## Client THE COLLEGE OF ARTS AND LETTERS CALIFORNIA STATE UNIVERSITY, SACRAMENTO

WEBSITE http://www.csus.edu/al/

DESIGN STANDARDS http://www.csus.edu/pa/identity

NEWS ARTICLE http://www.csus.edu/sacstatenews/articles/2012/08/documents/FallArtsPreview2012.pdf

## SUMMARY OF RESEARCH

Per The College of Arts and Letters vision statement, almost every undergraduate in the university takes at least one general education course through Arts and Letters, and the enrollment in this particular college is the highest of the seven colleges, 28% of the university total. The college of arts and letters teach all kind of skills including analytical and principled thinking, aesthetic judgment, and cultural acumen, creativity and insightful discourse.

There are thirteen different departments in this college ranging from, art, music, theatre, etc. along with a large variety of undergrad and graduate programs that come along with a huge staff of professors. The Department of Art has a long-standing reputation for the quality and diversity of its fine arts program. The Department of Music has a long and impressive history of presenting quality performances to the city and region. By offering over twenty-five years of outstanding performances at the Festival of New American Music. In recognition of its important place in the nation, the department is a fully accredited member of the National Association of Schools of Music. The departments of Music, Theatre, and Art are one of the strengths of the College of Arts and letters and by showcasing them through many shows and events; this helps provide awareness to the college itself. Since there are other colleges and venues in the area, the college has a need to show their talent to compete with all surrounding.

Fall appears to be a busy time for entertainment and exhibits. To name a few, the line-up starts with the Festival of New American Music. This is a November tradition that goes on for 10 days with a series of free concerts featuring the best of new American music, with contemporary classical or jazz, sharpened with a cutting edge. The art department will have an exhibit focusing on water, theatre will have a play that tells a different kind of "Robin Hood", modern dance concerts, and a display of rarely exhibited works from Sac States own art collection. (See above for newsletter with additional information of events)The current branding standards aren't always being followed. For example the appropriate typeface is Trajan, Myriad, and Garamond. (See above website for full branding standards)\_

## VISION STATEMENT

The College of Arts and Letters brings together programs in the arts and humanities as well as the Learning Skills Center. We serve over 3700 undergraduate majors and 550 graduate students with courses and programs run by 180 tenure-track faculty and over 200 part-time faculty. Virtually every undergraduate in the university takes at least one General Education course through Arts and Letters, and our overall enrollment is the highest of the seven colleges, constituting over 28% of the university total. The arts and humanities are inherently worthwhile in that they seek to elucidate the human condition and the rich variety of human expression, so they are beneficial to our students and to the community at large. Values and ideas should inform and drive social, political and economic agendas. We seek to lead the university education. Learning involves inquiry, exploration and independent thinking. We teach skills--including analytical and principled thinking, aesthetic judgment, and cultural acumen--in service of ideas, creativity and insightful discourse.

## MESSAGE FROM THE DEAN

The study of the arts and humanities constitutes the heart of any university. In Western culture, the first universities were medieval institutions devoted to the study of theology, philosophy, literature and languages, but we've moved on, so we honor our past while defining the cutting edge in our various fields. Our students can study... *Painting*, but also electronic art *Critical* thinking, but also bioethics *Shakespeare*, but also postcolonial women writers *Classical* mythology, but also the culture of Hollywood *Rhetoric*, but also multimedia communication *Typography*, but also corporate identity *Counterpoint*, but also jazz arranging

We encourage active learning, so our students sing, dance, create, write, argue, advocate and participate. We form a bridge between past and future. Like our predecessors from centuries ago, we engage in discourse and spirited inquiry, but while "classroom" can mean a professor lecturing to a group of students, it can also refer to a virtual gathering by internet or even the greater Sacramento community as our students explore their world in action. Throughout, we investigate, we teach, and we learn. Our doors are as open as our hearts and minds, and we welcome our students as the leaders of the coming generation, those who will shape the world we haven't yet imagined.

## CENTERS, INSTITUTES, AND GALLERYS Art Department Else Gallery in Kadema Hall Witt Gallery in Kadema Hall

*Communication Studies* Health Communications Research Institute Institute for the Study of Politics and Media

Design Design Gallery in Mariposa Hall

History North Central Information Center Capital Campus History Resources InstituteCenter for Hellenic Studies

Music Center for Contemporary MusicCenter for World Music

*Philosophy* Center for Philosophy and the Natural SciencesCenter for Practical and Professional Ethics

University Library Gallery

### DEPARTMENTS

Department of Art http://www.al.csus.edu/art

The Department of Art has a long-standing reputation for the quality and diversity of its fine arts program. Courses in art education, art history, and art studio promote creativity, visual literacy, and critical thinking. Graduate and undergraduate art students have the opportunity to exhibit their work at the Else and Witt Galleries. Exhibitions of work by nationally and internationally significant artists are shown in the University Library Gallery. Lectures and symposia sponsored by the Art Department feature presentations by renowned art educators, art historians, and artists. Visiting artists also are brought to campus for an extended period during the annual Festival of the Arts.

## Department of Communication Studies coms@csus.edu

The faculty of Communication Studies and Journalism form a community of professionals, educated and experienced in a diverse range of specialty areas, and united by a common body of information related to the creation, application, and understanding of messages. The department exists to provide quality instruction that assists students in becoming intellectually aware citizens who are ethical, competent communicators. Further, the department seeks to maintain and develop the body of scholarly knowledge that unites the field.

## Department of Design http://www.csus.edu/design

The Department of Design prepares its students for a wide range of career opportunities in the fields of graphic design, interior design and photography. Graduates learn to work creatively and to explore new possibilities in their respective media while at the same time providing the highest quality of professional services to their clients. By offering degree programs in three interrelated fields, the department is well positioned to train its students in the wide range of art and design practices that play a part in creating our visual environment.

## Department of English http://www.csus.edu/engl

The Department of English is a community of teachers, scholars, writers, and support staff whose primary mission is to promote learning in composition, creative writing, English education, linguistics, literature, and the teaching of English as a second language. The department seeks to help students acquire knowledge, develop skills, and realize their own intellectual and creative goals. At the undergraduate and graduate levels, the department presents a broad and balanced curriculum designed to develop the reading and writing skills, the interpretative abilities, and the cultural awareness of its students by maintaining and enhancing a tradition of strong teaching, solid scholarship, and vigorous support of creative literary activity. Graduates of the department are well equipped to enter advanced degree programs and to pursue careers in teaching, law, publishing, the arts, and other areas in which the ability to read and write the English language effectively is paramount.

## Film Program http://www.al.csus.edu/film

The Film Program offers interdisciplinary course work in the areas of film production, history, theory, criticism and writing. The film major aims at developing a deeper understanding of the art and practice of film, its complex components, and the artists whose vision have inspired generations of filmmakers. All students are required to take a common core that provides a foundation for film criticism and production. After completing the core, students select either the film studies or film production track.

## Department of Foreign Languages http://www.csus.edu/fl

Sacramento State offers majors in Spanish and French as well as minors in those languages and in Chinese, German, Italian, Japanese and Russian. We also offer first-year courses in Arabic, Greek and Punjabi.

## Department of History http://www.csus.edu/hist

History is a discipline offering both breadth and focus. At CSUS, the History major includes four lower division survey courses and three upper division seminars. In addition, students choose seven upper division electives from a wide variety available. The flexibility of the major allows students to focus on topical areas such as: women's history, the history of particular geographic areas, cultural history, ethnic group history, military history, and history from the ancient world to history of the U.S. in the 20th Century. Teaching credential candidates must complete the Social Science Subject Matter Program with a major in either History or Social Science.

Department of Humanities and Religious Studies <u>http://www.csus.edu/hum</u> The Department of Humanities and Religious Studies offers an integrated approach to the study of world cultures. In courses on Western European, Asian, and American cultures, students explore ideas, ideals and values as they are expressed in art, music, drama, history, literature, philosophy and religion. The Humanities concentration provides a strong interdisciplinary foundation while also allowing students the opportunity to focus their studies. For example, students can concentrate on a specific era, such as the Ancient World, the Middle Ages and Renaissance, or the Modern World. Students may also concentrate on a single cultural field such as American Studies or Asian Cultures. The Religious Studies concentration is an in-depth comprehensive study of religious belief and practice on a global scale that surveys diverse interpretations of religious experience within and across cultural boundaries and examines religious institutions and sacred texts within an historical framework

## Learning Skills Center http://www.csus.edu/learningskills

The primary mission of the Learning Skills Center is to provide services to Sacramento State students that will promote their academic success. The Learning Skills Center prepares students for their college coursework by offering two levels of preparatory coursework. Learning Skills also facilitates the academic transition of students from high schools and community colleges by providing diagnostic testing and placement, academic advising and articulation, and by participating in educational equity efforts.

## Department of Music http://www.csus.edu/music

The Department of Music has a long and impressive history of presenting quality performances to the city and region. By offering over twenty-five years of outstanding performances at the Festival of New American Music and by presenting concerts and recitals by a distinguished faculty and excellent performing groups, the department has assumed a leadership role in the musical life of California. In recognition of its important place in the nation, the department is a fully accredited member of the National Association of Schools of Music.

## Department of Philosophy http://www.csus.edu/phil

The subject of philosophy encompasses such fundamental issues as the scope and limits of human knowledge, the ultimate constituents of reality, the sources of value and obligation, and the nature of logic and correct reasoning. Philosophy builds on the findings of many other academic disciplines and, in its methods, stresses clear, rigorous, and systematic thought. The application of philosophical ideas to the practical problems of life has always been a part of the subject, but it is only recently that universities have begun offering courses specifically oriented in this direction.

