At Education Management Corporation (EDMC), the uniqueness of each of our schools is a hallmark of the individuality that exists in each of the communities we serve. After all, it’s the singular abilities, perspectives and passions of our faculty, staff and students that set us apart, yet make us one in the spirit of giving. No matter how different we may be, how varied our talents and interests, there is one universal tie that binds us together: our desire to connect with the world around us by reaching out to those in need, sharing our time and our resources, and touching lives in ways that make a difference.

For 50 years, we have served communities across North America, providing a quality education to hundreds of thousands of students. Every year, we commit to doing what we can to help build “community” — devoting energy and compassion to help others in need.

At our more than 100 schools, giving back is the common thread that creates the fabric of who we are, what we stand for and what we will be — as individuals, as a higher education provider and as a community. It’s in our DNA.

Our school systems include: The Art Institutes, Argosy University, Brown Mackie College and South University. We provide rigorous academic programs offered in supportive environments with measured practical outcomes that enhance our students’ lives.
ArtSSpring, the annual arts festival in Sandy Springs, just outside Atlanta, has become an eagerly anticipated celebration. Each year, the city of Sandy Springs promotes a month’s worth of arts events with a commemorative poster. In September 2011, Art Sandy Springs, the organization that created ArtSSpring, asked The Art Institute of Atlanta if students would be interested in creating the festival poster. Students in faculty member Vickey Bolling-Witt’s graphic design layout class each designed a poster for the festival. Nadia James, who is pursuing an Associate in Arts in Graphic Design, was selected as the winner, and her poster was displayed throughout the community before and during the month-long festival, April 13 through May 13.

James’ design was selected from more than a dozen entries by members of the festival committee. The winning poster was announced during a visit to the class by Art Sandy Springs President Elect Carol Anne Hendrix, ArtSSpring Co-Chairs Bonnie Laney and Peggy Stapleton, and ArtSSpring communications/public relations liaison Cheryl Womack.

Art Institute of Atlanta President Jo Ann Koch, commented, “We are honored that Art Sandy Springs invited our students to design this year’s poster. The Art Institute of Atlanta is committed to contributing to our local community and proud that Nadia’s beautiful poster will be a central part of ArtSSpring.”

Art Sandy Springs is dedicated to supporting the arts in Sandy Springs and focuses on elevating visual, performing, culinary and landscape arts to enrich the quality of life for residents and visitors.
In the spring of 2011, Easter Seals North Georgia approached The Art Institute of Atlanta-Decatur, a branch of The Art Institute of Atlanta, with an invitation for Courtney A. Hammonds, lead faculty in Fashion & Retail Management, to become their fashion ambassador and assist the organization with creating and coordinating the winter 2012 fundraiser called “Fashion Uncorked.” Hammonds immediately accepted and began planning how his students could participate in the fashion show.

But he also wanted students to get involved with Easter Seals right away. The first opportunity was in April 2011 with the annual Walk with Me event. A team of 10 Art Institute of Atlanta-Decatur students proudly walked the 5K to raise $300 in contributions. The second opportunity was to participate in the annual holiday toy drive, a project that involved the entire Art Institute of Atlanta-Decatur community. Dozens of toys were collected to brighten the holidays for children with disabilities and special needs.

Norma Center, development coordinator for Easter Seals North Georgia, commented, “Dr. Hammonds and his students from The Art Institute of Atlanta-Decatur made a huge difference for us this past year. We are thankful that our paths crossed and that we are engaged in a common goal of helping children. Community support is essential to our mission — every dollar raised here stays here in our community, helping Easter Seals provide services and support for people with disabilities, because everyone deserves to live with equality, dignity and independence, and to live, learn, work and play in their communities.”
While the artists took the stage at the 30th annual Austin Music Awards on March 14, 2012, students from The Art Institute of Austin, a branch of The Art Institute of Houston and sponsor of the Austin Music Awards, were busy working behind the scenes to help ensure a successful event designed to cap off South by Southwest Music (SXSW).

Performers and presenters were ready to hit the stage, in part, because the Fashion Retail Management students from The Art Institute of Austin were positioned backstage as stylists, making sure each fold of fabric and all straps were in place and ready for the audience.

