

Memorandum

To: Faculty Senate
Seton Hall University

Faculty of the College of Arts and Sciences

From: Karen E. Boroff, Ph.D. *KEB*
Interim Provost and Executive Vice President

Re: Walsh Library Art Gallery and Companion Resolution from the College of Arts and Sciences
2019-FS-07

Date: April 4, 2019

The Office of the Provost is in receipt of the Senate's motion and the College's motion regarding the proposed move of the Walsh Library Gallery. This motion was passed by the Senate at the March 8, 2019 Senate meeting.

We can all agree that nothing happens without donors. President Nyre will expect to have a fund-raising campaign and it is our obligation to present multiple options to him that will stimulate donations. Going forward, given the agility and creativity needed for institutions of higher learning, I know President Nyre will depend upon every member of this community to surface ideas for experimentation and testing, to have an openness for thinking aloud without the limitations that come from the past.

Here are some facts we cannot ignore, which our Board of Regents is acutely aware:

- The demographic changes show the decline of the 18-year olds in our area, where competition will get only more intense. We already see this as the discount rates trend upwards and more and more schools opt to drop programs or close altogether. The *Hechinger Report* of August 30, 2018 reports, "Today, however, because of a decline in the number of 18- to 24-year-olds and an improving economy that is sucking people straight into the workforce, colleges have 2.9 million fewer customers than they did at the last peak, in 2011, [according to the National Student Clearinghouse](#), which tracks this." In turn, colleges need to be more responsive to students' needs, including their career development.
- The sentiments are increasing for more free public education and possible decrease of TAG grants. Private institutions in New York State have already experienced enrollment and

revenue declines. In an article published in *The Washington Post* on January 28, 2018, Jeffrey Selingo wrote,

Beyond the overall numbers shifting, high school graduating classes will become more diverse. Those classes will have fewer white students and more Hispanic students, according to demographers, and a greater range of academic abilities. Family incomes remain stagnant, so student financial need will increase. In other words, the decade ahead will be tumultuous for college enrollment.

The article continues, “We’re an expensive product,” Kathryn Coffman, vice president and dean of admissions and financial aid at Franklin College in Indiana, told the *Chronicle*. “Now more than ever, outcomes are critical, and people want to know that the investment they’re making is going to result in something.”

- The Gen Z sentiment of career development and, more broadly, career discernment, has been the topic of several recent articles. In a *Wall Street Journal* article, “GenZ is Coming to Your Office. Get Ready to Adapt,” from September 7, 2018, Gen Z’s are described as wanting financial security, as socially cautious, pragmatic and entrepreneurial. Some are deciding to skip college entirely to eschew student loan debt. In *A Marathon, Not a Sprint*, which appeared in *Inside Higher Education* on November 26, 2018, the author, Stephanie K. Eberle, assistant dean of Stanford University’s BioSci Careers community, remarks on the importance of early career exploration and developing a skillset, values, and networks of alumni and professionals to bridge the transition between college and the world of work.
- The general public sentiment has become increasingly negative about higher education. Public Agenda, a non-profit research organization, publicized the results of a public opinion survey, conducted in summer of 2016. The survey was funded by the Kresge Foundation. Part of it reads as follows:

Furthermore, 59 percent of Americans say colleges today are more like businesses and care mainly about the bottom line, versus 34 percent who say colleges today mainly care about education and making sure students have a good educational experience.

It was noted that

“Most Americans also favor requiring colleges to do more for students’ career prospects. A strong majority of Americans say that requiring colleges to provide career counseling and networking for students is a good idea – 86 percent say this.”

More on this survey and the research methodology can be found using the link included at the end of this memo. * A visible career development facility for students and prospective employers alike, can express our desire to meet expectations here.

We all agree that to assert that the Career Center is available to all students is not accurate. As the location for employer interviews, it creates a disadvantage for a student, as well as for an employer,

where stairs present a barrier and restrooms are not accommodating. It is currently not visibly nor professionally commensurate with the outstanding credentials of our students.

