



**2024-2025 ACADEMIC YEAR
ANNUAL REPORT**

PROGRAMMING

Our 2024-2025 programmatic efforts have **focused on career preparedness and multidisciplinary** for our students, including networking opportunities, professional talks, sponsored performances, internships, exhibition and curation opportunities, arts administration instruction, and more.

The School of Arts has provided an array of programming, including the **Arts Leadership Bootcamp**, the **"A Life in the Arts"** alumni series, the **Presidential Suite Art Competition**, and more.

ARTS LEADERSHIP BOOTCAMP

- ◆ The Arts Leadership Bootcamp is a weekend intensive designed to teach college students about **arts leadership** and **ways to expand their skills** through arts administration and tactical entrepreneurship.
- ◆ The program aims to **support CUNY students** in gaining **professional industry knowledge** and cultivating executive-level skills to **succeed in the arts sector post-graduation**.
- ◆ This year, the Arts Leadership Bootcamp saw a **45% increase** in applicants from last year, receiving a total of 70 submissions. Acceptance rate is 30%. Retention increased by 6% this year.



A LIFE IN THE ARTS

- ◆ A Life in the Arts (ALITA) is a speaker series highlighting **accomplished SoA and QC alumni** across artistic disciplines to expose students and fellow alumni to **diverse career paths in the arts**.
- ◆ This year, we had **four** ALITA events, featuring **award-winning artists and senior leadership** from renowned arts organizations.
- ◆ Improved engagement has indicated **sustained interest and engagement** in SoA programming.



PROGRAMMING



PRESIDENTIAL SUITE ART COMPETITION

- ◆ The Presidential Suite Art Competition is a campus-wide initiative that **showcases student artwork** in the Queens College Presidential Suite, **celebrating artistic excellence and elevating student visibility**.
- ◆ This year, the competition saw a significant **increase in student submissions and engagement**, with unveilings held in Fall 2024 and Spring 2025.



QC ART CENTER

- ◆ The QC Art Center hosted **three art exhibitions** throughout the year, with increased usage of the gallery for site tours, departmental events, and arts programming.

SPONSORED STUDENT & ALUMNI PERFORMANCES

- ◆ In our mission to support arts excellence and professional development, the School of Arts sponsored over **85 performances and teaching opportunities** for our students and alumni.

ACADEMICS

SCHOOL OF ARTS CAREER MAPS

- ◆ In partnership with the Queens College Center for Career Engagement and Internships, the School of Arts created Career Milestone Maps to **guide students in aligning their academic experience with real-world preparation**.
- ◆ **Designed to integrate with academic programs**, the maps offer **semester-by-semester steps** in internships, portfolio development, and career planning—supporting experiential learning and long-term career readiness in the arts.

ARTS LEADERSHIP AND ADMINISTRATION MINOR

- ◆ In collaboration with the Business and Liberal Arts (BALA) Department, the School of Arts launched a new interdisciplinary **Arts Leadership & Administration Minor**, designed to prepare students with the knowledge and skills to lead and innovate in today's creative industries.

FACULTY MULTIDISCIPLINARY PROJECTS

- ◆ The Faculty Multidisciplinary Project initiative supports **cross-departmental and community-engaged work** that **fosters collaboration** across artistic, academic, and professional fields.
- ◆ Open to SoA faculty, the program **promotes innovation through partnerships** within Queens College and with external organizations.
- ◆ This year, SoA funded **four** faculty-led projects, following a **notable increase** in 2025–2026 applications—reflecting **strong campus-wide interest in interdisciplinary collaboration**.

QUEENS COLLEGE
FOUR YEAR CAREER MAP

Media Studies BA

This course requires minimum 36 major credits

PROGRAM KEY POINTS

- Offers a multidisciplinary exploration of media institutions, content, and delivery systems—such as print, film, television, video games, and digital platforms—while examining their global social, cultural, economic, and political impact.
- Enhances critical understanding of media's role in society, incorporating advanced learning, activism, and social justice initiatives to engage with media's broader influence.

