



University of Houston System- Wide Art Acquisition Committee

System-wide Public Art Goals

- To continue enhancing the Public Collection with important artists and creative artworks that reflects the diversity of the UHS community and engage the students, staff, and faculty on multiple meaningful levels.
- Draw more local and national attention to the Collection through public programs and media outreach
- Establish core values
- Broaden the scope of public art and what that means, identify artists we can commission that will not only create compelling work but can also provide good content for creative public programs
- Strengthen relationship with UH Community over the next 3 years
- Build ties/collaborations with UH entities and community
- Strengthen awareness and grow a national audience through public programs and media outreach by attracting attention of noted arts writers, publications and media outlets
- Develop tour program
- Hold annual festival as well as periodic smaller events to attract local audiences
- Develop systems for tracking progress and achieving goals beginning with a baseline i.e. website traffic, media coverage, social media traffic, artist recognition, etc.
- Rebuild the website to showcase the entire UH System Collection
- Develop an annual budget for public art that is connected with the publicly stated goals of the collection.
- Hire one public relations support staff
- Develop annual goals and hire a strategic planner to develop plan for the collection including a marketing plan and media strategy
- Develop guidelines for new acquisitions i.e. how do these artists support the goals
- Begin preparing for the 50th anniversary of UHS public art – include this as part of the efforts for strategic planning – what seeds do we need to be planting now for development, philanthropy, public programming.

These new initiatives will not only help grow the UHS Collection in meaningful ways but the process and ideas generated could help us all in our different institutions and attract more attention to Houston as an arts destination.