Hungry guests were treated to food cooked up by the college’s culinary students at the SIMS Foundation VIP reception. Ology at The International Culinary School at The Art Institute of Austin was one of five restaurants represented at the reception. Students prepared food for and served approximately 1,000 guests.

The Austin Music Awards raised $7,000 for SIMS Foundation, which provides access to and financial support for mental health and addiction recovery services for Austin-area musicians and their families.
HOLLYWOOD’S HAUNTED CAMPUS GIVES CHILDREN A TREAT

Located just a few miles from the real movie studios of Los Angeles, The Art Institute of California—Hollywood, a campus of Argosy University, had plenty of inspiration and resources to create its own scary Halloween set for neighbors in the North Hollywood Arts District.

To offer the community a treat, the school invited children from Lankershim Elementary School for an afternoon party where they would receive candy and experience the festive decorations imagined by the Bachelor of Science candidates in the Set & Exhibit Design program.

The students demonstrated their technique and skill by transforming the campus entrance into a spine-tingling cemetery haunted by the spirits of old-generation movie stars. The team utilized tricks such as stringing clear fishing line to simulate an unexpected feel of spiderwebs and pulling apart white yarn to create the look of the webs on headstones and other props. A soundtrack of ghostly screams and tolling bells also added to the scary scene. More than 30 children dressed in costumes experienced chills and thrills thanks to this spooky design displayed in the front lobby of the campus.

The finishing touch was Set & Exhibit Design Academic Director Gary La Vassar himself. La Vassar joined in the festivities by dressing up as one of the creepy characters “on set” the day the Lankershim students came by. “Halloween in Hollywood is a big celebration,” he said. “Our haunted campus was a fun way to be a part of the community.”
STUDENTS SERVE UP CUISINE OVER CANCER

Since the campus is located in a tight-knit region of Southern California, students at The Art Institute of California—Inland Empire, a campus of Argosy University, make community outreach a priority. Last year, one of the major activities they supported was a fundraiser to benefit the Cuisine Over Cancer Fund, an organization created to help the Pediatric Hematology Oncology Stem Cell Transplant Intensive Care Unit at Loma Linda University Hospital.

This unit is dedicated to serving the specialized medical needs of children, from newborns to adolescents, diagnosed with cancers such as leukemia, brain tumors and blood-related diseases such as hemophilia. Loma Linda University Hospital is situated two miles from the campus, and each year the institution admits more than 33,000 inpatients and serves roughly half a million outpatients. It is the only level one regional trauma center in the county.

Students in The International Culinary School at The Art Institute of California—Inland Empire Senior Practicum course selected the Cuisine Over Cancer Fund as part of their assignment to organize an event for a community organization. In this endeavor, students demonstrated the competencies they learned in class, including accounting, marketing, menu development and event planning.

Led by James Kellenberger, academic director of Culinary Arts, Baking & Pastry, Hospitality Food & Beverage Management, and Culinary Management programs, and hosted by the campus restaurant, Seasons, students prepared a seven-course tasting meal for $75 per ticket. The menu included elegant dishes such as a starter of brioche crouton with an heirloom tomato lobster medallion and wild greens bacon dressing, an entrée course of seared duck breast with a balsamic thyme honey glaze, and a dessert of port fig with chocolate sauce and pastry cream.

“The students worked really hard to create a successful event,” Kellenberger said. “It is a great learning experience for them to plan and execute an activity from start to finish and see it pay off.” The event sold out within weeks and the students raised more than $10,000.
As most art students know, there are many forms of communication that allow an individual to express him or herself. So when the students in the Fashion Marketing & Management program at The Art Institute of California—Los Angeles, a campus of Argosy University, had the opportunity to collaborate with Autism Speaks to raise awareness of the disorder, the connection between the school and the cause made for a great partnership.

According to the nonprofit organization, autism and autism spectrum disorder (ASD) are both general terms for a group of complex disorders of brain development characterized by difficulties in social interaction, as well as verbal and nonverbal communication.

“The students decided to produce a fashion show focused on the ability to communicate through the garments we wear,” said Claudine Papillon, the faculty instructor who managed the December 2011 benefit event.

Madison Frank, one of the event organizers and a Bachelor of Science candidate, further explained, “Fashion allows us to express what we feel at a given moment. It’s our individualism.”