FOUR-YEAR CAREER MAP ADVISORY

- Accompanying the Career Milestones, please use the Academic Degree Program Maps link that offers suggested four-year course combinations and prerequisites based on the undergraduate annual catalog year you started at QC.
- All underlined content in this document acts as a hyperlink to important resources for your guidance. Access these links using the command (ctrl + click) or if you are using the printed version, please scan the QR codes.
- Review your academic program maps to align it with your career milestone map.
- For more information on the School of Arts, please visit our website at qc.cuny.edu/soa or email us at qsoa@qc.cuny.edu

ACADEMIC MAP
CAREER MAP
SOA WEBSITE

QUEENS COLLEGE
SCHOOL OF ARTS

QUEENS COLLEGE
CUNY

QUEENS COLLEGE
School of Arts

THE NEW! ARTS & Leadership Administration MINOR

TRAINING THE ARTS LEADERS OF TOMORROW

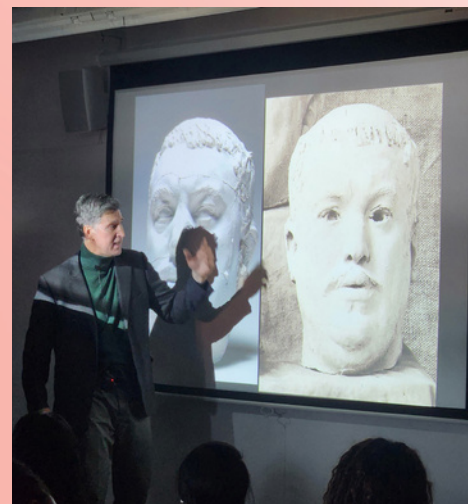
Elevate your passion for the arts with the skills to lead and innovate in today's creative industries. This program offers the knowledge and experience you need to succeed!

Taught by expert faculty, this 21-credit minor takes an interdisciplinary approach to provide hands-on courses in business, entrepreneurship, strategic leadership, arts management, and more.

Career Pathways and Opportunities:

- Arts Administration
- Creative Entrepreneurship
- Event Management
- Development & Fundraising
- Digital Arts Marketing

For more information, please email: qsoa@qc.cuny.edu



THE THOMAS CHEN ENDOWMENT FUND ARTIST IN RESIDENCE PROGRAM

- ◆ Launched through a **\$1.1 million** gift from the **Thomas Chen Family/Crystal Windows**, the Artist in Residence Program brings leading international voices in Asian contemporary art to campus for semester-long residencies.
- ◆ This year's inaugural artists, **Leekyung Kang** (Fall) and **Jian Yang** (Spring), were selected from **68 global applicants**. Kang presented *Entombed in Static*, a mixed media exhibition exploring Buddhist cosmology; Yang's *Theater State* examined power as performance through conceptual installation.
- ◆ Each residency included a **solo exhibition** and **artist talk**, which deepened students' artistry through **cross-cultural exchange** and **global perspectives**.



STRATEGIC RELATIONS & PARTNERSHIPS

- ◆ Created **strategic partnerships with NYC arts and governmental entities**, including the Queens Borough President's Office, Queens Place Mall, The Macquarie Group Foundation, CUNY Arts, CUNY Cultural Corps, the CUNY Office of Careers and Industry Partnerships, and NYC Parks.
- ◆ **Enhanced relations** with Queens College departments, like the Art Library, School of Business, Office of Institutional Advancement, and Career Center.
- ◆ Cultivated **connections with all arts-related student clubs** on the Queens College campus.
- ◆ **Broadened community outreach and engagement** through above listed new and enhanced relationships.



STRATEGIC RELATIONS & PARTNERSHIPS



QUEENS BOROUGH PRESIDENT'S OFFICE

School of Arts musicians **performed** for the **Queens Borough President's Office Senior Appreciation Luncheon** at the Queens Museum.



CUNY CULTURAL CORPS

Led a presentation **centered on professional development** and the **importance of internships** during the Arts Leadership Bootcamp.



