

1. Assessment Plan - Three Column



PIE - Arts: Art Gallery Unit

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>1. Where We Make an Impact: Closing the Loop on Goals and Resources</i>
<p>Diversity - Bring exhibition programming consisting of emerging and mid-career artists, theorists, philosophers and writers who are helping shape the current cultural landscape. The focus being on social constructs and the subjective human experience navigating through the complexities of socio-economic, race, gender, and subjective identity discourse.</p> <p>Status: Active</p> <p>Goal Year(s): 2018-19, 2019-20</p> <p>Date Goal Entered (Optional): 06/01/2020</p>	<p>Request - Full Funding Requested - Funding for traveling expenses to conduct studio visits pertaining to the exhibition.</p> <p>*Describe Plans & Activities Supported (Justification of Need): This is to interview and establish a relationship with emerging and mid-career artists, theorists, philosophers and writer to create a database in support of exhibition concepts. Studio visits are a way to measure if the artists fits the criteria outlined by the gallery mission statement that supports our student body and community.</p> <p>*Lead: Humberto Reynoso</p> <p>What would success look like and how would you measure it?: This goal can be measured through a database of artists categorized by concepts outlined in the gallery mission statement; ethnic background, gender, race, socio economic status, and subjective identity.</p> <p>Type of Request: OTHER OPERATING EXPENSES AND SERVICES: Requests for contracted, legal/ audit, personal/ consultant, rent/ leases, repairs/</p>	

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maintenance, and other misc. services. May also include request for travel and conference that does not require the assistance of POD.
Planning Unit Priority: High
On-Going Funding Requested (if applicable): 600
Total Funding Requested: 600

Growth - Gallery exhibition programming needs to be increased from 3-4 exhibitions to 5-6 exhibitions per academic year. Foster new relationships with other organizations in support of our programming. The expansion in exhibitions will give DBG the opportunity to showcase the different types of arts that will enrich, inspire, and allow community and student body inclusion through exhibitions dealing with current cultural landscapes.

Transition the gallery space to a museum. Update gallery space to museum standards, with increased staff hours, exhibition documentation and artwork acquisition, to obtain museum accreditation.

Status: Active
Goal Year(s): 2019-20, 2020-21
Date Goal Entered (Optional): 06/05/2020

Request - Full Funding Requested -
 Funding for gallery staff.
***Describe Plans & Activities Supported (Justification of Need):**
 To increase and update the gallery viewing hours outside of simply instructional hours and provide weekend accessibility to both our student body and community. Updated gallery hours would be: Wed and Thur from 1-7pm and Sat 1 to 5 pm. Opening days would be extended to 8pm. In efforts to make the gallery accessible to the greater community and students.
***Lead:** Humberto Reynoso
What would success look like and how would you measure it?: Success will be measured through the updated hours
Type of Request: STAFFING: Requests for permanent employee positions or temporary/hourly employees.
Planning Unit Priority: High
Total Funding Requested: 0

Request - No Funding Requested -
 artists and artwork
***Describe Plans & Activities Supported (Justification of Need):**
 Gallery exhibition programming needs to be increased from 3-4

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exhibitions to 5-6 exhibitions per academic year. This is to further the gallery mission statement in making DBG, Diana Berger Gallery, a cultural and art hub in the eastern region of the Los Angeles County.

***Lead:** Humberto Reynoso

What would success look like and how would you measure it?: 6

Exhibitions per year highlighting what art is for students to gain a larger perspective.

Type of Request: STAFFING: Requests for permanent employee positions or temporary/hourly employees.

Planning Unit Priority: High

Total Funding Requested: 0

Request - Full Funding Requested -

Funding for gallery staff

***Describe Plans & Activities**

Supported (Justification of Need):

Grow in the social media sector, specifically in Instagram. This will require to consistently post exhibition photos, and videos, interviews with artists and curators and promoting up and coming as well as established artists.

Post educational material referencing the exhibition on view in the stories segment.

Instagram is highly used as a promotional tool by a lot of organizations with over one billion users and growing. It is a very effective tool in promoting our programming to students as it is the top social media app used by college

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students.

This will require to develop posts, and videos for each exhibition as well as promoting artists associated with our gallery to keep our followers engaged and updated in the art world.

The Diana Berger Gallery can serve a place to keep current with the art world.

This will require a dedicated schedule to formulate a plan and develop the posting content for each exhibition.

***Lead:** Humberto Reynoso

What would success look like and how would you measure it?: This is measured through the amount of followers, likes and views a post accrues. this will take about 3 hours per week.

Type of Request: STAFFING: Requests for permanent employee positions or temporary/hourly employees.

Planning Unit Priority: Urgent

Total Funding Requested: 0

Request - Full Funding Requested - funding for staff to network and grow partnerships with other institutions

***Describe Plans & Activities**

Supported (Justification of Need):

Examples are: New partnerships with the Broad, MoCCA, MoCCA Geffen, The ICA/LA, LACMA, The Hammer, Luis De Jesus Gallery, etc. We can develop exhibitions that run

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parallel in support of each other. For example, LACMA may show an exhibit on high profile painter and we can show the drawings as a parallel exhibitions. This is to further the gallery mission statement in making DBG, Diana Berger Gallery, a cultural and art hub in the eastern region of the Los Angeles County. Also, foster partnerships with k-12 schools and organizations in the community.

***Lead:** Humberto Reynoso
What would success look like and how would you measure it?: Success will be measured through collaborations with outer institutions. This will bring more foot traffic to the gallery.

Type of Request: STAFFING: Requests for permanent employee positions or temporary/hourly employees.

Planning Unit Priority: High
Total Funding Requested: 0

Request - Full Funding Requested - Writers for catalogs and social media

***Describe Plans & Activities Supported (Justification of Need):**

This funding is to invite writers, theorists, philosophers, curators, to collaborate and write for and about major exhibitions. I'm projecting 2 major exhibitions per school yea, one in the fall and one in the spring.

***Lead:** Humberto Reynoso.
What would success look like and how would you measure it?: Expand the gallery network by hiring industry collaborators.

Type of Request: OTHER OPERATING

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EXPENSES AND SERVICES: Requests for contracted, legal/ audit, personal/ consultant, rent/ leases, repairs/ maintenance, and other misc. services. May also include request for travel and conference that does not require the assistance of POD.

Planning Unit Priority: High
One-Time Funding Requested (if applicable): 3000
Total Funding Requested: 3,000