

**DIVISION:** Division of the VP Academic and Provost

**UNIT:** School of the Arts Media Performance and Design

**PLAN ID:** 1276

## 1. 21st Century Learning

**Enhance the creative experience, instill innovation and meet student needs, ensuring disciplinary rigour and supporting interdisciplinary connections across departments in course offerings.**

**Action/Strategy:**

Major Modification of BA in Intermedia to BFA in Integrative Arts

**Measures/Metrics/Milestones:**

Approval for fall intake 2021.  
5% YOY increase enrolment: VAAH/Comp Arts.

**Evaluation Status:**

On Track

Implement AMPD specific Universal Skills Course (based on research conducted in the previous years by Prof. Grayson - LAPS) as a foundational course explicitly for all AMPD students to support their ability to solve real-world challenges (identified in NSSE survey).

Complete design, fall 2020.  
Submit for approval, December 2020.  
Approval for implementation, March 2021  
Launch, fall 2021.

Completed

**Promote an interdisciplinary curriculum that is innovative and distinct from other institutions; that will address program challenges and unmet demand so that programs will more closely align with students' interests, skills and aspirations.**

**Action/Strategy:**

Creation of a new Digital Performance Program: Computational Art, Dance, Music, Theatre

**Measures/Metrics/Milestones:**

Articulate plans to link Dance & Theatre, December 2020.  
Engage industry partners, e.g., Microsoft Hololens, fall 2020.  
Preliminary proposal for area of excellence in digital performance, March 2021.

**Evaluation Status:**

On Track

Continuing to build the School's position as the premier destination for next-generation creative talent, artistic experimentation, and intellectual leadership in the arts and cultural innovation by implementing other Curricular Revisions such as: Dance (expansion of non-Euro dance forms, e.g., hip-hop); Film Studies (i.e., expansion of World Cinema forms); Music (global jazz).

Department plans, December 2020.  
Programs proposals, March 2021.  
Recruitment & implementation, fall 2021.  
Increase enrolment in challenged areas e.g. Music intake to increase to 80 by Fall 2023.

On Track

## 2. Knowledge for the Future

**Increase the strength of our community relationships and partnerships, maximizing AMPD's impact and deepening the broader community's social engagement, including Alum and industry.**

**Action/Strategy:**

April 2021

**Measures/Metrics/Milestones:**

**Evaluation Status:**

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Intensify socially engaged research through development of a Cinespace sustainability plan related to growth of Media Arts program that supports new work from emerging racialized artists and scholars.

Develop proposal with key alumni, Cinespace & Industry partners, fall 2020.  
 Confirm funding partners & structure, February 2021.  
 Launch, summer 2021.  
 Cost neutral by year 3 of a 5 year plan. Develop new Media Arts curriculum (by Fall 2021) to increase annual intake by 50-65/year with the new Media Arts program.

On Track

Research on Arts in Society/Burton Auditorium Renovation

Develop proposal, September 2020.  
 Internal consultations; link to EUC/EAJ, fall 2020.  
 External stakeholder consultations, Jan-Feb 2021.  
 Confirm proposal, fall 2020.  
 Advancement funding, March 2021.

Progressing

**Expand research at intersection of the arts, society & technology; shared labs**

**Action/Strategy:**

Through Sensorium and other modes, develop AMPD initiatives to increase focus on faculty research and enhance the visibility of faculty research locally, university-wide and beyond.

**Measures/Metrics/Milestones:**

Review of MA/PhD alignments, fall 2020.  
 Proposal for shared grad courses & space, Feb. 2021.  
 Increased activity @ Sensorium, April 2021.  
 Increased new applications >5%.  
 Increased repeat applications >10%.

**Evaluation Status:**

On Track

**3. From Access to Success**

**Provide opportunities for student engagement and improved student experience as key elements in building a culture of artistic experimentation and innovation and in positioning them for academic and career success.**

**Action/Strategy:**

Build targeted retention strategies for program areas below AMPD average.

**Measures/Metrics/Milestones:**

Review curriculum of affected programs; identify and implement ways to recalibrate. Compile list of existing York services to inform students and communicate them effectively. Identify gaps and develop incremental programs to improve Year 1 to Year 2 retention rates from to 86%. Increase collaboration amongst students participating in C4.

**Evaluation Status:**

Progressing

Implement AMPD mentor network

Student peer mentors identified, summer 2020.  
 Advancement for additional mentors, fall/winter 20/21.  
 Creation of new faculty mentors.

On Track

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**Support Equity, Diversity and Inclusion amongst the AMPD community and develop opportunities for more dialogue and creative interaction between students across departments to strengthen the student AMPD spirit and identity.**

**Action/Strategy:**

Development of an AMPD Equity Framework.

