

ICFAD Roundtable Discussion 2021 Submission

Title:

Changing the Research Narrative

Abstract/Description:

How can an arts school participate in institution reaccreditation activities to align creative research activity with more traditional research paradigms? Leaders at the Liberty University School of Communication & the Arts will outline how they successfully positioned school activities during the institution's Quality Enhancement Plan (QEP) process as part of reaccreditation. The presentation will include how strategic placement for voluntary QEP steering committee/advisory committee positions was able to inform the institutional research narrative, and review how the narrative resulted in changed perspectives from executive administration. These actions continue to produce positive outcomes, including the regular securing of internal grant funding, the maintenance of budget allowances, and the creation of new degree offerings.

Department Icons



Liberty Palette



Wayfinding



Scott Hayes, Dean, School of Communication & the Arts, Liberty University

Scott serves as the dean for the School of Communication & the Arts and a professor of Theatre Arts. He holds a BFA from University of California at Santa Barbara, an MFA from Florida State University/Asolo Conservatory, and a Ph.D. from Regent University. Scott is the founding dean of SCA and spearheaded the development and approval of Liberty's first BFA and MFA programs. He served as the primary supervisor for the renovation and relocation of the School of Communication & the Arts facilities, including new digital audio and video studios, art classrooms, studios, and galleries, a black box theater, rehearsal and dance studios, and computer labs for graphic design, video, and audio editing. Beyond his work as the executive producer over all cinema, digital media, and live theatre productions at Liberty University, Scott maintains his outside professional work as a director, actor, and playwright. He is the editor of two books on the life and career of Sir Arthur Sullivan. Scott represents the Southeastern Theatre Conference as the chair of the Faith and Theatre committee and is a member of the editorial board for SOUTHERN THEATRE magazine.



Stacy R. Cannon, Program Director, Graphic Design, Liberty University

Stacy is an associate professor in the Studio and Digital Arts (SADA) department. She holds a Bachelor of Arts in Studio Art from Coastal Carolina University and a Master of Fine Arts in 2D Design from Radford University. She teaches residential and online courses in graphic design at both the graduate and undergraduate levels. She has led several creative research courses which have yielded student conference presentations and national student recognition in the American Advertising Awards and in the One Club for Creativity Brief Competition. Administratively, Stacy serves as the program director for all graphic design programs, department assessment coordinator, Graphic Design GSA Supervisor, and SADA curriculum committee chair. She has worked in advertising operations, has co-owned and operated a creative online apparel company, and is an active freelance designer specializing in branding and print collateral. Her most recent creative activity includes working with colleagues to develop a gallery of collaborative design pieces for later exhibition. Stacy is a member of the American Institute of Graphic Artists and the University and College Designer Association. She has presented on topics related to creativity, educational assessment, design pedagogy, and creative research.