

HCC



ART GALLERIES

STRATEGIC PLAN 2021-2025

HILLSBOROUGH COMMUNITY COLLEGE ART GALLERIES

STRATEGIC PLAN 2021-2025

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OVERVIEW

BRIEF HISTORY OF THE HCC ART GALLERIES

The mission of Hillsborough Community College (HCC), founded in 1968, is to transform lives by providing open access to an exceptional teaching and learning environment that inspires students to contribute to the local community and global society. As one college, we dedicate ourselves to student success, sustainability, service, integrity, inclusion, and innovation. To meet these goals, HCC fosters a culture that welcomes the exploration of new ideas and creative endeavors with dynamic programming and partnerships, as demonstrated by college resources like the HCC Art Galleries.

The development of the HCC Art Galleries dates to 1977 when the Visual Arts Building (YVAB) on the HCC Ybor City Campus was completed. In addition to classrooms and art studios, a small gallery, for exhibiting mostly student work, was established to support the visual arts curriculum of HCC. The Performing Arts Building (YPAB), built in 1978 and expanded in 2007, eventually became the new home of Ybor Campus gallery, which is today Gallery114@HCC. Since its creation, various directors have increased the visibility of Gallery114@HCC with strong art exhibition schedules, most notably under the long-term leadership of Carolyn Kossar, who retired in March of 2020.

On the HCC Dale Mabry Campus, the nucleus of the current Gallery221@HCC began in 1980 when the HCC Dale Mabry Campus Library Building (today the Dale Mabry Learning Resource Center, DLRC) opened in a state-of-the-art facility. On the main entrance floor of the Library an exhibition space called The Display Room was created. Over the years this space has had a notable group of directors who have overseen the doubling of the gallery's size, expanded exhibition space to include Gallery3@HCC on the third floor of the DLRC, and changed the focus to be primarily a visual arts gallery. Under the leadership of Amanda Poss, the exhibition programs at Gallery221@HCC and Gallery3@HCC have expanded dramatically in the past four years and have received notable recognition for excellence. In 2020 she was made Director and Project Manager for the Visual Art Galleries and additionally oversees HCC's arts initiatives for public art projects and development of an art collection.

The HCC Art Galleries exhibit regional, national, and international artists in all media. The galleries also advocate for their local communities, especially HCC students, to have ready access to diverse and meaningful experiences with the arts without having to travel outside of the region. Through public lectures, programming, a public art program, and a growing permanent art collection, the HCC Art Galleries

maintain a strong educational focus and function as dynamic learning environments. In response to a growing need and request for public art, the HCC Art Galleries also strive to foster a sense of community, query, and critical thought through the placement of art in public spaces, taking into consideration the creative potential of the visual arts in placemaking and the unique role of arts in education.

DEVELOPMENT OF THE HCC ART GALLERIES STRATEGIC PLAN

This Strategic Plan, developed over the course of several months in 2021, was occasioned by the decision of the leadership of Hillsborough Community College (HCC) to centralize the administration of art galleries at the Dale Mabry and Ybor City campuses and their related programs under the leadership of Gallery Director Amanda Poss. Development of the plan was led by a Strategic Plan Subcommittee of the Advisory Committee for the HCC Art Galleries, with its five members chosen to include HCC leadership and representatives of the local arts and business communities. They were joined in their work by Amanda Poss.

THE STRATEGIC PLANNING PROCESS

Input was sought from a wide cross-section of stakeholders of the Galleries both at the college and in the wider community via a survey which had a response rate of 53% with 40 responses to 76 surveys distributed. The same individuals were invited to participate in an in-person stakeholders meeting, in which 24 participated. The format of the meeting was developed in consultation with the directors of InLab@HCC, the college's interdisciplinary center for innovation and entrepreneurship education. Information was obtained from this meeting through a mean's assessment, identifying resources already available to the HCC Art Galleries; a "wouldn't it be great if" exercise that solicited visionary ideas for the future of the Galleries and the arts in our region; and an in-depth discussion of how the Galleries can be more inclusive and accessible to all audiences. Participants in the survey and the stakeholders meeting included HCC administrators, faculty, staff and students; museum professionals; art educators; artists; collectors; foundation directors; media representatives and others.