## Department of Theatre and Dance http://www.csus.edu/dram

The Department of Theatre and Dance provides a broad and thorough foundation in the history, theory, literature and practice of theatre and dance to students who wish to pursue post-graduate studies or join the profession. The department offers an imaginative and ambitious program of historical and contextual studies supported by studio and production work. Our mission challenges our students to be independent thinkers. Our department provides a collaborative, artistic environment that reflects a richly complex and diverse global perspective complimented by national and international faculty and staff experience.

## School of Arts http://arts.csus.edu

The School of the Arts consists of the departments of Art, Design, Music, and Theatre and Dance as well as the <u>University Library Gallery</u>. These units collaborate on the <u>Festival of the Arts</u> every spring and find ways to bring students and faculty together for interdisciplinary work of various kinds.

STAFF Dean. Edward S. InchInterim Associate Dean. Nicholas Burnett Budget/Personnel analyst. Carlyn Ster Assistant to the Dean/Event Coordinator. Cathy Labbe Administrative Support. Amanda Haddan Senior Information Technology Consultant. Matt Mills Information Technology Consultant. Bruce Robbins Information Technology Consultant. Weston Tanton

UNDERGRADUATE PROGRAMS

Bachelors of art, music, and science Applied ethics and law Art History Art Studio Communication Studies. digital media, general communications, media communications, organizational communications, public relations Dance English **Film Studies** Government journalism Graphic Design History Humanities. humanities, religious studies Interior Design Journalism Language. French, Spanishlogic and philosophy of science Music. music management, instrumental, jazz studies, keyboard, music education, theory/composition, voice Photography Theatre Minors Art education Art history Art studio Chinese **Communication Studies** Dance English **Film Studies** French German Hellenic studies History Humanities Italian Japanese Journalism Music Philosophy **Religious Studies** Russian Spanish Theatre **GRADUATE PROGRAMS** Art **Communication Studies** 

Communication Studie English History Liberal arts Teaching English to speakers of other languages Spanish Conducting Composition Music Education Performance Performers certificateteaching compositionadvanced study in TESOL Doctor of Philosophy- public history

## CLUBS AND ORGANIZATIONS

Art. Ceramics Guild, Metals art club, Art History club, Asian Art club, Sculpture club, Graduate Art Students Association
Communications Studies. The State Hornet, The Sac State Debate Team, The Student Chapter of the Public Relations Society of America
Graphic Design. GRIDS, PRINTS, L.E.N.S.
English. English Club, Sigma Tau Delta Honor Society, Calaveras Station
Foreign Language. German Club, Spanish Club and Spanish Honors Association,
French Club, Italian Club, Catholic Students Club, Japanese Club
History. Phi Alpha Theta
Humanities & Religious Studies. Studia Humanitas
Philosophy. Philosophy Club
Theatre Arts & Dance. Dramatist Society
Music. Latin Jazz Club

GOVERNANCE & COMMITTEES: The Arts and Letters Faculty elect the following committees

*Budget and Curriculum Committee*. This committee reviews and acts on all curriculum proposals (new courses, revised courses, program requirements, programs) from the constituent departments.

Secondary ARTP (Appointment, retention, tenure and promotion) Committee. Because Arts and Letters is a relatively large college, we typically elect more than one secondary ARTP committee each year. The committees review all probationary faculty by studying their files and following up on the recommendations from the primary (departmentlevel) ARTP committees; they then write recommendations that go forward to the dean and/or the provost. These committees follow the Arts and Letters ARTP policy and the <u>University ARTP policy</u>.

*Outstanding Teaching/Service Awards Committee.* In 1992, 2001 and 2003, the President accepted the unanimous recommendations by the Faculty Senate to establish annual awards programs to honor teaching, service to the university, and service to the community. This committee reviews nominations and selects faculty to receive college-level recognition in these programs. The teaching award recognizes teaching effectiveness over the most recent five-year period and the teacher's impact on the lives and careers of Sacramento State students. The university service award recognizes contributions through committees, special assignments, curriculum development or student advising. The community service award recognizes professionally-related work that enhances the public good, not personal income or corporate profit.

Advisory Committee. Established in 2006, the College of Arts and Letters Advisory Committee meets with the Dean of the College twice a year to advise him on university/ community relations and on questions related to connecting our students and especially our graduates with their chosen professions. The following list shows the founding members of the committee as well as degrees completed by those who are Sacramento State alumni:Penny KastanisFaculty Coordinator for Library Media Teacher Credential ProgramB.A. in Music, 1957M.A. in Librarianship, 1961Ron CunninghamArtistic DirectorThe Sacramento BalletRichard LewisExecutive Producer/CEOCalifornia Musical TheatreChristopher McSwainCommunity Affairs DirectorCalifornia Musical TheaterB.A. in Government/Journalism, 2005David Mogavero, AIAPresidentMogavero Notestine AssociatesArchitecture, Planning and Urban DesignSuzette RiddleFounder/ CEOCalifornia LecturesB.A. in Drama, 1989M.A. in English, 1995Estela SerranoProfessor Emerita of Foreign LanguagesScott A. Shields, Ph. DChief CuratorCrocker Art MuseumRobert Stillwell, Ph.DSenior PsychologistDelta Regional ProjectB.A. in Psychology, 1972Catherine A. TaylorDistrict SuperintendentCapital District State Museums and Historic ParksCalifornia State ParksB.A. in History, 1998

## SPECIAL COMMUNITY OPPORTUNITIES

*College of Continuing Education.* The College of Continuing Education at California State University, Sacramento offers courses, workshops, training programs and conference services for adults seeking to update their skills and advance in their careers. Learning doesn't end with a diploma or degree, it continues here.Open University: California State University, Sacramento's Open University program allows you to attend regular University classes through the College of Continuing Education on a space available basis, without enrolling in the University.Renaissance Society: The Renaissance Society is a participatory "Center for Learning in Retirement" in which members choose to study topics proposed by their peers who coordinate the seminar. These subjects constantly evolve from the interests of the members. The goals of the Society are to provide opportunities for continued learning and to foster creative expression for members.

## SUPPORTING THE COLLEGE

The success of a college like Arts and Letters reflects the devotion of many people: students, faculty and staff, but also members of the community. We invite you to support the College.

*Top funding priorities.* Creating endowed faculty chairs and building scholarships for deserving students, underwriting faculty development to attend national conferences, support research activities and present documented work, developing a program for equipment contributions to assist the departments of music and theatre & dance, strengthen college initiatives to provide faculty the resources to create new courses, symposia, and study

It is only through the partnership and generosity of alumni, friends, and the community that we are able to offer vibrant, quality programs. To learn about these or other priorities in support of the College of Arts and Letters or various ways to designate gifts of cash, pledges, gifts in kind, or stock gifts, please contact Kevin Gonzalez, Director of Development, at (916) 278-6989 or by E-mail at kgonzale@csus.edu

## **EVENTS**

Theatre and Dance. Faculty and guest choreographers come together to guide students through their first performance of the year in "Dance sites 2012: Faculty Dance Concert" Playwrights Theatre, where department chair Melinda Wilson Ramey will direct "For colored girls who have considered suicide when the rainbow is Enuf." A choreopoem by Ntsozake Shange, the play weaves dance and poetry to express the struggles of different women in their search for God, peace, love, and happiness. "Dance house," directed by Lorelei Bayne and Philip Flickinger, showcasing original works choreographed by students, alumni, and community guests. "Robin Hood" written by Don Nigro and directed by Professor Michelle Felten. In this version the daring hero tries to keep wicked Prince John from building an arms manufactory, a slaughterhouse and a tennis court. Supported by a cast of vivid and wacky characters, this mixture of farce, physical comedy and bawdy humor is sure to tickle your funny bone.

More information. <u>http://www.csus.edu/dram/</u> Dates and times. <u>http://www.csus.edu/dram/2012-2013SeasonDetails.html</u>

*Music*. Festival of New American Music (FeNam) features lineup of artists guaranteed to please all fans of new American music. Starting with keynote address by composer

University's Symphonic Wind Ensemble. Most concerts are in the music recital hall and all of them are free.

http://www.csus.edu/music/fenam/index.htm

The world music series will also return. South Indian vocalist S. Sowmya begins the series. http://www.csus.edu/music/bravo/worldmusic.htm

The Piano Series starting with Sac States own Professor Richard Cionco. http://www.csus.edu/music/bravo/pianoseries.htm

Faculty recitals by saxophonist Keith Bohm with pianist John Cozza and by harpsichordist Lorna Peters with violinist Jubal Fulks.

Sac States Jazz group - the Monterey Next Generation Jazz Festival

And various other concerts. http://www.csus.edu/music/

## Fine Art and Design.

"Lost and Found": Collection of pieces collected over the last 60 years from Sac States Art collection. Limited edition lithographs by luminaries such as Pablo Picasso, Rufino Tamayo, Andy Warhol and Frank Stella, as well as ceramic sculpture, paintings, drawings, and prints by regional masters and familiar Sac State names such as Robert Else, Ruth Rippon, Robert Ameson, Irving Marcus and Jack Ogden.

"Water: Essence and Potential": special exhibit that serves as a tributary of Sac States One World initiative a program designed to engage the entire campus in discussion about global perspectives on water.

Works by students and guest artists as well will be on exhibit. http://www.al.csus.edu/art/

## Audience ENTIRE SPECTRUM

Campus Community, Alumni, Arts Audience, President's circle, Dean's circle, Donors not in circle. Arts community on campus, Incoming students, General Sacramento/Davis community

## SACRAMENTO STATE

*President's Circle.* The President's Circle is a diverse group of leadership donors who share a common dedication to Sacramento State. These alumni, friends, faculty, staff and business and community leaders provide crucial support to the University.

