledge and enjoyment of innovative arts.

M 1: Pre & Post Surveys to measure power of experiences
Pre & Post Surveys will be administered during project implementation to measure power of experiences for participants and interns alike.
Source of Evidence: Evaluations
M 6: Video exit interviews regarding quality of life changing experience
Qualitative results (video exit interviews) regarding quality of life changing experience within Creative Campus.
Source of Evidence: Exit interviews with grads/program completers

Connected Document
Creative Campus Timetable
### III. Timetable: What Assessment Measures will be Administered When for Each Expected Outcome

<table>
<thead>
<tr>
<th>Month</th>
<th>Outcome #1 Empowered/New Ideas/Powerful Experiences</th>
<th>Outcome #2 CC Involvement on Nat’l level &amp; beyond</th>
<th>Outcome #3 Post-CC Intern Placement</th>
<th>Outcome #4 3-4 Faculty Affiliates</th>
<th>Outcome #5 Guide larger project take-over by collab partners</th>
<th>Outcome #6 Increased appetite for innovative arts</th>
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</thead>
<tbody>
<tr>
<td>September</td>
<td>Pre-Survey</td>
<td>Publication of Friedman book</td>
<td>Announce affiliates begin partnership</td>
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<td>Pre-survey</td>
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<td>October</td>
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<td>CCBP Seed Money Grant Awards</td>
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<tr>
<td>November</td>
<td></td>
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<td>QotQ 11/13</td>
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<tr>
<td>December</td>
<td></td>
<td>Assess # of Applications assisted</td>
<td>Exit Interviews</td>
<td>New plan for QotQ develops new leader</td>
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<tr>
<td>January</td>
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<td>Announce affiliates begin partnership</td>
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<td>March</td>
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<td>DCAF 3/24</td>
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<td>April</td>
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<td>CCBP Awards</td>
<td>Exit Interviews</td>
<td>New plan for DCAF develops new leader</td>
<td>Exit Interviews</td>
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<td>Post Survey</td>
<td>Assess # of Applications assisted</td>
<td>Exit Interviews</td>
<td>Post survey</td>
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