With input gathered from stakeholders, continued guidance from InLab@HCC, and participation by the professional staff of the HCC Art Galleries, new mission and vision statements were drafted. The HCC Art Galleries Strategic Plan embraces and supports the values of HCC as stated in the college strategic plan. Further, the three pillars including goals, objectives and strategies of the HCC Art Galleries Strategic

Plan, fully support the three goals of the HCC Strategic Plan: student success, talent development and continuous improvement.

The Strategic Plan Subcommittee presented the strategic plan in draft form to the full Advisory Committee for their review and comment. After revisions based on their input, the plan was submitted to HCC President Dr. Ken Atwater and the five HCC campus presidents for their review and was formally endorsed on April 5, 2022 by the President's Cabinet.

THE STRATEGIC PLAN UPDATE PROCESS

The HCC Art Galleries Advisory Committee, together with the Director of the Galleries, will annually review the plan and update and refresh as needed. Approximately one year before the end of the period covered by the current plan, the process of developing the next strategic plan will be initiated by the Director and Advisory Committee.

THE HCC ART GALLERIES STRATEGIC PLAN

The HCC Art Galleries Strategic Plan consists of the following elements: mission, vision and values; three pillars and seven goals with associated objectives and strategies.

MISSION

Our mission is to add educational and cultural value to the community through diverse modern and contemporary exhibitions, acquisitions and public artworks in all media.

VISION

Our vision is to be among Tampa's premier art spaces, empowering students and others through experiential learning, while championing regional artists.

VALUES

The HCC Art Galleries embrace and support the values of Hillsborough Community College, which include:

- **Student Success**
 - Helping our students achieve their full potential by providing exceptional teaching and support services.
- **Sustainability**
 - Embracing our role as a responsible steward of the social, environmental and economic resources that have been entrusted to us.
- **Service**
 - Supporting the economic and cultural vitality of Tampa Bay through dynamic programming and partnership.
- **Integrity**
 - Operating with transparency, accountability and the highest level of professionalism.
- **Inclusion**
 - Building a diverse environment where all backgrounds, beliefs and experiences are welcomed.
- **Innovation**
 - Fostering a culture that welcomes the exploration of new ideas and creative endeavors.

HILLSBOROUGH COMMUNITY COLLEGE ART GALLERIES

THREE PILLARS



I. EXHIBITIONS AND EDUCATION

II. COLLEGE-WIDE PROGRAMMING

III. AUDIENCES & SUPPORTERS

I. EXHIBITIONS & EDUCATION

GOAL #1: Present an exhibitions schedule that is diverse and inclusive

OBJECTIVE #1: Showcase regional contemporary artists, from emerging to established in at least half of all new exhibitions

STRATEGIES:

1. Host an annual exhibition for HCC students and a bi-annual exhibition for faculty and staff.
2. Showcase a faculty artist from a Florida-based university at least once per year to raise awareness of post-associate degree opportunities for students.
3. Actively seek out artists from the Tampa Bay area for upcoming exhibitions.
4. Develop and sustain partnerships with local organizations, including Hillsborough County schools, to support the next generation of artists and promote recruitment to HCC after graduation.



Above: *Engulfed* (2021), installation view, featuring artist Kenny Jensen.

OBJECTIVE #2: Showcase a diverse and inclusive range of artistic perspectives throughout the year

STRATEGIES:

1. Sustain annual partnerships that amplify the voices of marginalized communities.
2. Actively seek out artists and exhibition proposals that emphasize inclusion, especially black, indigenous, and people of color (BIPOC) and LGBTQIA+ communities.
3. Recruit artists in other creative disciplines, such as the performing arts, to regularly participate in gallery programming in exhibitions and public art.



