Community/Public Service Worksheet

Service Category: Quality of Life Enrichment Programs

Title: Paul R. Jones Art Collection of American Art

Primary UA Contact(s): Dr. Lucy Curzon
(name)

Department of Art and Art History
(Office)

(name)

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Community Partner(s) (if any): See below
(name)

(Organization)

(Organization)

Program Description: The Paul R. Jones Collection of American Art at The University of Alabama hosts an “Art Ride” event once per semester. This is a program that invites community members living in Tuscaloosa, as well as students, faculty, and staff to “get on the bus” (a Crimson Ride charter) or participate in other ways such that they experience a first Thursday or Friday “Art Night” (a monthly “open house” for galleries in the cities of Tuscaloosa and Northport). Each Art Ride visits four to five local galleries, arts centers, etc. in one evening.

Objectives/Outcomes: 1. Show faculty at The University of Alabama ways of fostering cultural stewardship on campus and in the community. 2. Demonstrate the benefits of cultural stewardship to students at The University of Alabama. 3. Demonstrate the benefits of cultural stewardship to community members living in the City of Tuscaloosa

Assessment Measures: 1. The PRJCAA will measure community attendance at AND community buy-in for the event using pre-event and post-event communication (demonstrating outcome 3). 2. The PRJCAA will measure faculty buy-in for the event using pre-event communications and levels of student participation in the event (demonstrating outcome 1). 3. The PRJCAA will measure student buy-in for the event using pre-event sign-in (attendance), as well as post-event surveys and, where applicable, assessment results (demonstrating outcome 2).

Results: 1. (a) The past five semesters of Art Ride have brought 100% community “buy in” for the event in the form of active participation by gallery and museum owners, curators, managers, and/or directors working in the City of Tuscaloosa. These individuals/groups include:
1. Ms. Shaina Strom, Mildred Warner Westervelt Museum of Transportation
2. Mr. Will Hawkins, Tuscaloosa Museum of Art/The Westervelt Collection
3. Mr. James Harrison III, Harrison Galleries LLC
5. Ms. Emily Leigh, Kentuck Art Center/Kentuck Museum Association
6. Ms. Katie McAllister, Paul R. Jones Gallery and University Gallery at the Dinah
Washington Cultural Arts Center
7. Ms. Jessica Peterson, The Southern Letterpress
(b) From pre-event sign-in sheets and post-event surveys (conducted via Survey Monkey), 2-5% of participants identify themselves as “community members” (i.e. not students, faculty, or staff)

Conclusions: The high percentages related to student and faculty buy-in (whether through attendance, promotion, or assessment) suggest, ultimately, the success or high quality of these events in promoting student and faculty activity in the community.

Improvement Actions: Community participation (in terms of riders on the bus) in the event is still not at levels that the PRJCAA would expect for a community event. As a result, the PRJCAA will investigate new ways to promote the Art Ride to community members through investigating whether or not promotional networks can be established through organization such as the West Alabama Chamber of Commerce, etc.