President's Circle gifts help President Gonzalez respond to emerging issues and promote educational access and excellence for our students. They expand opportunities for students, enhance the quality of a Sacramento State education and build upon the accomplishments of our faculty. The leadership donors express their support for the campus through generous annual donations to the University.

*Joining the President's Circle.* Membership in the President's Circle signals a commitment to the University and its students. Members provide advice and assistance to President Gonzalez in achieving goals and the financial support to realize them.

President's Circle members are given special recognition in campus publications and the University's annual Honor Roll of Donors. Members are also invited to special University events that showcase the impact of their annual gifts.

Your affiliation with the President's Circle is accomplished through a tax-deductible annual gift. Individual and corporate memberships are available.

Annual Giving Levels (Individual or Corporate) Emerald and Gold Circle - \$10,000 and above Diamond Circle - \$5,000 - \$9,999 Silver Circle - \$1,500 - \$4,999 (individuals only)

*Dean's Circle.* Every gift to Sacramento State is important, and Annual Giving allows us to combine several gifts to make the greatest possible impact.

Our Annual Giving donors are students, parents, faculty, staff, friends and alumni who want to build on Sacramento State's tradition of excellence through a tax-deductible gift to the University. You can make your annual gift as an unrestricted donation, which enables the University to respond where the need is greatest. Or you can support the area of the University that is of most interest to you, such as a department, a program, a College, the University Library or Intercollegiate Athletics.

Annual Giving programs include: the Sac State Fund and College Annual Funds—both of which are conducted yearly through the Student Calling Program, e-appeals and direct mail campaigns—as well as the President's Circle, Dean's Leadership Circle and the Parent Giving Program.

## ANNUAL GIVING PROGRAMS

*The Sac State Fund.* In the fall semester, Annual Giving raises unrestricted funds through the Sac State Fund, money that goes to the places on campus where it is needed most. The Sac State Fund benefits students and academic programs throughout Sacramento State such as scholarships, library materials, multicultural programs and technology upgrades for computer labs and classrooms.

*Student Calling Program.* The Student Calling Program enlists some of Sacramento State's most outgoing and enthusiastic students to call on alumni, parents and friends to raise funds for the University. The Student Calling Program calls twice a year – in the

fall to raise money for the Sac State Fund and in the spring to raise money for seven individual Colleges on campus .

The Student Calling Program not only generates much-needed funding for the University, but it gives students an opportunity to work on campus in a job that richly enhances their educational experience

*Dean's Leadership Circle*. The Dean's Leadership Circle is a dedicated group of engaged donors who share a commitment to supporting students and academic programs at Sacramento State. As an extension of our campus community, these alumni and friends help provide our Deans with the resources that impact all aspects of the College—scholarship support, equipment purchases and technology upgrades, guest lectureships, faculty professional development and more.

*Parent Giving.* Most students at Sacramento State receive some form of financial aid. As a component of Sacramento State Annual Giving, the University is embarking on a Parent Giving Program designed to help bridge the gap between what students receive in aid and the actual cost of funding an education. Additionally, Parent Giving Program gifts can support University-wide initiatives, including scholarships, academic programs, Student Affairs projects, cultural events and library resources. Parents Giving Program gifts can make a difference in the lives of today's students and tomorrow's leaders.

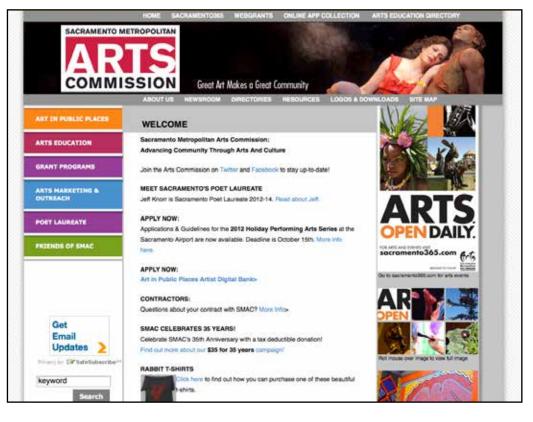
*College Annual Funds.* In the spring, the University raises unrestricted dollars for each of the College Annual Funds, allowing donors to meet the program needs of a specific college within the University. These can range from student projects and organizations, department scholarships, classroom equipment and faculty research.

African American	6%
Asian American	21%
White American	42%
Hispanic American	18%
Native American	1%
International	2%

## RACIAL PROFILES

## ART COMMUNITIES IN SACRAMENTO http://www.sacabc.org/

	T	Arts&Business Council or SACRAMENTO A Chapter of Americans for the Arts	PROGRAMS + VOLUNTEER PARTNER
9	Gr Congr See the Join on the Wo	elude to the Season 2012 owing Artistree atulations to all the finalists! a year's full list of finalists mark. Its celebrate the people making a difference in our region on Friday, October 12, oddate Hotel in Sacramenta. Tickets and Table Reservations can be purchased on thy calling 916.442.2005.	
	7	Prelude to the Season 2012 — Registration Prelude to the Season is an annual awards celebration honoring the companies, organizations and individuals making an impact on arts and culture in the Galifornia Capital Region. Baad Mars	ARE YOU ON THE LIST? Email Address : Sign up now
	ď	Prelude to the Season – Congratulations to the Finalists! Thanks to everyone who nominated the individuals, companies and organizations doing outstanding work in our community to support the arts. See who the finalists are by clicking the link below!	RECENT NEWS



## SACRAMENTO, CA DEMOGRAPHICS

Sacramento City, California Statistics and Demographics (US Census 2000)		
	Number	Percent
Sacramento Population:	407018	100.00%
Sex and Age	107704	40 500/
Male		48.59%
Female	209234	51.41%
Under 5 years	29066	7.14%
5 to 9 years	32864	8.07%
10 to 14 years	31465	7.73%
15 to 19 years	29863	7.34%
20 to 24 years	30195	7.42%
25 to 34 years	63321	15.56%
35 to 44 years	61483	15.11%
45 to 54 years	52118	12.8%
55 to 59 years	16783	4.12%
60 to 64 years	13417	3.3%
65 to 74 years	23052	5.66%
75 to 84 years	17312	4.25%
85 years and over	6079	1.49%
Median age (years)	32.8	
18 years and over	295728	72.66%
Male	140884	34.61%
Female	154844	38.04%
21 years and over	277836	68.26%
62 years and over	54268	13.33%
65 years and over	46443	11.41%
Male	19112	4.7%
Female	27331	6.71%

## Race

One race	380940	93.59%
White	196549	48.29%
Black or African American	62968	15.47%
American Indian and Alaska Native	5300	1.3%
Asian	67635	16.62%
Asian indian	4944	1.21%
Chinese	19425	4.77%
Filipino	8515	2.09%
Japanese	6642	1.63%
Korean	815	0.2%
Vietnamese	6171	1.52%
Other Asian	21123	5.19%
Native Hawaiian and Other Pacific Islander	3861	0.95%
Native Hawaiian	312	0.08%
Guamanian or Chamorro	276	0.07%
Samoan	771	0.19%
Other Pacific Islander	2502	0.61%
Some other race	44627	10.96%
Two or more races	26078	6.41%

## **Hispanic or Latino and race**

Total Population	407018 100.00%	
Hispanic or Latino(of any race)	87974	21.61%
Mexican	70758	17.38%
Puerto Rican	2053	0.5%
Cuban	474	0.12%
Other Hispanic or Latino	14689	3.61%
Not Hispanic or Latino	319044	78.39%
White alone	164974	40.53%

## Relationship

Total Population	407018 100.00%
In households	398016 97.79%
Householder	154581 37.98%
Spouse	59302 14.57%
Child	122814 30.17%
Own child under 18 years	95327 23.42%
Other relatives	32145 7.9%
Under 18 years	12342 3.03%
Nonrelatives	29174 7.17%
Unmarried partner	11173 2.75%
In group quarters	9002 2.21%
Institutionalized population	4831 1.19%
Non-Institutionalized population	4171 1.02%

## Households by Type

Total Households	154581	100.0 %
Family households (families)	91137	58.96%
With own children under 18 years	46652	30.18%
Married-couple family	59302	38.36%
With own children under 18 years	28093	18.17%
Female householder, no husband present	23790	15.39%
With own children under 18 years	14536	9.4%
Non Family households	63444	41.04%
Householder living alone	49542	32.05%
Householder 65 years and over	14192	9.18%
Households with individuals under 18 years	52798	34.16%
Households with individuals 65 years and over	34169	22.1%
Average Household size	2.57	
Average family size	3.35	

## **Housing Tenure**

Occupied housing units	154581 100.00%
Owner-occupied housing units.	77514 50.14%
Renter-occupied housing units.	77067 49.86%
Average household size of owner- occupied units	2.65
Average household size of renter- occupied units	2.5

## UC DAVIS COLLEGE

The College of Letters and Science depends on private contributions to create the best academic and research environment possible. We are top-ranked in many of our departments, thanks to your support of our excellent faculty, students, and research.

There are many ways to support the college, and our \$70 million fundraising goal for the Campaign for UC Davis/College of Letters and Science is an important milestone to reach, in order to achieve many of the goals set out before us in this 21st century. We can't do it without your support.

There are six general areas that you can support. Graduate Fellowships Undergraduate Scholarships Endowed Professorships Program Support Research Support Unrestricted Support Capital Support

There are many ways to give to the college, from current-use funds to planned estate gifts.Gifts to the college are often the tipping point for many fortunate recipients, whether that means a student not having to work full-time to pay for school, or a researcher purchasing equipment to make a discovery.

Herbert A. Young Society Creating Opportunities for Tomorrow's Leaders. The College of Letters and Science mission is to educate thoughtful, innovative, and capable leaders who are prepared to meet the challenges of tomorrow. Teaching a broad range of fundamental courses, the College of Letters and Science is called upon to offer all undergraduates the best education in humanities, arts and sciences.

