

Art and Heritage Strategic Plan 2014 – 2016

This Art and Heritage plan has been developed to support the University strategic priorities as outlined in the 2013 University Strategy in Appendix 1 – ‘A Clear Future: for a leading university in a new era’. The priorities surrounding RGU and the region, Employability, Creative Industries and Health and Wellbeing are particularly relevant to the work of Art and Heritage.

The plan is split into 3 aims with associated outcomes, activities for 2014-16 and measures to assess whether the outcomes have been achieved.

Aim 1

To make a significant contribution to the University’s Public Art and Cultural Engagement Agenda

This aim supports the University’s aspiration to contribute to and be an active leader in developing culture in the regional community. As part of this aim the University has produced a Public Art and Community Engagement Strategy. In this plan Art and Heritage Collections have developed strategies to help build the University reputation in this area.

Art & Heritage Collections overall objectives here are to support university, community and national events and initiatives and to widen the audience for Art and Heritage through exhibitions and activities. However, in order to develop this extended reach Art and Heritage Collections must raise its profile both internally and externally

Outcomes	Activities	Measure of success
Delivery of a programme of exhibitions and activities which attract both external visitors onto campus and also internal staff and students to interact with Art and Heritage	Create a novel programme of public and educational events around the Domestic Science School anniversary event in Summer 2014	Increase the attendance at activities and exhibitions by 20% in year 1 with a further increase of 20% on this in years 2 and 3

<p>Delivery of a programme of exhibitions and activities which attract both external visitors onto campus and also internal staff and students to interact with Art and Heritage</p>	<p>Increase the presence of Art and Heritage on Social Media</p>	<p>Increase interaction with Collections through Social Media by 30% in year 1 with a further 20% in years 2 and 3</p>
<p>Delivery of a programme of exhibitions and activities which attract both external visitors onto campus and also internal staff and students to interact with Art and Heritage</p>	<p>Create a small 'away from desk' sanctuary and associated activity on campus in liaison with the Healthy University Team</p>	<p>Increase interaction with Collections through Social Media by 30% in year 1 with a further 20% in year 2 and 3As above (and Sanctuary featured on New RGU healthy website)</p>
<p>Delivery of a programme of exhibitions and activities which attract both external visitors onto campus and also internal staff and students to interact with Art and Heritage</p>	<p>Create a brand for Art and Heritage Collections with the help of the Gatehouse</p>	<p>Increase interaction with Collections through Social Media by 30% in year 1 with a further 20% in year 2 and 3</p>
<p>Delivery of a programme of exhibitions and activities which attract both external visitors onto campus and also internal staff and students to interact with Art and Heritage</p>	<p>Commission a short promotional YouTube Film with students from Communication, Marketing and Media</p>	<p>Increase interaction with Collections through Social Media by 30% in year 1 with a further 20% in year 2 and 3As above (and You Tube Film to have 200 Hits)</p>

Aim 2

To integrate the Art and Heritage Collections into the teaching, learning and research activities of the university stimulating thought within the university and in the wider community

Art and Heritage are a part of the University environment and want to integrate into the teaching, learning and research activities of the university. Combining the key University priority around employability and also around community engagement, Art and Heritage can develop opportunities for students and community members to volunteer through small projects and placements to gain work experience and skills and interact with University collections.

In addition this supports the University's strategic aim to inspire individuals to achieve their maximum potential and help students become well rounded individuals. It aims to support the development of a strong and engaged community including alumni.

Art & Heritage Collections overall objectives here are to re-establish an attractive and vibrant exhibition space in the new Georgina Scott Sutherland Group Study area and create digital display activities; Develop a long term programme of exhibitions with associated activities in the main exhibition spaces in ABS and FOHSC and a rolling programme of mini displays within RGU Schools; Develop stronger relationships with Schools and Research Institutes in order to understand their priorities and pursue collaborative opportunities; Establish a programme of work placement and volunteer opportunities for students from RGU and people in the wider community

Outcomes	Activities	Measure of success
Delivery of a programme for volunteers with these individuals gaining skills through undertaking specific Art and Heritage projects	<p>Set up the infrastructure for a work experience/ volunteer programme before August 2014 with aim of attracting the first volunteers in the second half of 2014.</p> <p>Volunteers to work with us on collection of oral history recordings, analysis of student society minute books, identification of photographs and development of a marketing plan.</p>	<i>Take on 3 volunteers/work experience people in 2014 to undertake identified activities</i>
Increased awareness among teaching staff of the collecting and display function of Collections, and our ability to aid teaching, learning and research	Continue to reinforce established contacts and liaison with academic staff; establish an infrastructure to support this contact.	Increase in Student and staff use of the collections by 10% per year

Increased awareness among teaching staff of the collecting and display function of Collections, and our ability to aid teaching, learning and research	Install images of content from the Collections on public plasma screens around campus	Plasma screens utilised in at least three locations
Increased awareness among teaching staff of the collecting and display function of Collections, and our ability to aid teaching, learning and research	Display non-art objects from Engineering and Pharmacy Schools	Objects displayed in at least one of these Schools

<p>Aim 3 To manage the University Art and Heritage Collections for the benefit of future generations and maintain them to the standard required for Museum accreditation</p> <p>Underpinning our other aims is the need to manage and maintain the actual Collection to appropriate collection standards. This supports the University aim of maintaining our resources to achieve our ambitions in a sustainable way. capture of user feedback and usage data on Collections;</p>		
Outcomes	Activities	Measure of success
An ability to evidence the engagement with Art and Heritage Collections	Develop a wider range of ways to capture user and non user numbers and feedback.	Ability to provide figures to evidence our goals in increased visitor numbers
Satisfy Accreditation Collections Management standards	Completion of Documentation Plan tasks identified by the Accreditation process by 2016	Accredited Museum status is maintained

Improved storage for collections; increased awareness of collections	Hanging and exhibiting more framed works from the collection in order to reduce storage requirements as well as increase use of collections	Increase the number of items on display by 5%
Improved storage for collections	Planning and Implementation of new stores with Estates Department	Locations identified. Plans drawn up. New stores occupied

February 2014