**Measures/Metrics/Milestones:**

Contract with external third party to support the development of an equity framework and accountability metrics for the Faculty.  
 New BIPOC-targeted student scholarships, Jan. 2020. New BIPOC student association, Sept 2020. New committee for equity, Faculty Council, Sept. 2020. Creation of Department-level action plans. Reduced requests for external facilitations. Reduced complaints (note: if we are successful, these will increase before they decrease).

**Evaluation Status:**

On Track

BIPOC cluster hires and diversify faculty recruitment efforts to support a more global collegium.

Targeted job ads, September 2020.  
 International outreach & diverse applicant pools, fall 2020.  
 Teaching Stream T&P guidelines, fall 2020.  
 Confirm new hires, April 2021.  
 Increased international faculty applicants with the goal of 50% international new hires.

Progressing

**4. Advancing Global Engagement**

**Strengthen brand identity and awareness in an effort to attract international students.**

**Action/Strategy:**

Improve Undergraduate Recruitment efforts through data-driven SEM strategies.

**Measures/Metrics/Milestones:**

30% increased international applications (targeting India, US, EU).  
 15% increased YOY international enrolment.

**Evaluation Status:**

Progressing

Revised AMPD website & online branding to align with strategic plan

15% increased web traffic.  
 Increase web search optimization by 100%.  
 10% YOY increased applications.

On Track

**5. Working in Partnership**

**Increase meaningful connection with Alum, industry and cultural institutions (e.g. TIFF, Harbourfront, Cinespace), building relationships and engaging on an ongoing basis as core members of the AMPD community.**

**Action/Strategy:**

April 2021

**Measures/Metrics/Milestones:**

**Evaluation Status:**

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Lands for Learning York/Cinespace Film Studio to Support North York Skills Development & Canadian Content

Commitment to:  
Creation of new program to bring media industry skills development to Jane-Finch youth.  
Delivery of much-needed studio space for Canadian film and media content creators.

Progressing

Expand Alumni Network.

Increased mentor connections leading to increased rate of employment within field (2-years).  
Increased starting salary (SMA 3).  
Improved reputation as reflected in media coverage; program-specific rankings.  
Increase advancement giving 10% YOY (except major gifts).

Progressing

**6. Living Well Together**

**Continue to invest in initiatives and people that increase creative output, engagement and are aligned with the School’s vision and goals as outlined in the Strategic Plan.**

**Action/Strategy:**

Creation of Livestreaming Production Capacity in Performance Spaces

**Measures/Metrics/Milestones:**

Recover ~50% lost revenue from live event cancellations due to COVID-19.  
Increase variety of bookings and capacity for distance events (cf. digital performance program in Performing Arts).

**Evaluation Status:**

Progressing

Improve organizational engagement, transparency and collegiality based on data from the 2017 Employee Engagement Survey.

Build on the five AMPD pillars of Employee Engagement, monitor/report/improve by 5% annually on two KPIs (turnover and absenteeism rates).

On Track

Support efforts underway through the Service Transformation Initiative.

Review administrative functions across departments to improve efficiency and effectiveness. Support University Services Centre formation.

Progressing

**7. Answering the Call**

**SDG:**  
**11.2.3 Public access to museums**  
**Provide public access to museums, exhibition spaces or galleries, or works of art and artefacts**

**Action/Strategy:**

**Measures/Metrics/Milestones:**

**Evaluation Status:**

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Increase opportunities to provide the public with access to AMPD artistic creations.

Track and report on number of attendees as public events e.g. exhibits in the Goldfarb Study Centre, Open House etc.

On Track

**SDG:**

**11.2.5 Arts and heritage contribution** Contribute to local arts, in terms of number of annual public performances of university choirs, theatre groups, orchestras etc. either ad-hoc or as part of an ongoing programme.

**Action/Strategy:**

Better promote performances and better coordinate them.

**Measures/Metrics/Milestones:**

Increase number of attendees at performances available to the public by 5% and marketed on: <https://events.ampd.yorku.ca/>

**Evaluation Status:**

On Track

**SDG:**

**11.2.6**

**Record and preserve cultural heritage.**

**Deliver projects to record and preserve intangible cultural heritage such as local folklore, traditions, language, and knowledge**

**Action/Strategy:**

Advancement plan to develop Burton as revised collaborative research space.

**Measures/Metrics/Milestones:**

Special Budget Request for Burton feasibility study.  
Connection re: Regent Park School of Music and Carswell Community Chair. Lands for Learning Long-term Proposal: Potential Film Production Building/Studio to focus on EE opportunities for students and Canadian original content and cinema from underrepresented (BIPOC) Canadian artists; as well as City of Toronto endorsement and Cinespace (donor support).

**Evaluation Status:**

Progressing