You can make a significant impact. Strengthened by your generosity, we will continue to provide all UC Davis undergraduates with a challenging and rewarding education, offer graduate students the opportunity to engage in meaningful research, enlist the top faculty in the nation.

By joining the Herbert A. Young Society through an unrestricted gift of \$1,000 or more, you will belong to an important group of alumni, parents, and friends who are committed to excellence in teaching and research. You will impact the students and faculty of the College of Letters and Science. You will extend the promise of a quality education and research to change lives.

Your gift makes it possible to deliver the best-in-class education to students by providing the deans with flexible funding to address critical priorities in multiple areas: establishing scholarships enabling faculty research implementing innovative teaching methods strengthening academic programs and creating new major areas of study supporting educational ventures and taking advantage of time-sensitive opportunities

Benefits of GivingMembers of the Herbert A. Young Society enjoy a number of benefits including invitations to exclusive Letters and Science events and faculty lectures, insider updates and news from the college, and a subscription to <u>College Currents</u> magazine. Members also have special opportunities to meet the deans and interact with faculty and other members at our deans' regional events.

Deans' Circle (\$1,000 - \$2,499)Peter A. Rock Circle (\$2,500 - \$4,999)Leon Mayhew Circle (\$5,000 - \$9,999)Lawrence J. Andrews Circle (\$10,000 - \$24,999)Herbert A. Young Circle (\$25,000+)

Deans' Advisory Council 2011-12The Deans' Advisory Council is the primary volunteer advisory body for the College of Letters and Science, and is composed of civic, business, and education leaders drawn from the college's alumni, donors, emeriti, and friends. The Council members support and advocate for the advancement of the College of Letters and Science at UC Davis, and specifically advise the deans on planning and implementing programs and initiatives.

Members of the Deans' Advisory council serve as advocates, advisors, and ambassadors for the College of Letters and Science. Members agree to:

Act as ambassadors for the college; learn about college strengths and challenges and share this information with the broader community. Review campaign priorities, assist with the refinement of featured objectives, and assisting in the creation of an overall case statement for the college. Help the college deans identify and recruit donor prospects. Review lists and help to introduce deans and college development staff to potential donors. As appropriate, members actively participate in the presentation of proposals for major philanthropic gifts.

Support the College of Letters and Science deans by making a gift pledge to the college during the Leadership Phase of the campaign, at a level that will inspire others to be generous.

Support the deans through annual membership in the Herbert A. Young Society or through equivalent annual support to a department or program in the college.

Statistic	Davis	California	National
Population (2000)	60,341	33,871,648	281,421,906
Population (2010)	62,947	37,253,956	311,173,000
Population growth	4.3%	10.0%	10.6%
Male/Female ratio	0.9:1	1.0:1	1.0:1
Married (15yrs & older)	39%	58%	58%
Speak English	76%	69%	88%
Speak Spanish	7%	22%	7%

## DEMOGRAPHICS

SACRAMENTO CITY COLLEGE demographics http://collegestats.org/college/sacramento-city-college/admissions

general http://collegestats.org/college/sacramento-city-college

Student Life. Sacramento City College is an open-access, comprehensive community college, serving a diverse student population. We provide a wide range of educational opportunities and support services leading to transfer, career advancement, basic skills development, and personal enrichment. Our commitment to continuous improvement through outcome-guided assessment, planning, and evaluation promotes student learning. Through these efforts, we contribute to the intellectual, cultural, and economic vitality of the community.

There are over 50 student clubs and groups on campus, although there are no official fraternities or sororities. The campus does not offer any dorms.

AMERICAN RIVER COLLEGE demographics http://www.arc.losrios.edu/About\_ARC/Statistics.htm

Current enrollment is 35,000 full-time and part-time students, making it one of the largest community colleges in California.

## Competitors UC DAVIS

The College of Letters and Science is the largest of the schools and colleges, in the UC's most comprehensive university. The college is made up of three divisions encompassing the broadest offering of disciplines at UC Davis: Humanities, Arts and Cultural Studies, Mathematical and Physical Sciences, and Social Sciences. The college's 650+ faculty members teach the core curriculum for virtually all 23,000 undergraduate students in the university as well as mentoring thousands of graduate students pursuing more than 50 fields of interest in the college.

The college is committed to providing the best higher education possible, cultivating a brighter future for generations to come. By providing critical thinking and fundamental education to students, it opens doors for future leaders, great thinkers, accomplished scholars, and strong global citizens. The college creates opportunities for undergraduate research and provides enhanced enrichment programs. It is home to seekers of truth in the mystery of the human way, of the stars and everything in between. It is indeed the heart and soul of UC Davis.

*Website.* There is no real consistency or system in place for the College of Letters and Science. Each department has its own color scheme, its own hierachy, and its own heading.

## MONDAVI CENTER

Strength. The largest threat to the theatre department at Sac State is the Mondavi Center. Located only 20 minutes down the Cause Way, UC Davis boasts a practically brand new \$60.9 million venue (\$10 million donation from Mondavi's). It can be seen from highway 80 while driving by. The largest hall, Jackson Hall has a seat capacity of 1800. The Studio Theatre has seat capacity of 250. Because this venue is so large, they can host more popular artists and performers since they have the capacity.

*Weakness*. Their one downfall is the ticketing prices. Although some lower end tickets sell for under 20 dollars, most shows average around 75 dollars which can be out of budge for most college studnents.

*Channel Distribution.* The have an average following of members on their Facebook at 3,687 members and their page is constantly being updated on new shows and performances.

*Online brochure*. The brochure online which is also in print features the UC Davis colors in a very vibrant way. The brochure is filled with vivid imagery with a well thought out grid and consistent hierachy throughout the brochure.

# **COLLEGE OF ARTS AND LETTERS** *Tony, Deanna, Stephanie, Amanda*

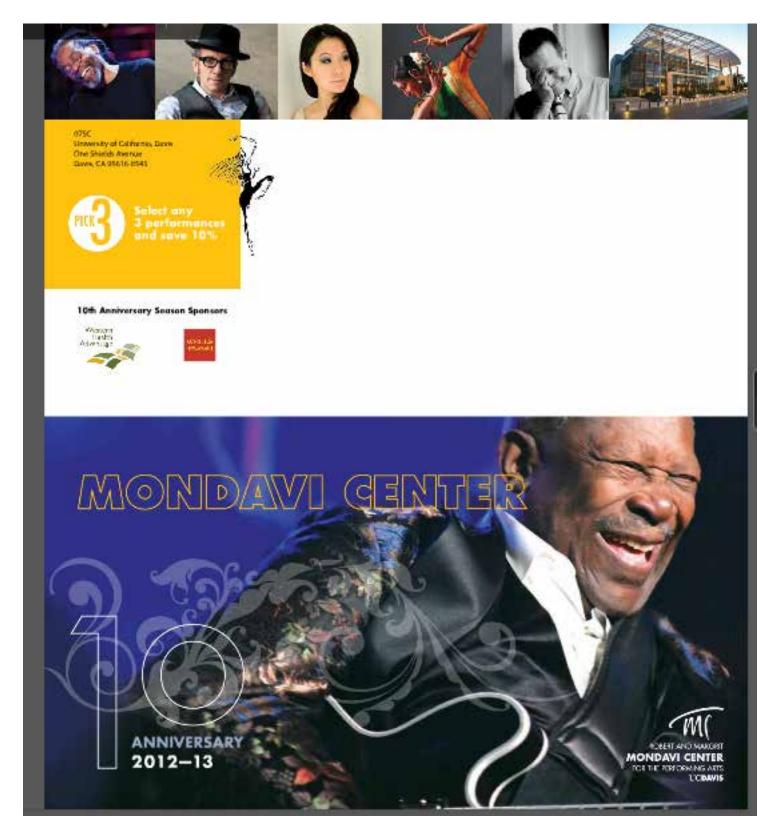
OLLEGE OF LETTERS	5 AND SCIENCE	Departments, Programs & Centers   Make a Gift   Contact Us			
STUDENTS	ALUMNI AND FRIENDS	ABOUT	HUMANITIES, ARTS & CULTURAL STUDIES	MATHEMATICAL & PHYSICAL SCIENCES	SOCIAL SCIENCES
				NEWS & RESE	ARCH
60 Years:					
A Reflectio	pn		6 X9777		
As the College of Science ends its 6	Letters and Soth anniversary	A Des			
celebration, some emeritus professo	e thoughts by an			Outdoor "Smart" Ligh Energy, Enhance Safe	
Read his re	flection				
POPULA			NTS		
Undergradua Advising &		ai	isualizing History, Then nd Now: Recent cquisitions &, UC Davis	Samutinin	Constanting States of the
Commencem	ent	C.	N. Gorman Museum, 5 25 11-00 14 12	Meteorite Hunt Goes	On, Needs Public's Help

## UCDAVIS

A C	Department MUSIC		
Home About Us Co	ntact Us Press		
Ensembles Auditions	Academic Programs Events People Library Support		
Quick links			
Composition Portfolio Requirements	About Us		
DHI Arts Initiative	The Department of Music at the University of California, Davis, offers a curriculum based on a synthesis of music		
Music Theory Placement 2012	scholarship, performance, and composition. Undergraduate majors can pursue Bachelor of Arts degree tracks in performance, composition and theory, or history. A Master of Arts program leads to Doctor of Philosophy degrees in the fields of composition and theory, musicology, or ethnomusicology. The department also offers a master's		
	emphasis in conducting. A distinguished teaching faculty of 14 faculty and 25 applied faculty serves some 140		
Department of Music	undergraduate music students and 23 graduate students. Many of the department's graduates successfully continue their education in the best graduate schools and move into a variety of related careers. Department		
UC Davis One Shields Ave. Davis, CA 95616	assets include a diverse collection of instruments and <u>facilities</u> , such as an extensive music library and an electronic music studio.		
(530) 752-5537 phone (530) 752-0983 fax	The Department of Music presents more than 100 <u>events</u> each year by a range of <u>ensembles</u> , including the UC Davis Symphony Orchestra, University Chorus, Empyrean Ensemble, Concert Band, Early Music and Baroque Ensembles, Jazz Band, Hindustani Vocal Ensemble, Gamelan Ensemble, and Samba School. The department		
Log in (CAS)	sponsors an annual artist-in-residence program, bringing internationally renowned artists for performances and lectures. The department also presents a free weekly noon-concert series, which features visiting artists, department ensembles, and student performers in an informal setting. To receive printed information on academic programs, to request the current performance season brochure, or to subscribe to our e-mail events list, please and contact us.		