In locating the Career Center in an accessible location, highly visible to all our students, residents and commuters alike, to parents and caregivers, and to employers from all organizations, we signal the importance of career discernment as students develop themselves here at Seton Hall. It demonstrates that we understand the importance that a pathway to success plays in the choice of a college and life after college.

I look at the relocations of both the current Career Center and the Walsh Gallery as an auspicious development, an opportunity to elevate both areas, but, ultimately, fundraising will open doors. I think we can all agree that a piece of art must be seen in person, not just as pixels on a screen, in order to be experienced. Whether it is the size of the work, or maybe the real color and texture, we need to see with our own eyes. Galleries are learning spaces, and ours could be a great location for our students and the broader South Orange Community. I am excited by this vision:

- Having an art gallery of stature across our entrance on South Orange Avenue with some vibrant programming for a special collection, shows both a commitment and an appreciation for our storied liberal arts tradition as well as artistic creation for anyone who would traverse South Orange Avenue. With suitable collaboration, public lectures regarding the historical and or cultural backdrop against which the art was created, could be powerful. (Many of you have been thrilled at what happens at SOPAC before a concert when an music historian speaks to the music, and tells you to listen for this note and pay attention to that theme.) It can truly enrich the experience. The building itself is certainly attractive and unique, and perhaps an art gallery is precisely best served for that structure. In fact, the master planner, Mr. Scott Ramlow, has concluded that an art gallery and art classrooms may be the very best use of this university asset.
- An art gallery could also be a classroom and a space for student development. Our students would have the opportunity to exhibit publicly their work. The art classes would continue at 525 South Orange Avenue and therefore that space will have a living, breathing artistic vibe. With the proposed flexibility, 525 South Orange Avenue could be a space for other types of events as well, including musical concerts and special events.
- Under the current SOPAC leadership, the concert attendance has increased. SOPAC already houses the Herb and Milly Iris Gallery. In moving the Walsh Gallery onto South Orange Avenue, we could create another showcase for the community to visit. It would increase the audience for our exhibits and advance the profile of the University in general. Community engagement often generates better town-gown relationships, increases mentorship and other co-curricular opportunities for students and for citizens in the town, engages advisory board members, and can assist in seeking funding from individuals and institutions.
- In the past we have been told that the storage area and staging space at Walsh is too small. By adding flexible space in the gallery at 525 South Orange Avenue, we open the avenues of creativity to make better use of our space resources.

The Building and Grounds Committee of the Board of Regents is aware of the Senate's motion. One of our Regents offered to share some preliminary renderings of The Career Center and the 525

South Orange Avenue space. These are attached. The open windows, flexible space, the parking lot next to the building may invite more visitors and present some beautiful options for the University and the many communities in our environs whom we serve. Indeed, this could well become a prominent destination for emerging artists.

I hope the dialogue continues, as we strive to cultivate the best alternatives for the betterment of our students. We have to continue to be exhaustive in exploring options on how best to use our facilities.

*<https://www.publicagenda.org/pages/public-opinion-higher-education-2016>. The link to the research brief: https://www.publicagenda.org/files/WhatsThePayoff_PublicAgenda_2016.pdf

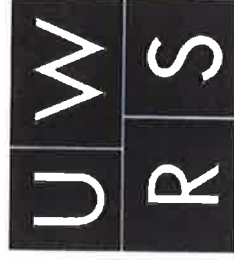
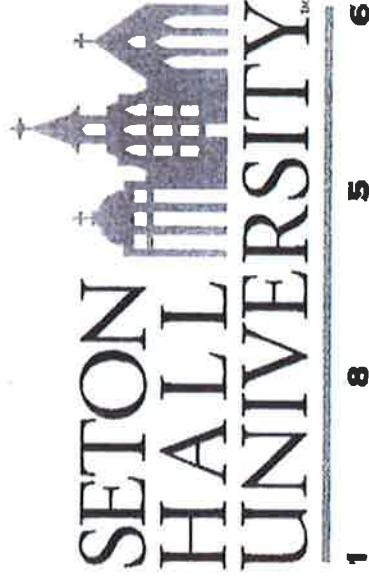
Attachment