QUEENS PLACE MALL

School of Arts alumni **performed two holiday events**, including a **jazz concert** and an **a cappella trio**, at the Queens Place Mall.

STRATEGIC RELATIONS & PARTNERSHIPS



NYC PARKS PARTNERSHIP

- ◆ Launched in May 2024 with **\$50,000 in support from NYC Parks**, this partnership expanded public **arts programming across Queens** and created paid performance, teaching, and internship **opportunities for SoA students and alumni**.
- ◆ This year, **over 80 events across 12 parks** generated **40 paid artist roles and 5 professional internships**, bridging academic learning with real-world experience.
- ◆ Programming has extended into Fall, Winter, and Spring 2024–2025, with an **increase in events this summer**.
- ◆ Activities included **concerts, dance workshops, visual arts sessions**, and the new theater piece-- **Peter & the Wolf** with 17 performances across Queens, bringing community-centered arts to public spaces borough-wide.



MACQUARIE GROUP FOUNDATION

- ◆ In Fall 2024, we launched a partnership with the **Macquarie Group Foundation**—an Australia-based global financial institution—in collaboration with CUNY Arts and the CUNY Office of Careers & Industry Partnerships.
- ◆ This initiative resulted in the inaugural **Community Art Gallery**, a six-month professional exhibition hosted by Macquarie, **featuring original works by QC students and alumni**.
- ◆ The partnership offers students **real-world exposure, industry recognition**, and a **platform to connect with new audiences**.
- ◆ Notably, several artists have successfully **sold their work through the exhibition**—affirming both the artistic excellence and career readiness of our creative community.

OUTREACH & VISIBILITY



CALLING ALL SOA STUDENTS

COLLAB WITH US



JOIN US IN OUR VIDEOS

SHOW US YOUR ART, SHARE YOUR THOUGHTS, AND
BUILD YOUR CONTENT CREATION PORTFOLIO!

CONTACT US:



LINKTREE

@QUEENSCOLLEGESOA

QCSOA@QC.CUNY.EDU

50%

INCREASE IN FOLLOWERS ACROSS PLATFORMS

90%

INCREASE IN ENGAGEMENT

70+

PROMOTIONAL MATERIAL DESIGNS

SOCIAL MEDIA

- ◆ Collaborated with over **35 School of Arts classes** and **events** across all arts disciplines for increased social media engagement.
- ◆ Since its creation, the SoA LinkedIn has grown to **over 1,650 connections**.
- ◆ The SoA Instagram has grown to over **1,050 followers**, a **46% increase** since the beginning of the academic year, a **42% increase** in the account's reach, and nearly **90% increase** in audience engagement.

MARKETING & PROMOTION

- ◆ Launched the School of Arts **promo video** produced in collaboration with the **Office of Marketing and Communication**.
- ◆ **Enhanced brand identity** with SoA promotional materials, including booklets, t-shirts, tote bags, water bottles, notepads, and more.
- ◆ **Outreach efforts grew** through partnerships and collaborations with other Queens College departments and student clubs.

BUDGET & FUNDRAISING

Thanks to generous allocation from President Frank Wu, we were able to **fulfill our programmatic goals and increase our on and off-campus strategic partnerships**, as well as the visibility for the School and each department in the performing and visual arts.

In addition to the Queens College allocation, we have received financial support from **NYC Parks, Plaxall**, the **Flushing Meadows Corona Park Alliance**, and the **Forest Park Trust**, thereby diversifying our sources of funding.

Thanks to the efforts of the Office of Institutional Advancement, the School of Arts is in the process of securing additional contributions that will go towards **capital improvements** and **student initiatives**.



MOVING FORWARD

The School of Arts stands as a beacon of creative expression and intellectual inquiry, with **the purpose of nurturing the next generation of artists, thinkers, and cultural leaders**. We look forward to further engaging with our diverse community of students, faculty, alumni, and partners.

As we embark on our journey into the 2025-2026 academic year, we proudly support our CUNY students in their professional development and artistic pursuits, **working together to transform the future of the arts**.