The students were able to put on a show that raised both funds and awareness. The campus hosted the evening event, “Speak,” that drew a supportive crowd. Guests were treated to a reception before they were seated to watch the garments, contributed by local sponsors, go down the runway.

“The whole experience, from garnering community participation to creating promotional flyers to selecting the runway design, got the team talking about how we express ourselves and how we can learn more about autism,” said Papillon.
A HELPING HAND FOR
THE RONALD MCDONALD HOUSE

The Art Institute of California—Orange County, a campus of Argosy University, makes community outreach a priority and has formed a Community Outreach Committee that includes staff and faculty.

As one of its outreach activities, the school executed a campus-wide drive to collect pop tabs, the pieces of metal that open aluminum cans, and household items for the local Ronald McDonald House.

“This committee is intended to be a catalyst for future projects and address challenges faced by our neighbors,” said Community Outreach Committee Chair and The Art Institute of California—Orange County instructor Todd Pheifer. “We all have obstacles in life, but it isn’t hard to find people who have even greater difficulties.”

Small collection “houses” were placed around the campus, and money from the tabs contributed to the Ronald McDonald House funds. Each tab makes a difference, and in 2011, the organization raised more than $5,000 through the program. The items collected by The Art Institute of California—Orange County included breakfast foods, snacks and personal care products. According to the Ronald McDonald House, these items help create a restful environment, which rejuvenates family members and helps them to better care for and assist their children during treatment.

The Orange County Ronald McDonald House and Ronald McDonald Family Rooms provide a comforting “home away from home” for families with seriously ill children receiving treatment in Orange County hospitals. Since 1989, more than 10,000 families from all over California, the United States and other countries have found a comfortable place to stay for several hours, days, weeks and, in some cases, more than a year.

“Collecting pop tabs and supplies is a small step toward helping a greater cause,” added Pheifer. “No one is obligated to give away their time, talents and finances, but there is something wonderful about sharing with those in need.”

Connecting With The World Is In Our DNA.
Boys & Girls Clubs inspire and enable youth to “reach their full potential as productive, caring, responsible citizens.” So it was a fitting match that The Art Institute of California—Sacramento, a campus of Argosy University, which seeks to provide education that builds careers and transforms lives, and the Boys & Girls Clubs of Greater Sacramento worked together on a class project.

Graphic Design instructors Steve Holler and Holly Agundes combined branding and design class objectives to provide their students, Graphic Design Bachelor of Science and Associate of Science candidates, with a real-world assignment for a worthy cause: providing ideas that would enhance the local club’s brand visibility, community awareness and marketing efforts.

“We appreciate the chance to involve our students in community-based assignments that illustrate the quality and strength of our market-focused educational program and serve a commendable organization,” Holler said.

Students produced concepts for a poster representing the club’s visual identity, a business card design that follows a new stationary system, and a simple and visually unified direct mail postcard. The teams also provided a concept for a new website that gives the visual idea and structure for the home page and an approach to navigation. In addition to creative development, students participated in initial client analysis interviews, brand review, visual audit, market positioning and client presentations.

SACRAMENTO STUDENTS HELP SHINE A SPOTLIGHT ON THE BOYS & GIRLS CLUBS OF GREATER SACRAMENTO

Connecting With The World Is In Our DNA.
The Art Institute of California—San Diego, a campus of Argosy University, showcased its talent to the local community, producing a visually striking propaganda-style campaign for an awareness project with the local chapter of The American Lung Association.

As part of a Sales and Persuasive Techniques class, students took on the challenge of developing a campaign that would drive new volunteers to help The American Lung Association keep the community informed about the promotional activities of big tobacco companies.

“Through this assignment, the students received the benefit of helping an organization that is valued in the community and gained valuable portfolio work that showcases their willingness to help a good cause,” said The Art Institute of California—San Diego Advertising instructor Rob Esperti.

The project included identifying the target market, which was defined as the “millenial generation,” and creating a campaign name, logo, recruitment materials, print advertisements, Facebook page and a guerilla marketing program.

Supervised by Esperti, students worked for five weeks developing campaigns for the project and a competition was held to determine the top three campaigns. The finalists then delivered a professional presentation to members of the American Lung Association staff, and a winner was selected.