ABOUT US EVENTS MFA CONTACT SEASON PROFESSIONAL ARTISTS PHD UCDAVIS **DEPARTMENT OF THEATRE & DANCE** Each year the Department of Theatre & Dance presents a vibrant mix of productions and performance styles that reflects the collaborative, multidisciplinary focus of our academic program. Students can pursue a BA degree in Dramatic Art, an MFA covering a full spectrum of performance practices including acting, directing, choreography and design, and a PhD in Performance Studies. Through Sideshow Physical Theatre, the Department is a resident producer in the world-class Robert and Margrit Mondavi Center for the Performing Arts which houses the most advanced playing space in northern California. Tickets Auditions Announcements Undergraduate News MFA News PhD News INSTITUTE FOR EXPLORATION THEATRE, DANCE AND PERFORMANCE <u>Alumni News</u> UPCOMING PRODUCTIONS WORKSHOPS 10-25-12 - The Haunt at Wright Hall Accolades for Bella Merlin! Performing Untenable Pasts 4.24 11-29-12 - The Bacchae by Euripides + MFA DESIGN SHOWCASE + CHOREOGRAPHERS TALK 3.7

## **COLLEGE OF ARTS AND LETTERS** *Tony, Deanna, Stephanie, Amanda*





TICKETS AND MORE! mondaviarts.org 866.754.2787 (toll-free)

All programs subject to change

for the season.



### A MESSAGE FROM THE EXECUTIVE DIRECTOR

Just, ten years after it opened, the Mandavi Center is already known around the world for its distinguished. program of performing arts and for its orchitectural beauty and exquisite acoustics.

But there also is great work behind the scenes that you often do not use --artist residencies, menter closes, internship opportunities -- that almost daily create individual transformational experiences inside our two theaten and around the region:

- · The elementary school student whose eyes are opened in wonder by a first School Matthee in Jackson Hall or by a classroom visit from a world renowned artist
- · The lifedong arts petron who discovers a brand new way into a feasible work.
- · The UC Dwis student who learnship a career in the arts with an internship in our building.
- · The aspring young musician receiving tips from the likes of Leon Fleisher or Yo-Yo Ma at a master class.
- The world class artist who never imagined the jewel they are seeing and hearing as they play here In Davis -- and the warmth of our Secremento region audiences.

These Wondaw moments in the lines of audience members, artists and young people have been created time-after Sime in this first Mondow Center decade.

I think you will agree that the quality and dramity of this 10th atmixervary season has us will on our way to this goal. Know that as you make your taket purchases and donations, you are also supporting our continued ability to picklide these opportunities.

I look forward to celebrating our 10th annihersky season with you.



Mondovi Center Dierutive Director





Paul Partnet metrics Talk weth James Cottony

AUDIENCE ENGAGEMENT At the Mondan Centel, we connect audiences with the world-removened artists and speakers that whit our wirrus through:

## PPT PRE-PERFORMANCE TALKS

Free to all ticlet holders these half-hour talks and conversations with UC Davis faculty, local experts and visiting artists provide context for our endinition.

## QAA QAA SESSIONS

After select Number Center performances, attists return to the stage to take questions. from the audience, providing a unique opportunity to share reactions and meights

KEY

JH Jockson Holf VST Venderhood Studie Theatre

UC Davis Department of Music and UC Davis Department of Theatre & Dance events appear in blue text in the calendar. Pull details at music ucdaws edularid theatredance.ucdavis.edu.

UNCORKED

Throughout the Brochum, this mark indicates an Uncorked event, feeturing complimentary wine pours for Inner Citile donors one hour prior to show time and during intermission in the Bartholomew Room



and save 10% off the legaler single ticket pine.

The Fick 3 discourt applies to full-price legislartickets only. SERIES SUBSCRIPTION

Series Subscribers get 15% off off additional tickets throughout the 12-13 season.

## CYO SUBSCRIPTION

Choose Your Own Subscribers get 10% off all additional tickets throughout the 12-11 station

STUDENTS AND CHILDREN Tickets for students and children en-50% off the segular price.

#### UC DAVIS FACULTY AND STAFF UC Davis faculty and staff, both cur next and netted, are aligible for an

employee discount of an additional 10% off two bekets per performance



## ORDER TODAY

Web

MondaviArtslong Phone

530,754,2787 866.754.2787 (tol-free) TOD: 530,754,5402 FAX:530,754,4300

#### Ticket Office

Monday-Saturday:Noon-6PM On performance days, ticket window open one hour prior to curtain time through first intermission.

### Mall

Mondavi Center Ticket Office University of California, Dovis One Shields Avenue Dwin, CA 95616









## SACRAMENTO BALLET

The Sacramento Ballet was founded in 1954 by Barbara Crockett and Deane Crockett. During Ms. Crockett's tenure as Company Director, The Sacramento Ballet gained national recognition as one of the finest regional arts companies. Through community support, the formation of the Ballet Guild, and grants from the Sacramento Metropolitan Arts Commission, California Arts Council, and the National Endowment for the Arts, the Ballet was able to grow and begin to hire a resident company of professional dancers. In 1986, having accomplished her goal of making The Sacramento Ballet a professional company, Ms. Crockett retired as the Company Director.

*Strength*.The strengths the Sacramento Ballet has is its philanthropic avenue. It is constantly giving back and connecting with the community through various programs and through community outreach. With that being said, they ask for the community to help them back by providing donations. They have created several donation strategies that helps them keep the center alive through outside funding

*Can We Make A Pointe*. Through this campaign, the Sacramento Ballet is letting their audience know exactly what the largest expenses are for the ballet and how the audience can feel like they are directly contributing to these expenses. According to the Sacramento Ballet, they go through 250 pointe shoes a season, and most ballerinas need physical therapy on a regular basis. They make it available for the public to donated 75 dollars for a pair of shoes or 500 dollars for a month of physical therapy. Instead of donating an arbitrary amount, the public can donate a specific amount that they know is going towards a certain cause.

*Fantabulous Five Campaign*. In this campaign the Ballet is asking for a very small donation for a large group of people. They mention that some organizations have large donors that can write fat checks periodically. They ask for the reverse that 20,000 people make a five dollar donation. This quirky backwards donation campaign makes it seem possible for anyone to be able to make a small contribution.

*Channel Distribution.* facebook presence 4552 constant updates with a fun youthful voice

## CROCKER ART MUSEUM

The first public art museum founded in the Western United States, the Crocker Art Museum was established in 1885 and is now one of the leading art museums in California. The Crocker serves as the primary regional resource for the study and appreciation of fine art. The Museum offers a diverse spectrum of special exhibitions, events, and programs to augment its collections of Californian, European, Asian, African and Oceanic artworks, and international ceramics.

The Crocker Art Museum is the only museum in the Sacramento region accredited by the American Association of Museums, a recognition given to less than 800 of the nation's 17,500 museums. AAM accreditation certifies that a museum operates according to standards set forth by the museum profession, manages its collections responsibly and provides quality service to the public.

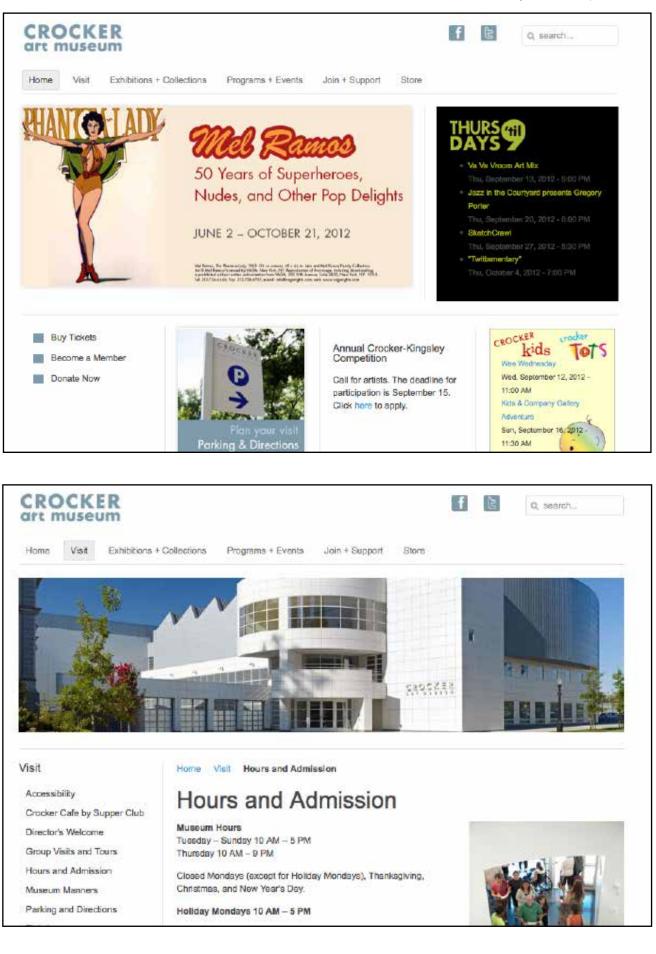
*Threat.* The biggest threat to the Art department is the Crocker Art Museum because it has a similar target audience. The Crocker Art Museum has U-Nite, which is geared directly toward University students with free admission. They also have classical shows and pieces that draw in the older crowds as well. Their ticketing price is only 8 dollars for students so its affordable to go to shows and is located in downtown Sacramento, which is a 'hip' location.