CAREER CENTER

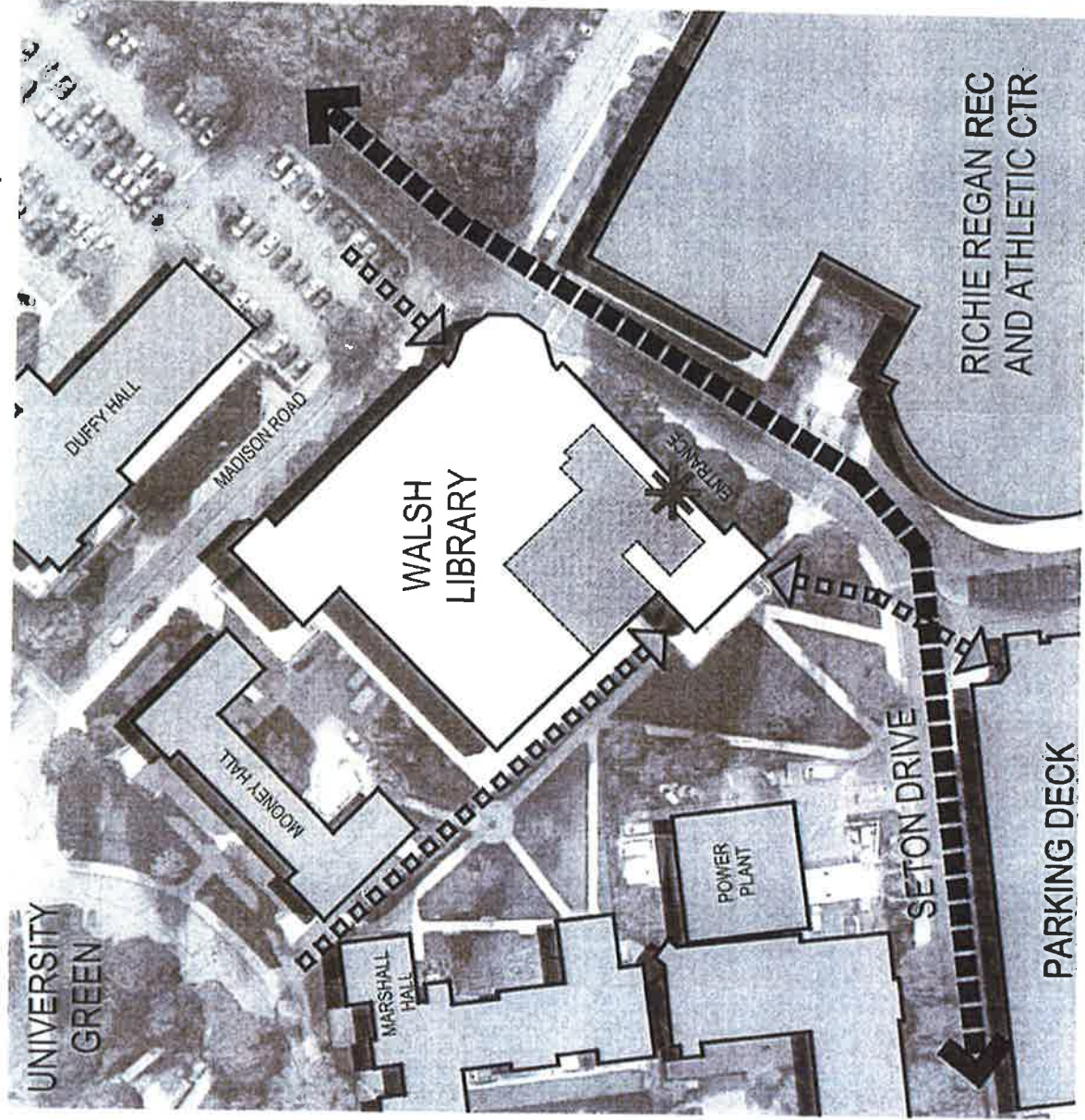
GALLERY

CONCEPT DESIGN REPORT

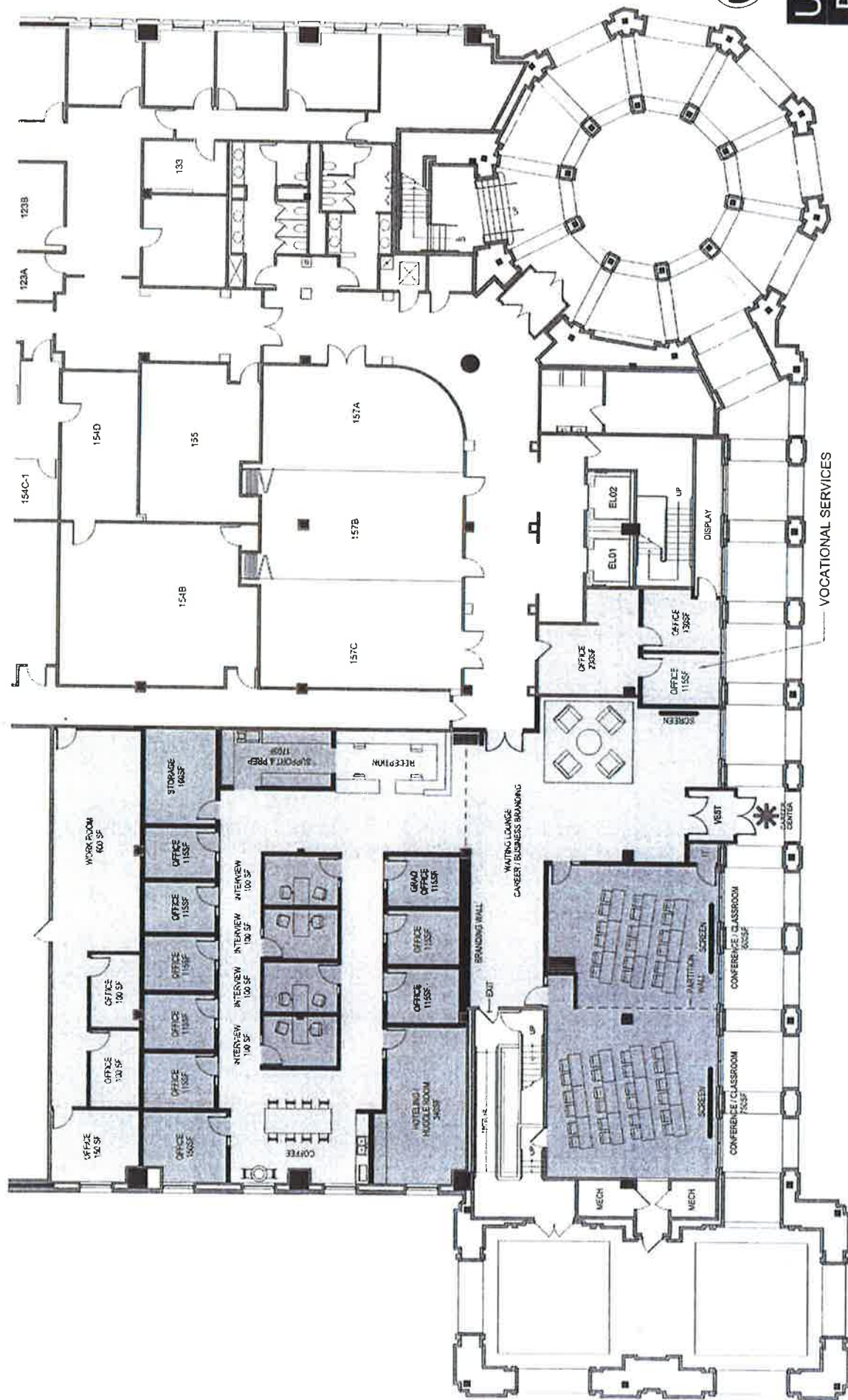
SETON HALL UNIVERSITY | MARCH 28, 2019

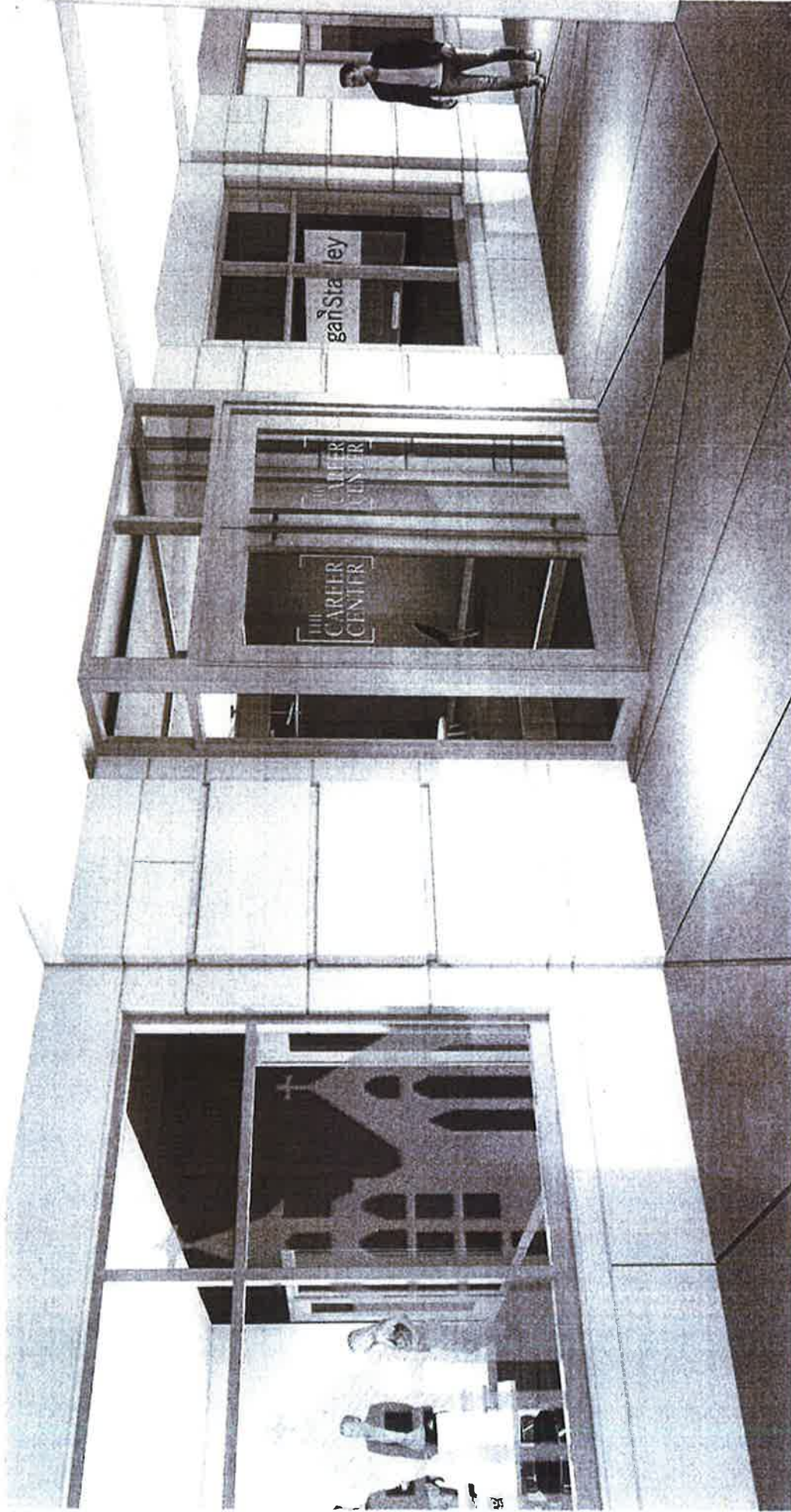


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EXISTING PROPOSED

CAREER SERVICES		No.	Total	No.	Total	
		SF	SF	SF	SF	
Reception & Waiting Area	Bayley Hall	616	616	1,195	1,195	Walsh Library
