



YOU'RE INVITED

AUGUST 28
Presidential Installation Ceremony for Mark B. Rosenberg
10:00AM
U.S. Century Bank Arena

SEPTEMBER 16
Faculty Convocation Concert
5:00PM
Herbert and Nicole Wertheim Performing Arts Center

SEPTEMBER 17
Faculty Convocation
3:00PM–4:30PM
Herbert and Nicole Wertheim Performing Arts Center

OCTOBER 22
Reception Honoring President Mark B. Rosenberg
This event will be held at the Patricia & Phillip Frost Art Museum and will feature our College, the Frost Art Museum, and the Wolfsonian-FIU. We hope you will join us and highlight our programs for our new President. More details will follow.

HELLO My name is

In an effort to promote professional customer service, all members of the Office of the Dean began wearing name tags August 24.

THIS WEEK'S SPOTLIGHT

THIS WEEK'S SPOTLIGHT is a new addition to our website that highlights the accomplishments of CARTA's students and faculty.

Contact [Jessica Rodriguez](#) to submit nominations.

[CLICK HERE TO VIEW THIS WEEK'S SPOTLIGHT](#)



NEW FACULTY



CLAUDIA BUSCH
ARCHITECTURE DEPARTMENT

HUIFANG CHEN
MUSIC DEPARTMENT

KAREN DICKSON
COMMUNICATION ARTS DEPARTMENT

CATHERINE RAND
MUSIC DEPARTMENT

SARA SHERMAN
INTERIOR DESIGN DEPARTMENT

THOMAS SPIEGELHALTER
ARCHITECTURE DEPARTMENT

HURRICANE PREPAREDNESS

Please remember to visit the **Office of Emergency Management** for the most current information during this hurricane season. Contact your Department Chair for answers not found on the link above.

what do **YOU** WANT?

Let us know what information you would like featured in upcoming issues of the Dean's Newsletter!

Dear faculty and staff:

I would like to take this opportunity to welcome you back for the beginning of the 2009–2010 academic year and to introduce **à la CARTA**—the Dean's Newsletter. It is my hope that this newsletter will provide us with yet another channel of communication between the Office of the Dean, the faculty, and the professional staff.



STRATEGIC PLANNING

In a letter to the faculty dated June 18, 2009, I proposed the College—through a series of consultations, focus group discussions, and meetings involving college administrators, faculty, students, and staff—reexamine our mission, vision, values, and strategic goals, along with our performance indicators, budget implications, and their impacts for the next five years. The process of developing the College's plan at the same time Dr. Rosenberg is reviewing the University's strategic plan ensures that our goals and objectives will support the University's and that the goals and objectives of the individual units will fully support the College.

I encourage you to review the June 18, 2009 **Letter to the Faculty** and the National Endowment for the Arts (NEA) 2008 publication "**Artists in the Workforce: 1990-2005**", the first nationwide look at artists' demographic and employment patterns in the 21st century. The NEA publication found that artists play a huge, but mostly unrecognized role, in the new American economy of the 21st century. It also clearly indicates how important American artists are to both our nation's cultural vitality and the economic prosperity of our communities.

I look forward to your feedback and hope to begin preliminary discussions of this essential task as soon as possible.

STUDENT SERVICES AND ACADEMIC ADVISING

Our new Office of Student Services and Academic Advising is in the expert hands of Ms. Natasha Stubbs, Director of Student Services, Ms. Mary Zimmerman, Senior Academic Advisor, Mr. Adam Hope, Academic Advisor, and Mr. Anan Bakir, Administrative Assistant.

These four individuals advise more than 1100 majors in the College. Their commitment to our students and their success is evident in a recent student-satisfaction survey. The results of this survey found that 90% of CARTA's students felt our advisors were knowledgeable, accessible, and responsive. Please join me in applauding the tireless efforts of the Office of Student Services and Academic Advising!

CULTURAL AFFAIRS

Dr. Kristine Burns, Associate Dean of Cultural Affairs, Geisha Garcia-Pares, Marketing Coordinator, Patricia Vazquez-Bello, Events Manager, and Jessica Rodriguez, Publicity Coordinator, have been working diligently to establish the Office of Cultural Affairs whose mission is to engage our community and to publicize all College events.

Working closely with the Department Chairs, they have successfully redesigned the **College website** and introduced online ticketing. Finally, our patrons will have the option of purchasing event tickets and reviewing our magnificent facilities online by simply accessing **CARTA's Online Ticketing System**. Also available now are two amazing publications online and in print. Please take a moment to review our brand new **College of Architecture + The Arts Brochure** and our **Fall 2009 Events Calendar**. I am confident you will agree with me that both of these publications represent the outstanding artistic and creative talents within the College!

