

Annual Report

Dear Friends



ceremony that was, despite its virtual nature, moving and meaningful. Yet as we know, the COVID challenges were far from over for CIA's Board of Directors, staff, faculty and students.

The pandemic disrupted so much of what we do at CIA, from group critiques and BFA Week to exhibition openings and Cinematheque screenings. We were fortunate to have completed alumni outreach gatherings in California and Chicago, but we were forced to cancel a similar event in New York City because of COVID.

Yet our work this year went far beyond crisis management. We completed the 2020–25 Strategic Plan (cia.edu/strategicplan) and recruited new members to our executive leadership team (see page 2 of this issue of *Link*).

And yes, we welcomed returning upperclassmen and a robust class of first-year students for Fall 2020, and they seem just as enthusiastic about the future of CIA as we are. Our detailed reopening plan has allowed us to operate safely and productively. Our protocols are being followed by our caring community. While we are all experiencing pandemic fatigue, we are also all confident that the school is safely delivering a rich art and design education.

Grafton J. Nunes
President + CEO

At the start of the 2019–2020 academic year, we were busy making high-level, long-term plans for the future of the Cleveland Institute of Art. Virtually every member of our community was participating in a research and self-interrogation process. This would inform the structure of our strategic plan—a road map for the next phase of the College's history.

By spring of 2020, COVID-19 had plunged us into a season of extreme focus on the present. Each day brought mighty challenges on every front: online course delivery, technology, finances, communication, and how to recruit a cohort for a Fall Semester that was promising to look quite different than any that had come before it.

It seemed almost miraculous when we arrived at the end of Spring Semester and presented a commencement

2019–2020



Although it seems like a distant memory, CIA leadership and faculty came together in 2019 to develop a plan to allow students to apply directly into their major, an important step in adjusting to a changing landscape. We also stayed the course with regard to financial sustainability, maintaining our 5 percent endowment draw.

When COVID challenged us further, we rose to the occasion. We developed online learning and working, maintained beloved traditions, worked safely and preserved our sense of community. What we have learned will serve us well beyond the pandemic.

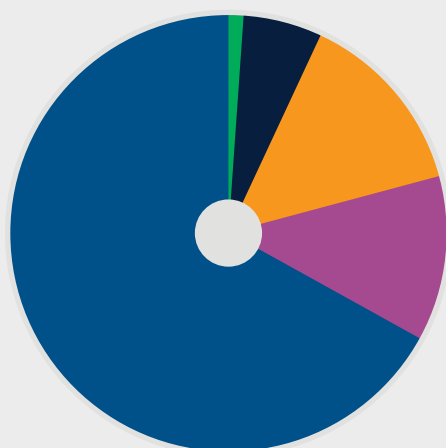
Finally, I am grateful to the taxpayers of Cuyahoga County who, through Cuyahoga Arts & Culture, pledged over \$500,00 in support of public programs at CIA. That includes our Continuing Education and Community Outreach program, the Cinematheque and Reinberger Gallery. These programs serve our students, faculty, staff and community members throughout Greater Cleveland. Thanks, too, to the State of Ohio for including CIA in its biennial budget.

Cynthia Prior Gascoigne
Chair, Board of Directors

As I look back on 2019–2020 at the Cleveland Institute of Art, I am struck not just by all we have been through but by all that we have accomplished.

Our work on the Strategic Plan, both as a collaborative process and as a document that reflects our collective wisdom, has been most rewarding. Through these efforts, we strengthened our commitment to our students. The mission as we have articulated it will help us to develop creative leaders who are engaged in their communities and who advance the public good. In the coming year we will develop a document to describe specific actions through which we will carry out the Strategic Plan.

2019–2020 Financial Summary



REVENUE

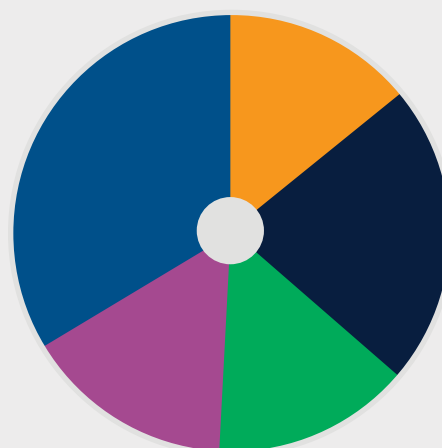
- 67% Net Tuition and Fees
- 13% Government and Current Year Restricted Grants and Endowment Support
- 12% Auxiliary Enterprises
- 7% Annual Fund Contributions
- 1% Other
- 100% Total

CIA's primary source of income is tuition and fees, net of financial aid, which represents 67 percent of operating revenues. Fall 2019 total enrollment was 645 students, which included 174 new and transfer students.