Interview Rooms	Bayley Hall	95	380	100	400	Walsh Library
Director's Office	Bayley Hall	149	149	150	150	Walsh Library
Counselor's Offices	(ave size) Bayley Hall	101	707	115	805	Walsh Library
Graduate Student Office	Bayley Hall	75	75	115	115	Walsh Library
Employer Huddle / Hoteling Room	Bayley Hall	0	0	340	340	Walsh Library
Conference / Classroom 1	Bayley Hall	226	226	600	600	Walsh Library
Conference / Classroom 2	Bayley Hall	0	0	750	750	Walsh Library
Employer Hospitality Area	Bayley Hall	0	0	350	350	Walsh Library
Support & Prep	Bayley Hall	0	0	170	170	Walsh Library
Storage	Bayley Hall	188	188	160	160	Walsh Library
DCEPS - CONTINUING EDUCATION			606		0	
Office 1	Arts & Science Hall	115	345	0	0	NA
Office 2	Arts & Science Hall	87	261	0	0	NA
VOCATIONAL SERVICES			579		475	
Office 1	President's Hall	342	342	230	230	Walsh Library
Office 2	President's Hall	237	237	115	115	Walsh Library
Office 3	President's Hall	0	0	130	130	Walsh Library
ARCHIVES / RECONFIGURE OFFICES			2,760		950	
Work Room / Offices	Walsh Library	2,760	2,760	950	950	Walsh Library

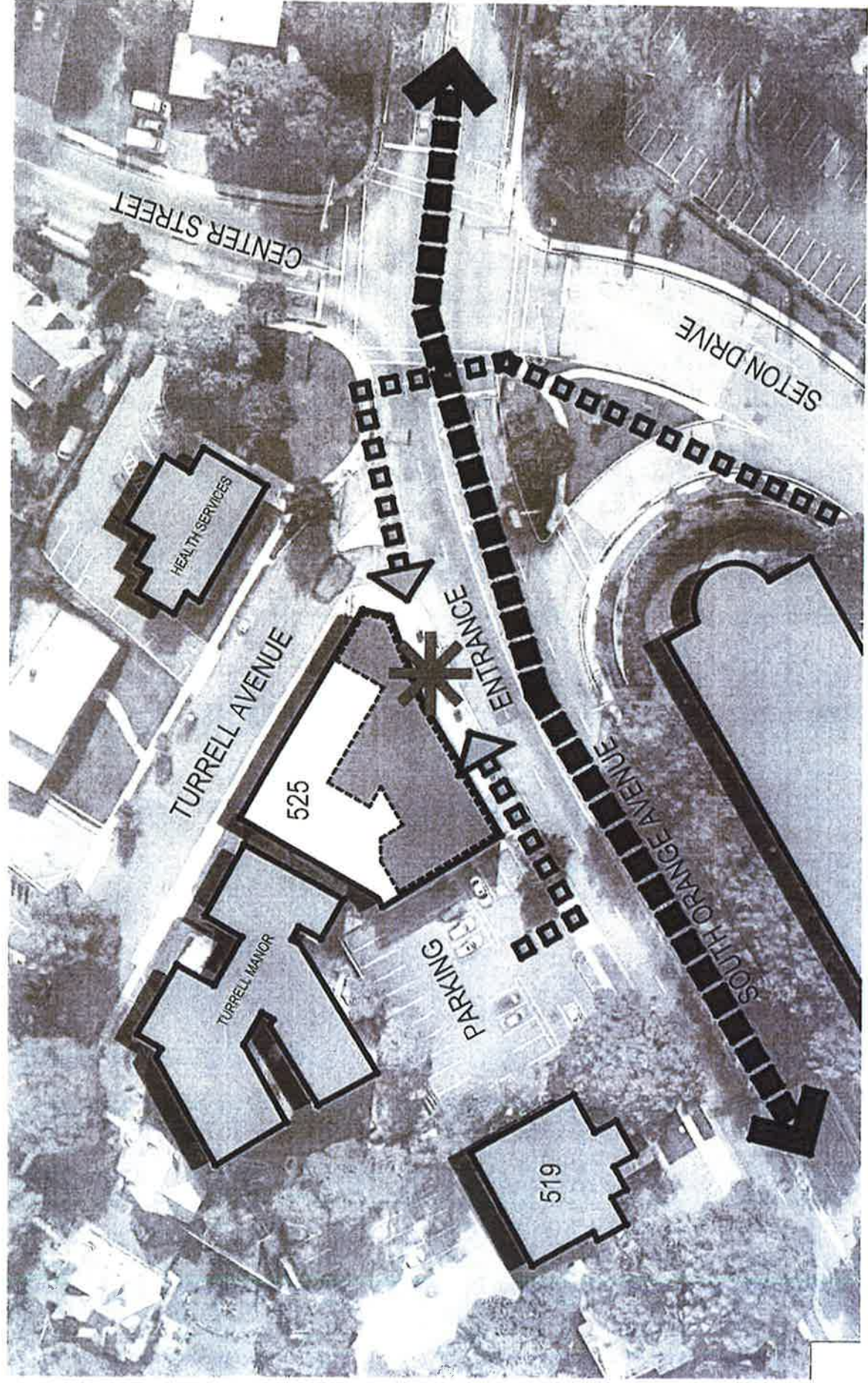
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GALLERY CONCEPT STUDY