Above: Artist Kalup Linzy performs live for his solo exhibition *Relations: Discord, Melodrama, and the Intimate in the work of Kalup Linzy* (2020).

I. EXHIBITIONS & EDUCATION

GOAL #2: Expand opportunities for experiential learning

OBJECTIVE #1: Develop a professional workshop series

STRATEGIES:

1. Implement annual “Gallery Learning Lab” in spring 2022 with a series of workshops that promote skill development and workforce readiness for students and community members.
2. Engage with a culturally diverse range of local artists and professionals, from emerging to established careers, to conduct workshops at the galleries.
3. Encourage active feedback from stakeholders to continually improve upon workshops and to adapt to community needs.



Above: Artist Michael Parker demonstrates mural painting techniques with HCC students (2019).

OBJECTIVE #2: Integrate gallery programming into HCC curriculum

STRATEGIES:

1. Collaborate with faculty to develop interdisciplinary learning activities.
2. Keep a record of courses and faculty who engage with galleries and assess areas for growth.
3. Identify potential incentives to increase faculty use of gallery resources in their lesson plans and assignments.
4. Build a toolkit for educators that includes videos, lesson plans, and other digital tools and make them accessible to faculty.



Above: Curator Camilo Alvarez leads a discussion in the gallery with students for the exhibition *the color of remembering* (2019), featuring artist Steve Locke.

I. EXHIBITIONS & EDUCATION

GOAL #2: Expand opportunities for experiential learning
(continued)

OBJECTIVE #3: Hire a full-time Education Coordinator

STRATEGIES:

1. Submit formal request for new staff line to HCC by the end of 2023.
2. Explore alternative sources of revenue to support staff line, such as grants or endowments.



Top image: Instructor Omar Richardson leads a drawing class activity in the gallery during the exhibition *Una pausa en un apuro* (2019), featuring artist Gabriel Ramos.

II. COLLEGE-WIDE PROGRAMMING

GOAL #1: Provide meaningful opportunities for every HCC student to engage with the visual arts

OBJECTIVE #1: Implement public art projects on every HCC Campus

STRATEGIES:

1. Meet with the Council of Campus Presidents by the end of the 2022 to determine a feasible timeline and assess needs for each campus.
2. Commission artists that reflect the cultural diversity of the college community.
3. Continually seek out new funding streams for the creation and maintenance of public art.
4. Write a formal public art plan to ensure responsible growth by the end of 2023.



Above: An HCC student performs a site-specific piece for Theater class in the NEST (2021), a public art installation created by artist Tory Tepp.

OBJECTIVE #2: Create traveling exhibitions

STRATEGIES:

1. Work with campus leadership to identify spaces on each campus where exhibitions can be safely and securely displayed that are also accessible to the public by the end of 2022.
2. Travel a curated exhibition at least once annually, focusing on campuses without formal art galleries (Brandon, Plant City, Southshore).



Above: J. Cunha, *Rios da Vida, Rios de Lama* (2019), part of the exhibition *Vision, Power, Axé* (2021) featuring Afro-Brazilian art, will travel to multiple HCC Campuses beginning in 2023.

II. COLLEGE-WIDE PROGRAMMING

GOAL #2: Expand the Permanent Art Collection to support learning and inspiration through the visual arts

OBJECTIVE #1: Expand the growth and reach of the Permanent Art Collection

STRATEGIES:

1. Write a collections plan to ensure responsible growth by the end of 2023.
2. Seek new acquisitions, especially by regional artists, that represent an inclusive and culturally diverse set of perspectives and voices.
3. Finish renovation of collections storage by the end of 2023 to safely accommodate growth.
4. Implement loans on all 5 campuses by the end of 2025.



Above: Gallery Director Amanda Poss meets with local artist, Theodosia Tamborlane, to coordinate donation to the HCC Permanent Art Collection (2021).

