

STUDENT AFFAIRS  
STUDENT ENGAGEMENT  
AND CAMPUS LIFE  
VIRGINIA TECH.

# Strategic Plan

2024 - 2029



PERSPECTIVE  
GALLERY

## Exhibitions:

At Perspective Gallery, we curate four major exhibitions annually, displaying a rich array of artistic expressions. Our exhibitions celebrate diversity in materials, techniques, and the stories of artists from various backgrounds. The Flex Gallery further extends our value of ingenuity by presenting two student-created exhibitions each year, spotlighting the emerging talent within Virginia Tech.

## Programs:

Our intentional programming provides co-curricular art learning and welcoming spaces for all students to explore their creativity and express themselves. With series-based programming and Pop-up workshops, we champion diverse interests and encourage a culture of curiosity, all while building micro-communities for those who may not find them elsewhere on campus. Our programs are not just about teaching art; they are about inspiring a deeper understanding of the world around us, highlighting the power of art to illuminate complex societal issues.

## Community Outreach:

The Perspective Gallery is dedicated to weaving art into the fabric of the New River Valley community. Our outreach efforts transcend campus boundaries, bringing art to life at local venues such as the farmers market and the Blacksburg Nature Center. Through exhibitions and programs that resonate with both students and the wider community, we foster a shared space for cultural enrichment, intergenerational learning, and artistic discovery.

## Studio 72:

The partnership between the Perspective Gallery and the Studio 72 Art Living Learning Community shows our commitment to collaboration, all while anchoring the burgeoning Creativity and Innovation District. This partnership enriches both the gallery and Studio 72, fostering a symbiotic relationship that amplifies audience engagement, idea incubation, community development, and educational outcomes.



## Gallery Mission

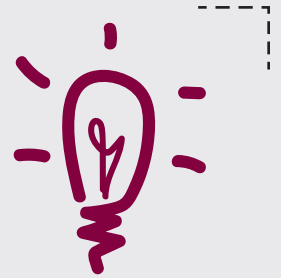
- The mission of Perspective Gallery is to expand the conceptual world through art appreciation and artmaking. Our exhibitions and programs represent diverse cultures and viewpoints encouraging collaborations, safe spaces, and opportunities to learn. Through exhibits and educational programming, the Gallery inspires active participation and provides a conduit for dialogue on local and world issues. The Gallery supports the transdisciplinary educational goals of the University to benefit students and members of the community.
- Even when we are closed, exhibitions are visually available through our perimeter windows, in front, and down the corridor along the side of the gallery.

## Vision Statement

- Perspective Gallery offers approachable exhibitions and programs that invite ALL people to explore ideas and concepts leading to a greater understanding of themselves, cultures, and the world around them.

## Key Values

- Art builds awareness that enhances communities and interpersonal connections.
  - Curiosity
  - Creativity
  - Communication
  - Collaboration
  - Kindness
  - Learning



## Focus Areas

- Boutique style art events
- Exhibitions uplifting diversity
- Creative collaborations
- Provide professional opportunity with specific developmental tracks for students interested in the field

## Specific Objectives

- Create collaborative programming with Studio 72 and Perspective Gallery
- Create programmatic series to build community
- Develop thought-provoking exhibits that offer viewpoints from diverse perspectives.
- Supporting Student Engagement and Campus Life mission of uplifting the student experience through our programs
- Provide student staff with engagement opportunities in the arts through experiential learning.

## Describe Projects

- Visting artists through Cultural and Community Centers utilizing the CID artist in residency apartments
- Pop Ups created and presented through Perspective Gallery by Studio 72 students
- Gallery assistants supporting Perspective Gallery and Studio 72 programming
- Artist lecture series
- 4 exhibitions per year in the Perspective gallery
- 2 student exhibitions per year in the Flex Gallery
- Collaborations with community members and academic partners
- Receptions for each exhibition to bring the local art community together and celebrate our shows

## Performance Indicators

- Attendance and repeat attendance to weekly programs
- Exhibition patron attendance
- Letters of thanks/recognition
- Comments left through surveys and guest book
- Development of student staff shown through evaluations and patron feedback



# Goals



- 1. Continued inclusion:** Achieve a measurable increase in gallery attendance from diverse demographic groups including collaborations with CCCs and academic classes across disciplines.
- 2. Expand educational impacts:** Offer intentional, high-quality programming that thoughtfully connects to our values. Develop and implement assessment for programming series to track growth in creativity, curiosity, and persistence among participants. Use interactive art and guestbook to qualitatively track exhibition impacts.
- 3. Strengthen university and community relations:** Maintain and grow partnerships with New River Valley community, VT academic departments, student orgs, CCCs, and Living Learning Programs, through intentional and mutually beneficial collaborative projects and events.
- 4. Professional development for students:** Hiring students from a range of majors and interests diversifies student staff competency and allows for robust professional development opportunities. This includes evaluations, mentorship opportunities, interactions with visiting artists, planning and execution of gallery events, and hands on experience in gallery operations and programming.
- 5. Innovation in art presentation and outreach:** Embrace our motto of “open even when we are closed” with the Flex Gallery, student center artwork, exterior display cases, and visible exhibitions through the gallery’s perimeter windows. Maintain Art Reach engagement even outside of gallery hours and in non-traditional spaces.
- 6. Sustainable practices:** Develop standards for programs, student employment practices, and exhibitions to ensure long-term success and viability without compromising on quality.
- 7. Brand development and increased visibility and recognition:** Develop consistent branding to increase program and event recognition.
- 8. Commit to continuous improvement:** By communicating with patrons and staff, utilizing multiple assessment techniques, and researching best practices for university galleries and museums, we will strive to create excellence in our work. We will do this by adjusting processes to achieve the best outcomes based on information gathered and observed.
- 9. Support marginalized artists:** Exhibits and programs will include scholars and artists from diverse, emerging, and sometimes marginalized backgrounds. To support the work of these artists, the Gallery will provide financial support in the form of honoraria, shipping, printing, and framing for their exhibition.
- 10. Grow internship program:** Internships are important steppingstones for students developing career skills. The Gallery provides unique opportunities for students in the arts to practice and learn day to day operations of an art gallery and community outreach.
- 11. Expand Gallery role of Art Program Coordinator/Studio 72 Program Director:** As a professional staff member, the person in this role has the unique opportunity to build alliances between students interested in the arts and programming offered through the Gallery. This includes creating unique programming designed to support student interest in the arts.
- 12. Translate our values into organizational culture and practice:** Art practice, appreciation, and patronage encourage a greater understanding of what is unique. Art builds aesthetic awareness and a sense of place. Art can be used as a platform for social and environmental justice. The Gallery, its staff, programming, and exhibitions will work to use art to teach these practices.
- 13. Leverage technology:** Technology will be used to support assessment, exhibitions and programs requiring support from creative use of this resource. As it is important to use technology when appropriate, it is also important to teach the best practices.