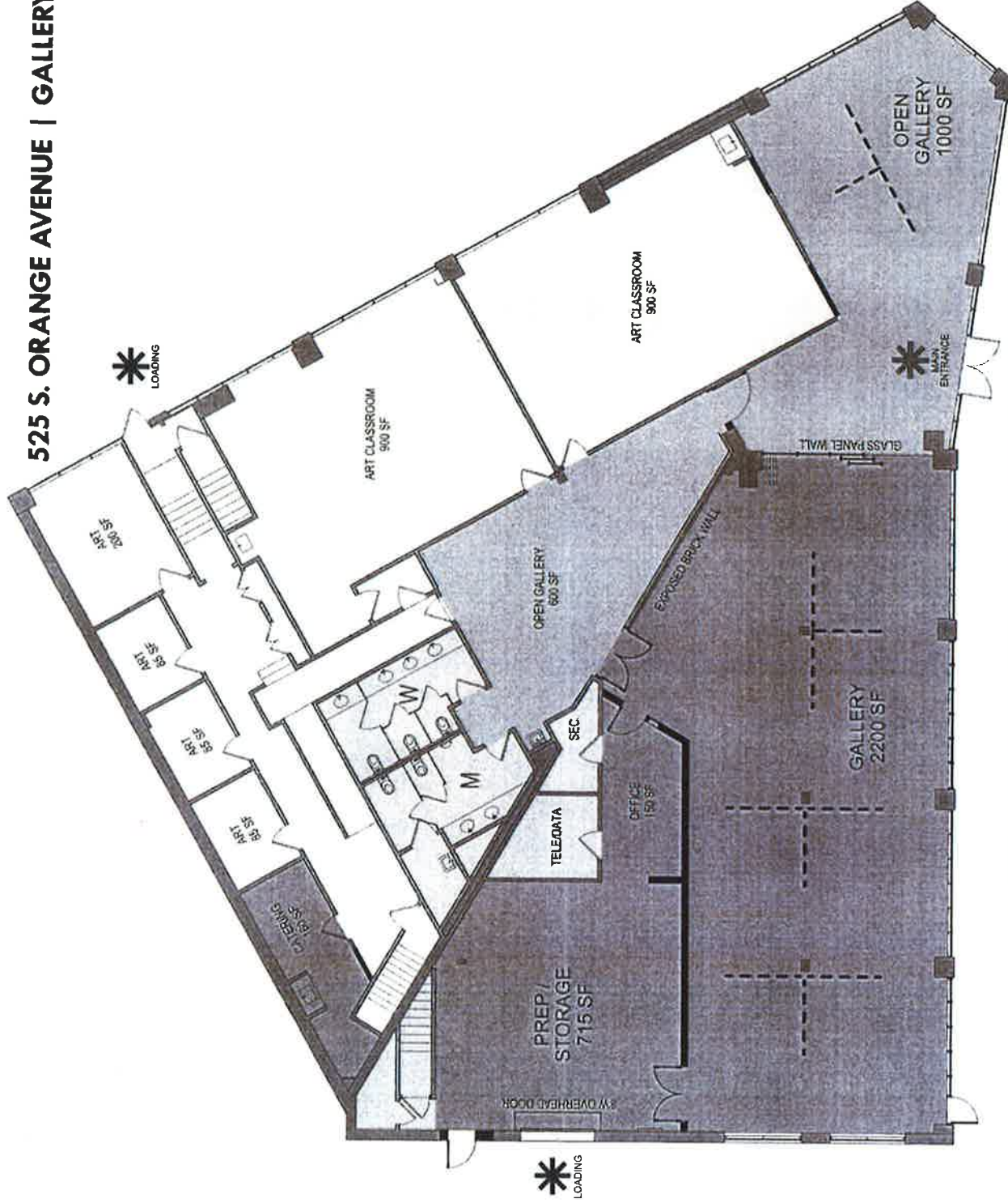
- 525 S. ORANGE AVENUE SITE AND PROJECT AREA PLAN
- CONCEPT PLAN
- EXTERIOR VIEW
- INTERIOR VIEW
- PROGRAM COMPARISON