OBJECTIVE #2: Hire a Collections Manager

STRATEGIES:

1. Submit formal request for new staff line to HCC by the end of 2024.
2. Explore alternative sources of revenue to support hiring of personnel (grants or endowments).



Above: Gallery Assistant Alyssa Miller condition reporting and dusting an HCC Permanent Art Collection item (2021).

III. AUDIENCES & SUPPORTERS

GOAL #1: Increase audience participation in gallery programming

OBJECTIVE #1: Improve accessibility and awareness

STRATEGIES:

1. Work with college and community leaders to identify and address barriers.
2. Improve wayfinding to gallery locations and resources, considering physical and digital strategies.
3. Develop student-centered visibility strategies to raise awareness.



Above: Members of the HCC community and the larger Tampa Bay community gather in a Stakeholders meeting for discussion and feedback on gallery programs (2021).

OBJECTIVE #2: Increase individual student participation

STRATEGIES:

1. Include at least one student in each gallery-led committee.
2. Recruit two or more students per year for gallery positions through the Federal Work Study program.
3. Cultivate a student volunteer base to assist with gallery operations.



Above: Students converse with artist Michelle Sawyer (seen on the far right), during the exhibition *Illsol: A Paradoxical Synthesis* (2021).

III. AUDIENCES & SUPPORTERS

GOAL #2: Diversify sources of revenue to support gallery exhibitions and programs

OBJECTIVE #1: Create a membership program

STRATEGIES:

- 1. Implement a new “Friends of the HCC Art Galleries” membership program by the end of 2023.
- 2. Ensure equitable access to membership for all populations.
- 3. Develop tiered incentives and membership perks to encourage sustained participation and support.
- 4. Raise \$6,000 through the membership program by 2025.

OBJECTIVE #2: Seek alternative sources of revenue, including grants, donors, and sponsorships

STRATEGIES:

- 1. Meet with the HCC Foundation at least once per year to discuss donor opportunities.
- 2. Meet with the HCC Grants Department at least once per year to identify new grant opportunities.
- 3. Identify potential corporate sponsors in collaboration with HCC Foundation.



Bottom image: *Ya La'ford: dis·tance* (2021), installation view.



Top image: Artist Edgar Sanchez-Cumbas painting the mural *Living Shades* (2021) on the Visual Arts building.

ACKNOWLEDGEMENTS

The HCC Art Galleries acknowledge the contributions of all the community members, organizations, students, staff, faculty, and administration who supported and contributed to the formation of the Strategic Plan. The quality and diversity of ideas, as well as the enthusiastic support received throughout this process, enriched the Strategic Plan in a myriad of ways.

The Galleries also acknowledge the work of the Advisory Committee, especially the Strategic Planning Subcommittee, for their dedication to the process and completion of this document.

Advisory Committee: Melissa Davies, Neil Gbioff, Suzy Holley, Dustin Lemke, Lee Lowry, Travis Meek, Ann Menchen, Tracy Midulla, Rebecca Nagy, Amanda Poss (Chair), Selina Roman, Edgar Sanchez, Sarah Smith, Melissa Steinhardt, Avril Stinson, Caroll Vick, Chris Weeks, and Lynn Whitelaw.

COLLABORATIONS

The HCC Art Galleries extend their thanks to the numerous organizations and individuals who collaborate with us throughout the year. To achieve the goals and objectives as outlined in this document, we plan on continuing longstanding collaborations such as:

- HCC Foundation
- HCC Student Government Association
- HCC Sustainability Council
- HCC Visual and Performing Arts Department
- Hillsborough Arts Council
- Hillsborough County Public Schools
- Private and Charter Schools in Hillsborough County
- Tampa Bay Black Heritage Festival
- Tempus Projects
- The Calyx and Beau Memorial Fund
- The Gbioff Foundation
- Universities and Colleges within the state of Florida

Additional collaborations, especially those within our local community, will be sought throughout the period outlined in this Strategic Plan.