Finally, the Office of Cultural Affairs has made it a priority to work with the faculty and other members of the Office of Dean to craft new relationships with business leaders and media outlets in our community. I am proud to announce that members of The Miami Chamber of Commerce, Spine 3D, the Miami World Cinema, New Times, the Miami Herald, Classical South Florida, Univision, the Ritz-Carlton South Beach, 12th Avenue Graphics, and WLRN have happily agreed to collaborate with the College to sponsor, partner, endorse, or promote our academic programs, events, and other activities. Such resourceful efforts will not only increase attendance and participation in the College's performances, exhibitions, concerts, and lectures, but will also provide our students and faculty with a means to communicate with the community in person, in print, on the radio, and on television.

BUDGET

Under the leadership of Dr. David Bergwall, Associate Dean of Administration, and Mrs. Elsy Sardinias, Budget Coordinator, the College continues to work on increasing efficiencies. This past year CARTA was committed to cutting an additional \$913,000 from our E&G budget.

COLLEGE E&G BUDGET (STATE ALLOCATION)

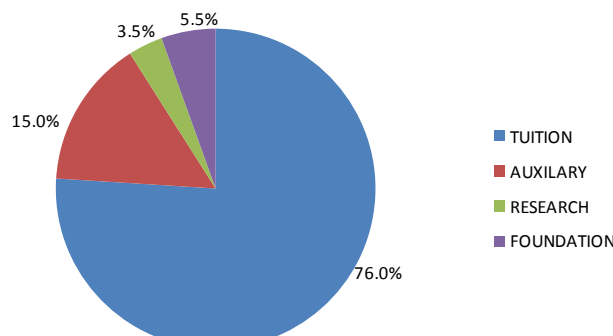
	07-08	08-09	09-10	10-11	11-12
Total Annual	379,601	693,616	913,184	639,699	212,404
Total Cumulative	379,601	1,073,271	1,986,401	2,626,100	2,838,504

With 94% of our E&G budget committed to salaries (full-time and part-time) and 6% committed to general operating expenses, the decisions of where to strategically realign the College's academic priorities were challenging.

BUDGET CHANGES AS PERCENTAGE OF E&G

	06-07	09-10
Salaries	77.6%	81.2%
Temp Salaries	15.2%	12.8%
Expenses	6.8%	5.5%

While not the only determining factor, the three colleges with the highest percentage of revenue generated from tuition were placed in Group 3 of Academic Affairs Budget Reduction Plan, and each was required to reduce their E&G budget by 5.1% this year. CARTA's sources of revenue are broken down as follows: 76% tuition; 15% auxiliary fees; 3.5% 3-yr research average; and 5.5% 3-yr foundation gift average. Of the 10 colleges that grant degrees, CARTA was the most dependent on tuition at 76%.



As you can see, CARTA needs to diversify our streams of revenue. In short, we need to decrease our reliance on tuition and auxiliary fees, and significantly increase our research dollars and private funding.

As Interim Dean, I have made it a priority to design and implement an infrastructure that supports faculty research and development efforts. Our focus has been to expand our development strategies to include annual gift solicitations to our alumni and friends as we increase our major gift prospect and donor base. Shortly, you will also receive information for how to apply for "seed" monies from the Office of Dean that have been set aside to promote the development of teaching, research, creative work, scholarly activities, and/or service. It's my goal to work collaboratively with the faculty to generative funds and opportunities for every department and program in the College that will help mitigate the challenges of our budget reality.

Training information and open labs for PANTHERSOFT FINANCIALS 9.0 are now available



DEVELOPMENT DIVERSIFYING REVENUES

Director of Development, Kristina Gregg has designed and implemented a strategic fundraising plan for the College consisting of annual giving initiatives that include scholarship and excellence funds in each academic area. These funds will have broad appeal to our alumni and friends because they are student-centered. Our alumni will be asked to support scholarships and excellence funds in their own departments for the first time this fall. With the annual giving infrastructure in place to support the College, faculty, staff and students in every department can engage in securing support for these student-centered initiatives. Newly created **online giving pages** make gift giving easy for everyone. As we implement these strategies to broaden our base of support and ask all our alumni and friends to help students in our programs, Kristina and I will continue to meet corporate, foundation, and community leaders who support your academic, creative, and scholarly activities.

In addition, Kristina and I revived the Dean's Leadership Council and we are in the process of recruiting additional members. This Council represents our constituencies throughout the art, design, and performance communities and includes business leaders, patrons, and community members. They are important members of our College family and we value their time, efforts, and desire to help us reach our goals.

I am also proud to announce that we are in the process of identifying major gift initiatives in each department. These efforts include identifying naming opportunities throughout the College. Please let your department chair know what is needed in your area. Our knowledge of these needs will facilitate the strategic planning process.

COLLEGE DEAN SEARCH

The Dean's Search is in its final stages. Just as a quick reminder—meetings have been scheduled through the Provost's Office and will be taking place August 30–September 2.