GOALS

- INCREASE SHU BRAND / OWNERSHIP AT S. ORANGE AND TURRELL AVENUE
- INCREASE SHU PRESENCE IN THE COMMUNITY
- EXPAND USE OF THE GALLERY, POSSIBLY TO INCLUDE PUBLIC AND COMMUNITY EVENTS
- DEVELOP 525 AS A VISIBLE ASSET
- CREATE THE GALLERY AS A DESTINATION



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GALLERY		Square Feet	No. of	Total	Square Feet	No. of	Total
Open Gallery	Walsh Library	0	0	14,169	1,600	1	4,825
Secure Gallery	Walsh Library	2,564	1	2,564	2,200	1	1,600
Office	Walsh Library	101	1	101	150	1	2,200
Support / Prep / Storage	Walsh Library	368	1	368	715	1	150
Catering Support	NA	0	0	0	160	1	715
TV STUDIO				2,524			160
TV Studio / Set Storage	Fahy Hall	1,197	1	1,197	0	0	0
Office	Fahy Hall	137	1	137	0	0	0
Rack Room	Fahy Hall	189	1	189	0	0	0
Control Room	Fahy Hall	394	1	394	0	0	0
Audio	Fahy Hall	172	1	172	0	0	0
Insert Studio	Fahy Hall	132	1	132	0	0	0
Mechanical / Storage	Fahy Hall	303	1	303	0	0	0
ART				2,504			2,255
Art Studio / Classroom 1	525 South Orange	900	1	900	900	1	525 South Orange
Art Studio / Classroom 2	525 South Orange	900	1	900	900	1	525 South Orange
Art Office 1	525 South Orange	458	1	458	85	1	85
Art Office 2	525 South Orange	118	1	118	85	1	85
Art Office 3	525 South Orange	128	1	128	85	1	85
Art Office 4	525 South Orange	0	0	0	200	1	200
Enrollment Services				540			0
IT Office	525 South Orange	85	1	85	0	0	0
IT Office	525 South Orange	85	1	85	0	0	0
IT Office	525 South Orange	85	1	85	0	0	0
IT Office	525 South Orange	85	1	85	0	0	0
IT Office	525 South Orange	200	1	200	0	0	0