“The importance of developing and delivering real-world solutions for real clients is relevant to the professional development of our students. It allows the students to recognize the validity of their ideas as they work within the requirements of client budgets and expectations,” said Donna A. DiGioia, Ed.D., academic director of Advertising. “It also provides a great opportunity for students to enhance their team-building skills and overall satisfaction that their efforts can and do make a difference.”
Each academic quarter, the Interior Design Student Club organizes a group of student volunteers from The Art Institute of California—San Francisco, a campus of Argosy University, to participate in a Habitat for Humanity build day. During the fall 2012 quarter, a group of students spent their Saturday as construction workers building a home in the East Bay for a deserving family.

"The hands-on event is both rewarding and educational for the students. For the younger students especially, the activity may even be their first chance to see up close what they are drawing and learning about in the classroom," said Interior Design instructor Nicholas Steele, a LEED Green Associate and National Council for Interior Design Qualification certificate holder.

Club president Jamie Pecina, who’s working on a Bachelor of Science in Interior Design degree and is a student member of the International Interior Design Association, as well as the American Society of Interior Designers, had a similar reflection.

"As an interior design club, we see Habitat for Humanity as a fun opportunity to experience what it is like to be on a building site and to see the construction work that we are taught to document," she said.

"I can honestly say that the work we are given on-site is not always the easiest and, at times, can be very exhausting, but what drives the students and myself to volunteer time after time is knowing that this home is going to a good cause, and that, in and of itself, is the payoff of volunteering," said Pecina.
CULINARY STUDENTS GO “CLAM TO CLAM” FOR LOCAL PARKS AND RECREATION DEPARTMENT

Team Aluminum Chef, otherwise known as The Art Institute of California—Sunnyvale, a campus of Argosy University, culinary students, gathered at the Santa Cruz Beach Boardwalk this winter ready to prepare standout recipes for the 31st annual Clam Chowder Cook-Off & Festival.

The event brought together more than 70 teams and individuals from around Northern California to benefit the City of Santa Cruz Parks and Recreation Department programs.

With the beach as a picture-perfect backdrop and a bustling boardwalk arcade nearby, the student team divided into two camps to create their special stews, one in the Boston style and the other in the Manhattan.

As soon as the teams were allowed to “flame on,” the students quickly set to cooking in their giant pots. Steady streams of steam arose from the pans while a slight ocean breeze helped to cool the creamy soup.

The crowd thickened, just like the chowder, as students began serving up a $9 tasting kit that included a bowl, spoon, five tasting tickets and two People’s Choice ballots.

The 2012 cook-off participants had a great day at the beach, learned a few lessons about competing and helped to raise more than $70,000 for the City of Santa Cruz Parks and Recreation Department programs.

Connecting With The World Is In Our DNA.
It was 4 p.m., but the classroom at Charleston Development Academy buzzed with laughter and activity. In this after-school program, more than a dozen elementary-age girls were busily designing and building models of their own fashion stores, assisted by student volunteers and faculty member Kimberly P. McHenry-Williams from the Bachelor of Arts in Fashion & Retail Management program at The Art Institute of Charleston, a branch of The Art Institute of Atlanta. As shoe boxes were transformed into colorful retail shops, the students used their creativity to learn about store layouts and retail product mix while also seeing new possibilities for their own futures.

The “Store in a Box” project was one of many that students, faculty and staff from The Art Institute of Charleston undertook at Charleston Development Academy in the past year. Other highlights included a poetry writing workshop with general education faculty member Marjory Wentworth, who also brought a special guest, children’s book author Kwame Alexander, to visit with students; a holiday gift-making workshop organized by Wentworth and fellow general education faculty member Christy Whipple; and an Angel Tree with school supplies for the academy’s teachers, which involved faculty from all departments.

The Art Institute of Charleston also supported the academy’s annual capital campaign gala, Building a Dream. Aaron Barse, a student in the Bachelor of Fine Arts in Graphic Design program, designed the invitation for the gala. Art Institute of Charleston President Rick Jenue chaired the fundraising committee for the gala.

Charleston Development Academy, founded in 2003, is a public charter school for pre-K through eighth grade. The school is committed to a coherent core curriculum, cultural diversity and including the arts as an integral part of learning at all levels. Through the avenues of music, drama, visual arts, art therapy and cultural field trips, students receive unique and expressive opportunities for the exploration of new ideas, subject matter, and self-discovery of talents and interests.