*Website*. Their website is very modern and well designed. The site contains a good balance of white space and has a consistent san serif typeface that makes appearances on all the pages. The site has easy accessibility for all age groups, however, the look and feel of the website seems geared more toward the college generation.

*Channel Distribution.* The next most impressive thing about the Crocker is their facebook presense. They have over 15,054 likes which makes it a great adverising and promotion venue. With over 15,000 being exposed to updates and information they post, they are able to keep their audience well aware of things that are happening at the Crocker.

## **COLLEGE OF ARTS AND LETTERS**

Tony, Deanna, Stephanie, Amanda



## SACRAMENTO CONVENTION CENTER COMPLEX

A full service convention and meeting venue, the Sacramento Convention Center Complex is a component of the City of Sacramento Convention, Culture and Leisure Department. We play host to over six hundred (600) events and approximately 1,000,000 visitors annually.

The main strength of the Convention Center is the capacity of the space. The center is 134,000 square feet of contiguous exhibit space with 31 meeting rooms, an elegant 24,000-square-foot ballroom, two separate 10,000-square-foot registration/pre-function areas, a 2,422 seat-community center theater, a 3800-seat memorial auditorium and 272-seat jean runyon little theater. With that being said, they have the ability to host artists, performers, and other entertainers of very high popularity since they have the capacity to invite a large audience.

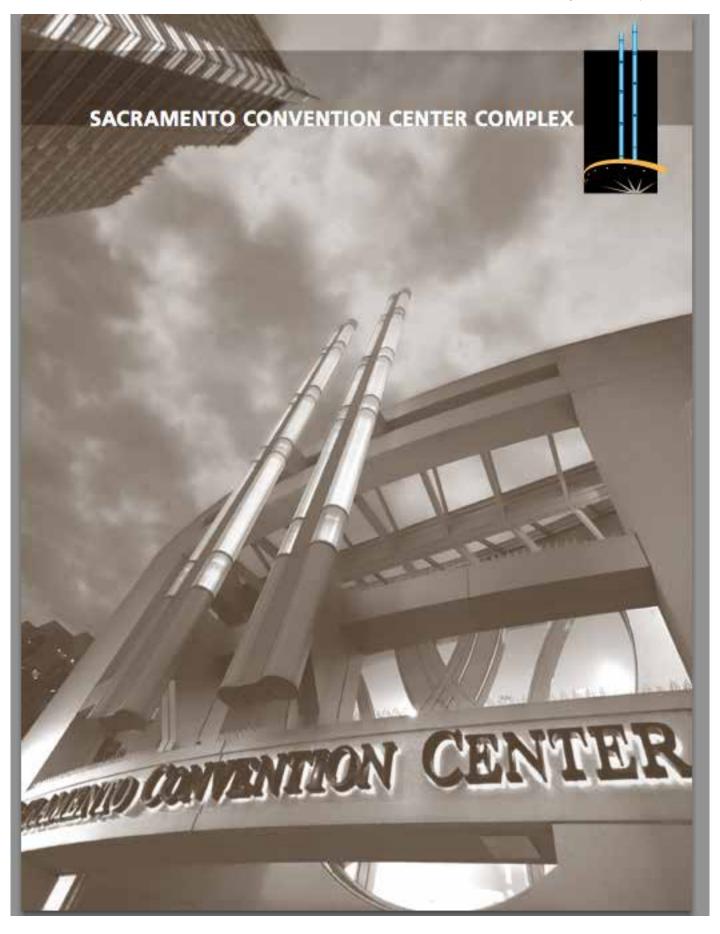
*Weakness*. The main weakness of the center is its stark personality and lower following of social media. The audience and events that happen at the Convention Center are geared toward an older crowd. They may have guests that are politicians, or musical performers that tend to grab the attention of an older audience. With that being said, for being such a large venue that has so many visitors, they only have 766 followers on their Facebook page.

*Website.* Their website is very stark and lacks a personality. The voice is of a much older and sophisticated person, tending not to draw in a younger crowd.

*Facility Brochure.* The brochure has the same serious voice of the website and is strictly informative with inforgraphics. There is a consistent banner of photos running across the top.

## COLLEGE OF ARTS AND LETTERS

Tony, Deanna, Stephanie, Amanda



## **COLLEGE OF ARTS AND LETTERS**

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L Street



RESTROOM TELEPHONE

O ATM

## MAIN ENTRANCE: 1400 J STREET

CLASSIQUE CATERING 1100 14TH STREET 916.446.1215 (FAX) 916.446.1302 www.dassiquecatering.com

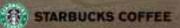
## MAIN BOX OFFICE

1301 L STREET 916.254.5181 (FAX) 916.264.7317 www.sacramentoconventioncenter.com

SALES AND BOOKING INFORMATION SACRAMENTO CONVENTION CENTER ADMINISTRATION OFFICE 1030 15TH STREET, SUITE 100 916.808.5291 (FAX) 916.808.7687 www.sacramentoconventioncenter.com www.discovergold.org/MEETINGS/virtual.cfm

VISITOR INFORMATION SACRAMENTO CONVENTION AND VISITORS BUREAU 1608 I STREET 916.808.7777 (FAX) 916.808.7788 www.discovergold.org/sacramentoCV8

**ON-SITE DINING** WOLFGANG BUCK





er realizes the ergy to protect the en commitment to clean, ean-e cartified renewable energy. This commitment to clean, nenewable ene ins associated with fossil fuel-based energy and helps build a sustainable en nd to h 1000 unt fre

Tony, Deanna, Stephanie, Amanda



With a population of 1.5 million, Sacramento is one of the fastest growing, most affordable and attractive cities in the west. California's capitol city hosts more than 6 million visitors each year. Its mild climate is an ideal backdrop for enjoying one of the City's many attractions, including world-class shopping, restaurants, golf courses and historic Old Sacramento. Truly, it is small town friendly with big city amenities.

The Sacramento Convention Center Complex, a component of the City of Sacramento Convention, Culture and Leisure Department, is a full service facility hosting over 600 events annually.

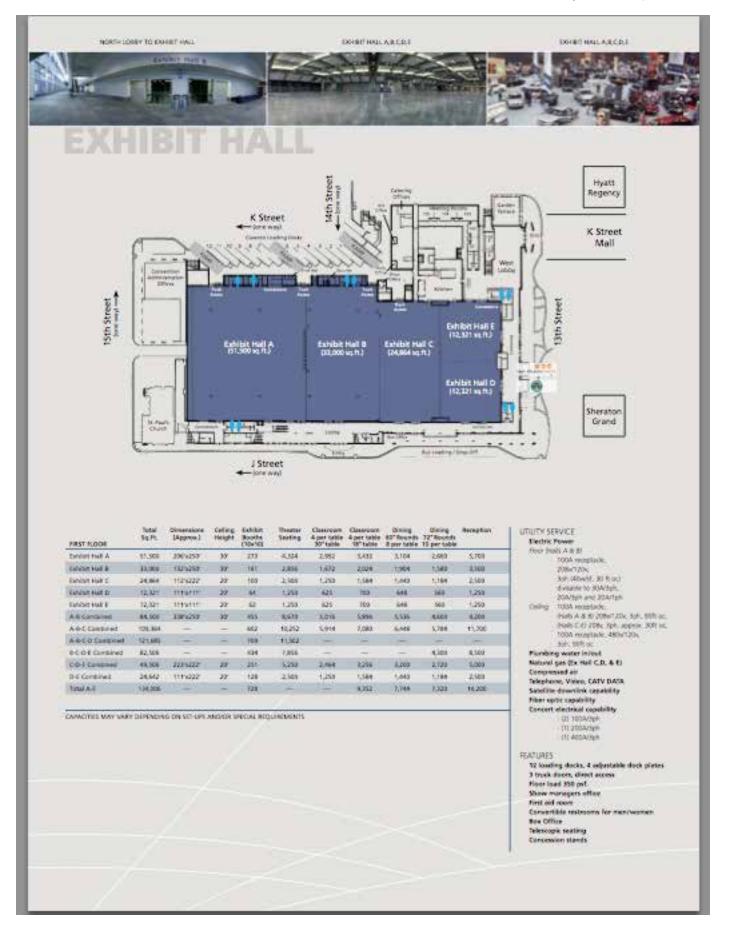
The Center originally opened in 1974 and went through an expansion, which tripled the size of the facility in 1996. The complex consists of 134,000 square feet of exhibit space, 31 meeting rooms, including a 24,000 square foot ballroom, a 2,452 seat Community Center Theater, and a 3,849 seat Memorial Auditorium, which includes the 272 seat Jean Runyon Little Theater.

We are experienced in providing excellent service for a wide variety of events. We are confident that you will consider us a valuable resource throughout the planning stages of your event and look forward to welcoming you to Sacramento.