At CIA, we recognize the significant financial investment for education made by our students and their families. A concentrated effort has been made to keep tuition increases below national averages while providing the highest quality education to our students in a state-of-the-art environment. Fundrais-

ing and endowment support provide necessary resources in support of the mission of CIA. Annual Fund giving represents 7 percent of the 2019–2020 operating revenue while support from government grants, current year restricted grants and endowment support totaled 13 percent.

Endowment support includes distributions from endowment funds held in trust and distributions from the CIA managed portfolio. A majority of the endowment distributions are used for need- and merit-based financial aid.



EXPENSES

- 36% Instructional Programs
- 22% Institutional Support
- 15% Student Services
- 14% Academic Support
- 13% Auxiliary Enterprises
- 100% Total

At June 30, 2020, the market value of endowment assets was \$27.5 million, composed of \$9.5 million of funds held in trust and \$18 million of CIA managed investments.

The overall asset allocation of the CIA-managed portfolio at June 30, 2020 was 50 percent domestic equity, 12 percent foreign equity, 20 percent fixed income, 13 percent alternative investments and 5 percent cash. The fiscal year ended June 30, 2020 was a year of moderate growth for CIA's investment portfolio. The one-year weighted aver-

age return on the combined endowment portfolio was 4.2 percent net of fees. Auxiliary enterprises represent 12 percent of total operating revenues and include the Cinematheque film program and student housing.

The College spent 36 percent of its operating budget on instructional programs, 14 percent on academic support, 15 percent for student services, 22 percent for institutional support and 13 percent for auxiliary enterprises.



Annual Giving

The Charles E. Burchfield Society

Created in 1987, the Charles E. Burchfield Society honors those donors who demonstrate exemplary leadership support for the Cleveland Institute of Art by making contributions of \$1,500 or more to the Annual Fund or other current use designations. Through their donations, these individuals and organizations help to fund the full range of the College's operational needs, from student financial aid to departmental support to public programming, all to the benefit of our students and faculty.

We are deeply grateful to these special donors.

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Above, a performance in February by visiting artists FlucT. Below, CIA's new Animation Department.



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Jeff Harter, chair of Illustration, helps a high school student at an after-school program at the Cavs Legion Lair e-sports gaming facility in Cleveland.

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To victims of COVID-19 around the world
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Student Impact Fund

The Student Impact Fund was established in spring 2020 to help students facing financial hardships as a result of the COVID-19 pandemic. On behalf of our students, CIA extends its sincere gratitude to the donors listed here, who helped students meet unforeseen needs during this crisis. Additional donations to the Student Impact Fund are welcome. It will continue to serve as a vital resource to help students overcome hardships in future years, ensuring that personal emergencies do not become barriers to students' education.

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In February, CIA was visited by José Ramón Cabañas Rodríguez, Cuban Ambassador to the United States (left), and an aide. Faculty member Lane Cooper and President Grafton Nunes showed prints that were made by a visiting artist from Cuba in 2012.

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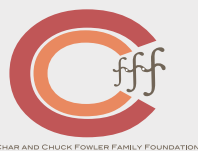
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Thank You and Welcome

During the 2019–2020 fiscal year, the Cleveland Institute of Art welcomed Martin Tarr, Peter Pronovost and Connie Ozan as new members of the Board of Directors. Marsha B. Everett '81, Michael Schwartz PhD, Robert M. Siewert CFA, and Janet A. Spreen were elected to new three-year terms on the Board following one-year intervals on the Advisory Board.

Matthew L. Greene, Joseph F. Hahn MD, and René Polin Jr. '94 all completed their third three-year terms on the Board of Directors and will serve one-year terms on the Advisory Board. CIA welcomed new Advisory Board members Michael Augoustidis and Stamy Paul.

Board member Toby Devan Lewis was elected Director Emeritus after 29 years of service. Advisory Board member Lois Sussen '92 was also elected Director Emeritus after 15 years of service.

Directors Emeriti John E. Katzenmeyer, Peter van Dijk and Mary Gardner passed away this year. Mr. Katzenmeyer was involved at CIA for 25 years, having served on the Board of Directors since 1994, including as Board Chair from 2000 to 2005. He was elected Director Emeritus in 2009. Mr. van Dijk was involved at CIA for 49 years, having served on the Board of Directors since 1970. He was elected Director Emeritus in 2019. Both men played instrumental roles in the campus unification project that culminated with the 2015 opening of the renovated and expanded George Gund building, with Mr. Katzenmeyer leading fundraising as co-chair of the Capital Campaign committee and Mr. van Dijk supervising design. Mary Gardner had been involved with CIA since 1969 and was elected Director Emerita in 1993. Mrs. Gardner was a leader in many civic and cultural institutions in the Greater Cleveland area and worked at her own business, Mary Gardner Interiors, into her 90s.

They will be remembered for their devotion to CIA and the Cleveland arts community.