Jenue commented, “Under the inspirational leadership of Cecelia Rogers, Charleston Development Academy has become a safe haven for its students and their families. With its emphasis on the arts as an integral part of academic and intellectual development, it is a perfect fit for our students’ and faculty’s contributions. The Art Institute of Charleston looks forward to a mutually beneficial relationship with Charleston Development Academy for many years to come.”
Dogs at the Humane Society of Charlotte struck a pose and gave student photographers their best puppy dog eyes in the hopes that their headshots would land them loving new homes.

Each month, starting in January 2012, members of The Art Institute of Charlotte’s “Click! Club” traveled to the Humane Society to photograph dogs that were having a difficult time being adopted — dogs that had been at the Humane Society for an extended period of time or dogs that were older or had special needs.

The photos were posted to the Humane Society of Charlotte’s website, where visitors could click on a dog’s profile to learn more about him or her and see additional photographs.

The Humane Society of Charlotte saw a wonderful increase in adoption numbers with the dogs that the students photographed. Deanna Lasner, board chair at the Humane Society, said the photos “really show the personalities of the dogs.”
Snowboards became the canvas for 15 students from The Art Institute of Colorado in March 2012. The student chapter of the American Institute of Graphic Arts (AIGA) at the college held a snowboard design competition and auction to benefit the Denver Art Society and its mission to organize independent artists while providing venues for creative development. The nonprofit organization hosts classes, performances, cultural events and peer collaboration for people 25 years of age and younger in the La Alma, Lincoln Park, Baker and Golden Triangle neighborhoods of Denver.

While on display at Denver Pavilion in the downtown area, the snowboards were available through a silent auction with a starting price of $70 for each board. Denver residents “shredded” the display, “wiping out” the students’ artwork during the auction, which garnered more than $1,500 for the Denver Art Society and the AIGA student chapter at The Art Institute of Colorado.

“I am so proud of the initiative and drive of my students,” said Chris Chen Mahoney, academic department chair of Graphic Design at The Art Institute of Colorado. “They took the art they are passionate about and created an entire community event around it. To top it off, they were able to assist a vital nonprofit in our community.”
The International Culinary School at The Art Institute of Dallas, a campus of South University, brought the heat to the third annual Chefs on Fire event in April 2012. Student volunteers, graduates of the college’s Culinary Arts programs, and chef instructors were on hand to help raise more than $10,000 for the Parkland Regional Burn Center.

The Parkland Regional Burn Center, established in 1962, is the second largest in the United States, providing care that is modeled around the world. The acute care and intensive care units are recognized internationally for providing a source of surgical expertise and rehabilitation to burn survivors of all ages.

Attendees lined the streets to watch 23 chef participants, including The Art Institute of Dallas’ chef instructors and Culinary Arts students, each team up with one firefighter to compete in the daylong Chefs on Fire grilling competition. Cook-offs took place throughout the day, culminating with the championship round judged by area chefs and instructors from The International Culinary School at The Art Institute of Dallas. Chef instructor Steven Pilat and firefighter partner Lenny Longoria took the grand prize honor in the final heat for their preparation of seared duck and grilled quail covered in a honey apricot sauce.

The community block party hosted by The Texas Chefs Association (TCA) and area firefighters took place at The Shops at Park Lane, right outside the college’s campus doors. Chef Brenden Mesch, associate dean of academic affairs at The Art Institute of Dallas, and Chef Robert Gillentine, 2003 Associate of Applied Science in Culinary Arts graduate of The International Culinary School at The Art Institute of Dallas, served as event chairs on behalf of the TCA.
CELEBRATING FORT LAUDERDALE’S AFRICAN-AMERICAN COMMUNITY

The African-American community of Fort Lauderdale has a long and rich history, honored and preserved for the past 10 years by the African-American Research Library and Cultural Center. In recognition of that 10th anniversary, Industrial Design and Interior Design students and faculty at The Art Institute of Fort Lauderdale worked together to organize and launch the yearlong exhibition “Fabulous Forties on the Avenue.” The exhibition, which will be the center of a series of events taking place during the coming year, depicts the African-American community at Northwest 5th Avenue as it was in the 1940s, including a timeline, interactive kiosks, displays and carefully executed models of homes, businesses and street scenes of the period.