THE MISSION OF THE SACRAMENTO CONVENTION CENTER COMPLEX IS TO PROVIDE A QUALITY, DIVERSE SERVICE-ORIENTED FACILITY THAT ENHANCES THE ECONOMIC AND CULTURAL VITALITY OF THE SACRAMENTO COMMUNITY

## **COLLEGE OF ARTS AND LETTERS**

Tony, Deanna, Stephanie, Amanda



## THREE STAGES FOLSOM LAKE

Three Stages at Folsom Lake College is a \$50 million facility dedicated to the performing and visual arts. Artists arrive from around the world, and throughout the community, to the newest arts venue in the capital region. Three Stages marks an enormous change in this area's arts scene - and it just might change the way you, your friends, and family experience the campus, the city of Folsom, and the multicultural world of performance. Funded by state and local bonds, with additional support from the Los Rios Community College District and donations to the Folsom Lake College Foundation, the new performing arts center is a beehive of activity, with over 400 events annually. The presenting program brings touring artists from all over the world. Three Stages is an engaging partner to some of the finest local and regional companies in dance, music, and theater. Three Stages deepens the educational experience of Folsom Lake College, giving students and faculty a facility in which to develop their craft and present it to family, friends, and you.

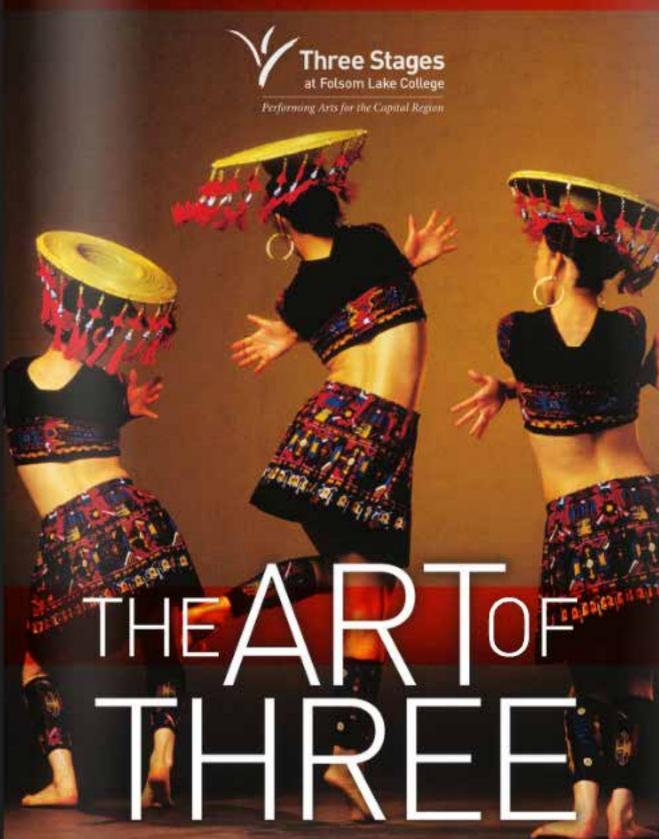
## ABOUT THE VENUE

Three Stages, Recording Studio, Art Gallery Donations are accepted in any level from \$75-\$149 to \$100,000+ The capacity is 850 for one stage, 200 for another stage and 100 for the last stage \$12-75 ticket pricing

*Brochure.* They have a 50 pg magazine full color brochure for every season describing the events that will take place for that calendar year. The front cover has a vivid imagery, showcasing one outstanding performance. The second page has a letter from the executive director with photos of the actual building. Each year the photo of the building changes. There is a "Three Stage Presents" header on every page. There is very bold imagery on all the pages. The entire brochure has consistent type and strong grids with columns.

Distribution Channel. Facebook presence 1842 likes

# 2012 - 2013 SEASON



# Welcome to the 2012 of Performing Arts!

# Over 100 events sold out in the 2011-12 season. Don't be left out—subscribe, guarantee your seats, and save!

y times Star

Whether you choose five or more events, or take advantage of a ThreePack subscription package (page 45), or purchase with a group of 15 or more, you'll save 15% over the single ticket price. It's the best way to go!

# "Many in the Pipes and Drums have fatherseven grandfatherswho served in the regiment."

101

## The Pipes and Drums of the Black Watch 3rd Battalion, the Royal Regiments

of Scotland and the Band of the Scots Guards

They are a legendary huthalise in the Bolitah Army, Performing at Three Stages for just one abov, the baggipes and drums of The Black Watch present a brittlant blend of stirring music and colorful ceremony, born from ousing three centuries of military service. Joined by The Band of the Scote Guards who perform at ceremonial events of state at Euclingham Pelace—the uniforms are resplentent. The music culled from fanbres, marches, and traditional songs, and the expensions will be one of pamp and grandware.

Man, Har 4, 2013; 7 pm. \$29-545, Pramium \$55; V Cellic ThreePack Students with ID \$12



Choose Your Own, Save 15%: Choose five from Three Stages Presents or select Partner events. 5

#### Systems PROBLEM

The College of Arts and Letters at CSUS currently has no unique identity to unify and distinguish itself and its departments. The College mimics elements from CSUS as evident in its website and a publication from 2012, but the College also have other identities that are similar but different and create discord between their multiple formats.

### WEBSITES

Arts and Letters Home

The College of Arts and Letters home website contains many elements from CSUS.

*Color*. The main color scheme includes colors green and gold. Images include other colors such as red, blue, and orange. Some images have a splash of color, but overall the site is restrained and subdued. Green is used as a background color and gold is a foreground color.

*Type*. CSUS typefaces (Trajan and Myriad) with italics and various weights. Minimal color is used (white and gold) and various typeface styles and placement are used to create a hierarchy. Type sizes don't vary much and the masthead stands out more than the college's name. Type has high contrast due to the dark background and white letters.

*Graphic Elements.* The use of gold lines are used to separate information. Rectangular boxes and green gradients are used in text columns and in the background. The background has a central, horizontal gradient background.

*Construction.* There seems to be a five column grid (navigation followed by 4 picture columns, but the calendar is somewhat skewed. The header and footer indicate they are part of CSUS with buttons leading to other CSUS pages. The masthead is different than the other sites by using something other than "Sacramento State."

*Message*. The scrolling images show what the College of Arts and Letters has to offer. Most the images include people and keywords include: humanity, creativity, collaboration, work, and learning. Overall, it may communicates creativity within a structured environment. § College of

http://www.csus.edu/al/

"A&L Home"



Scrolling Images



Arts & Letters Web Site

Unity is questionable when it comes to the College of Arts and Letters. This is a second website for a list of programs, clubs, advising, and forms. Could the websites be combined into one or possibly match a particular system and link to eachother? Both sites are similar but different.

(College of Arts and Letters or College of Arts & Letters)

*Similar but Different.* Similar colors, typefaces, and columns are used but are slightly different in tint, weight, and width, creating a discord between all the formats the College implements. This site does not use a gradient or similar line art elements, has a sansserif title with sans-serif body copy. There is one, large column for the body copy and the navigation window is yellow and orange instead of green and tan. The book background with a green and orange foreground does not match the green background with a tan and white foreground of the previous site.

*Color*. The color scheme uses some colors from the home page like green and gold, but adds additional colors that weren't around in the home page. Although the home page sparcely used light orange, very bright orange is used in full force in the body container. The yellow may represent gold, but it is very bright yellow instead of gold or tan.

*Type.* CSUS typefaces are present in the logo, but the website contents are a little different from the home site. Headers are in full-caps sans-serif instead of Trajan. The body copy remains similar with sans-serif and nearly all the type remains similar in size. Hierarchy is created using placement, color, and weight. There is less contrast due to bright orange with white type and yellow with orange letters, but the green on white type stand out. The "college of arts and letters" under the Sacramento State masthead is in all low caps and un-italicied.

*Graphic Elements*. More rectangles are used, but there is a lack of gradients. The background is no longer a dark green gradient, but is now a blurry book shelf with additional textures and colors. The yellow table of contents have transparent banding in similar weight to the white space between copy and the table at the bottom. The table stands out considerably due to the dark green and bold letter contrast in comparison to the bright orange with white type. There is a thin stroke on the top and thicker strokes used in tables, but the majority of elements consist of rectangles.

*Construction.* There appears to be a two column grid with the table of contents, similar to the navigation in the previous site, and the body copy. The column is a too wide in relationship to the table underneath the body copy.

*Message*. This page indicates more excitement in color and a focus on learning. Maybe an indication of a collection of information from the bookshelf background.

http://www.al.csus.edu/students/commencement/ "Arts & Letters Web Site"

sac state home   admissions	about sac state   giving a gift   site index   contact sac state	
Contraction of the second	COMMENCEMENT INFORMATION	
TABLE OF CONTENTS		
undergraduate	Please join us for the College of Arts and Letters Spring, 2012 Commencement Ceremony on Saturday, May	
programs	19, 2012 at 6:00 p.m. at Power Balance Pavilion (Arco Arena).	
graduate programs	Candidates assemble at 5:00 p.m. at Power Balance Pavilion. Please enter the building through the security entrance.	
advising and		
tutoring	Graduates do not check in at the Commencement Ceremony. After you enter the building, just follow the signs and line up in the backstage area designated for your department (i.e., Communication Studies, Design, etc.). At your set in the Arena, you'l' find a card and pencil that you should use to write your name clearly and legibly. Later, you'l line up to walk past the speakers' platform to be recognized, and you should the study of the st	
commencement>		
computing services clubs and		
organizations	hand the completed card to the reader, who will announce your nam	e on the public address system.
forms	Petition to Graduate/Program Info:	
	Registration with your college does not guarantee your name will appear in the program. The appropriate	
	petition to graduate forms must have been filed with Admissions and	
Antise	year for Winter caremonies and May 1 of the previous year for Spring Ceremonies.) For more information on petitions to graduate please click on the following link: http://www.csus.edu/registrar/graduation /apply_online.stm	
		Don't forget to drop by the Grad Fair-April 10 at the University Union-for your one-stop shopping for all
	things commencement. Visit SacStateAlumni.com/gradfair/ for more	information.
	Master of Munic	
States and s	conducting	
	composition	
	music education	
	music history and literature	
	And the second second	-
	performance	

teaching composition advanced study in TESOL College of Arts and Letters - Sacramento State Catalog

Another College of Arts and Letters website. The catalog site has elements of both the home site and the second home site.

*Color.* Typical CSUS green and gold are used. The green is a little lighter than the homepage, more like mint green, and no orange is used except for the red-orange leaves in the picture. Overall, more white is used, making it seem light but uneventful.

*Type*. Similar to the previous sites, Trajan is used in the masthead for Sacramento State and sans-serif for body copy. The titles are bold and similar size to the body copy. There is a two, possibly three, column grid (the picture may be a column, but the text contines under it in one long column.) Bullets are used in this example and nowhere else.

*Graphic Elements*. The University Catalog masthead is underlined with a stroke and has a drop shadow under it. The picture on the upper right has a rounded rectangle rather than the usual regular rectangles. A gradient and diagonal strokes, also used in the background with a diagonal stripe texture, are used in the masthead, which is different in every case.

*Construction.* Basic site design, similar to the second site, with buttons leading to other sites associated with sac state, a navigation window, and a one column body in the middle with some pictures fit in.

Message. Light but uneventful. Dying leaves.

http://catalog.csus.edu/14-16/colleges/c\_als.html "College of Arts and Letters -Sacramento State Catalog"



### PRINT

### CATALOG

The College of Arts and Letters catalog has some elements from their websites and from the CSUS identity.

*Color.* More green and gold like the home website and images reflect the colors and emotions of the home site. with some complementary red like the second site. Some orange tones are in some of the pictures

*Type.* Consists of CSUS typefaces Trajan and Myriad with italics and various weights. Styles, caps, and position are used to create a hierarchy. Scale is used more in here than anywhere else, but it is still played down and mostly similar sizes and text color is used.

*Graphic Elements.* A low opacity CSUS logo is used in the background of a few elements. Strokes are used to separate information like the homepage and are used in various weights from hairline to thick. A radial gradient is used on the cover, similar to the homepage's horizontal band gradient. There is a main, bigger column of text with a smaller column on the outside for other information. There is one element of blending picture with the background and one overlap on the fourth page. Reversed text is used on some images. There is one picture of the Dean.

*Construction.* Uses two column grid (breaks the grid on the fourth page?), similar to site two and three with some left and right justified copy. There is a very small flow line and no footer.

Message. Wide variety of learning and creativity inside the department.

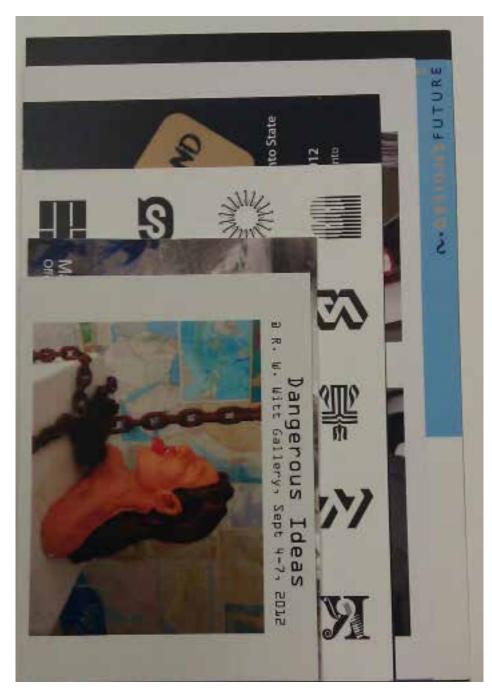
College of Arts and Letters Catalog



### POSTERS, POSTCARDS, AND BROCHURES

Inconsistency is the main theme when looking at all the things released by the Departments in the College of Arts and Letters.

Although some are mailing (standard size) and some are non-mailing (no size constraints), consistency may help with saving money and creating department unity. There are at least seven to eight different card sizes used, not including items other than postcards, from small Art handout cards to large Design mail-out cards. There are a multitude of typefaces, colors, size, and imagery, so a standard typeface, color, or size could create some unity in this otherwise chaotic collection of print.



Various Postcard Sizes

### Music



Variety of Promotions



# COLLEGE OF ARTS AND LETTERS

Tony, Deanna, Stephanie, Amanda



Theatre



http://www.csus.edu/ sacstatenews/marketing/ University%20Identity%20 Guide.html "Public Affairs

### SACRAMENTO STATE IDENTITY STYLE GUIDE

The Sacramento State Identity Guide represents an opportunity to communicate and reinforce Sacramento State's values in the community and to the general public. The look and feel of all materials and publications affect how the University's image is conveyed and perceived. The campus identity package was designed to:

*Help* increase and reinforce public awareness by creating a consistent, unified image that can be easily recognized and identified as Sacramento State throughout the community

Assist departments, units, vendors and designers in maintaining consistent and precise production of the campus marks and graphics

*Create* one cohesive look and effective visual style among all departments and across all applications

### UNIVERSITY NAME

The University has settled on a common naming system, and the designs for the identity package are based on that system. The number of name variations has been limited to avoid causing confusion.

#### FORMAL NAME

The formal name of the University is California State University, Sacramento. This name should always include the comma, and should not include other elements such as a dash or the word "at." An exception would be the stacked version of the department logotype, where the break is implied.

#### UNIVERSITY NICKNAME

The secondary nickname for the University is "Sac State" – a name that has been long used with affection by students, alumni and the local community. It should be used on material intended for an audience that is highly familiar with and close to the University, such as alumni.

### LOGOS AND WATERMARKS

The University's signature is composed of the Sacramento State logo (symbol and wordmark) and tagline. This signature represents the University as a whole—it's goals, image, ideas, personality and values. This signature should be applied to all university-related documents that do not call for use of the formal seal and should be displayed as a prominent element.

*The Symbol.* The first element you'll notice is the torch or "S" contained within the shield. The curves of the flame combined above the solid stance of the torch handle is the defining feature of the Sacramento State logo system. It is inspired by the quality of learning, diversity, unity, strength and leadership that a torch has long symbolized. Other elements of the logo include a shield (official, government representation), an arch (reminiscent of the Guy West Bridge) and curved waves (river, geographical reference). Only the "S" or flame can be used as a separate graphic element.

*The Wordmark.* The wordmark is typeset in the font Trajan Bold. Its all-caps typography evokes strength, while the thin serifs of the font are friendly and welcoming.

*The Tagline* - Leadership begins here. Sacramento State provides important leadership in the Sacramento Region and beyond, and we educate students who will be leaders

in their communities and fields. As the only public university in the capital city of the nation's most populous state, our students have unique opportunities to gain leadership experience in state government. The tagline communicates the University's promise to its students and community. It should always be accompanied by the logo. The primary signature locked with the tagline should be used whenever possible, especially in advertising and promotional materials.

### OFFICIAL SEAL

To ensure compliance and proper use the Sacramento State Official Seal, all units planning to use it must obtain written and advance approval by contacting the Office of University Marketing at (916) 278-2140 or universitymarketing@csus.edu. Please allow an approval time of five working days so that printing and other deadlines can be met.

### SACRAMENTO STATE MARKS

The Sacramento State marks are the primary graphic elements of the Sacramento State identity program. All materials using the Sacramento State logo must be approved by the Office of University Marketing. Reproduction-quality versions of the logo or official seal are available at or by contacting the Office of University Marketing at (916) 278-2140. Please allow two working days for all requests for logos or the official seal.

# COLOR PALETTES

Consistent use of the Sacramento State color system contributes to a cohesive and unified look of the Sacramento State identity across all relevant media. The secondary dark and light palettes are available at University Marketing Colors or on page 26 of the Sacramento State Identity Style Guide.

### FONTS

To maintain visual consistency across all University publications and materials, please use the University typeface system whenever possible. The typeface system consists of the following:

### Trajan

Myriad

The fonts web page has examples of both fonts. If these fonts are not available, the typeface Garamond should be used. These fonts are available for purchase online at linotype.com, veer.com, fonts.com or at store.adobe.com/type.

## LETTERHEAD AND BUSINESS CARDS

Order letterhead with the Reprographics letterhead order form, envelopes with the Reprographics envelope order form, and business card with the Reprographics business card order form or call (916) 278-6198.

### **GRAPHIC ELEMENTS**

You'll notice in the primary logo is the flame or "double S" contained within the shield. The double S can be used as a graphic element as a screen, gradient, tone on tone, as a transparent overlay, etc. Partial use of the icon is acceptable. It cannot however, be stretched or manipulated; it must maintain its proportional shape. Below are only some examples of its use.

# MISUSE OF SACRAMENTO STATE LOGO

Shown here are examples of improper uses of the Sacramento State logo. Always use the approved artwork and always follow these guidelines when using it.

Tony, Deanna, Stephanie, Amanda





Sac State Green Screen: 10% Pantone 343 Hornet Gold Screen: 20% Pantone 4515



Sac State Green Gradient: 10% Pantone 343 to White Hornet Gold Gradient: 20% Pantone 4515 to White

Sac State Green Tone on tone\*: 80% Pantone 343 on 100% Pantone 343 Hornet Gold Tone on tone\*: 80% Pantone 4515 on 100% Pantone 343 m of 1596 vi







Logo Misuse

Graphic Elements



Do not outline or place a stroke around any portion of the logo.





Do not contain or surround the signature in other graphic devices or elements. As shown here inside other shapes or complex backgrounds.

SACRAMENTO TAT

See page 26.



SACRAMEN

TO

Do not use the symbol or torch (double S flame w/ handle) as a stand alone element.



Do not re-create a new logo by combining the elements with sur-rounding, adding or overprinting type.



Do not re-create the logo with any other typeface.







If you are unsure, please call the Office of University Marketing at (916) 278-2140 for guidance.