The exhibition, in addition to being a semi-permanent part of the library, will be used as an educational tool for students from elementary schools in Broward County who visit the library and center.

Featured are a number of items and artifacts from the era, including a 1941 Lincoln Continental, an icebox, a Victrola music player and a 1949 Triumph “Tiger 100” series motorcycle. The students designed reproduction facades of businesses such as the Victory Theater, the Benton Funeral Home, the Dillard School and the local barbershop and beauty salon.

Faculty leadership for the project included Elizabeth Glenn, Interior Design, and Win Menish and Terri Laurenceau, Industrial Design. The student team included Mike Lewandowski, Annique Reynald, Jonathan Welch, Dominic Fasino, all Bachelor of Science students in Interior Design and Megan Francis, a Bachelor of Science student in Fashion Design. The entire class of students in the summer quarter of the Human Factor class taught by Win Menish created concepts for two of the interactive kiosks. The renderings for the exhibition concept were created by Mike Romano, a Bachelor of Science student in Industrial Design. Professional exhibit designer Rick Boggs of Sixth Star Entertainment in Fort Lauderdale, a 2004 Bachelor of Science in Industrial Design graduate from The Art Institute of Fort Lauderdale, provided his professional skills in the execution of the design.

According to Jan Merle, faculty member in Interior Design, “This is a significant achievement for our departments’ students and faculty members.”
Students from The Art Institute of Fort Worth, a campus of South University, proved that art could come in just about any form, including canned goods. In October 2011, students in the Bachelor of Fine Arts in Interior Design program participated in “Canstruction” in Fort Worth’s North East Mall in Hurst, Texas. The competition challenged teams to create art out of thousands of cans of food. The students’ original design was made up of 4,238 cans featuring the Texas flag, Texas map and a tribute to soldiers.

Canstruction, Inc. is a nonprofit organization that holds annual design and build competitions to construct giant structures made entirely out of canned food. In each city, after the structures are built and the winners declared, the creations go on display to the general public. At the close of the competitions, all of the food used in the structures is donated to the local food banks for distribution to community emergency feeding programs.

Members of the community could vote for their favorite canstructure with a $1 donation that went to community food banks. The Fort Worth area can and monetary donations went to the Tarrant Area Food Bank, Community Food Bank and the North Texas Food Bank.

“This project offered our students an opportunity to showcase their skills while also working for a vital cause,” said Lourdes Gipson, campus director at The Art Institute of Fort Worth. “This was a wonderful community partnership and also teaches our students the value of philanthropy.”
Web Design & Interactive Media instructor LaToya Penny believes hands-on experience is the best way for her Art Institute of Houston students to learn the valuable skills they need for the real world. But that’s not the only reason her students took on the task of redesigning the Houston Tennis Association (HTA) website during the summer of 2011. The nonprofit organization has been working to foster and support good health and sportsmanship through the game of tennis since 1952. Penny and her students wanted to do their part to support HTA.

The 20 students in the Intermediate Scripting class split up into six groups. Each group had 11 weeks to build a plan, develop a layout and implement a site for HTA. When the work was completed, the students presented their final product to their “client,” and HTA chose the design created by Web Design & Interactive Communications diploma student Heidy Godoy, Associate of Applied Science in Web Design & Interactive Media student Rachel Goss, and Bachelor of Fine Arts in Web Design & Interactive Media student Angel Jagrup.

HTA Junior Team Tennis Coordinator Sherri Shulman said, “The students were great to work with, giving our site the facelift it needed. It was a hard choice to make because all of the concepts were so strong.”
Students at The Art Institute of Houston—North, a branch of The Art Institute of Houston, proved that fashion doesn’t have to break the bank and can also have a heart at Noir et Blanc, a fashion show produced by the college’s Fashion Show Production class in December 2011.

The students teamed up with Citizens for Animal Protection (CAP), a private, nonprofit organization that provides shelter, adoption, foster care, rescue and other valuable services to animals in need in the Houston area. Noir et Blanc was held at CAP’s new shelter, The Jane Cizik Center.

The goal of the partnership was to provide students an opportunity to showcase their skills while raising awareness about the shelter and the plight of animals in need. “We feel it is so important to be good neighbors in our community,” said Susanne Behrens, president of The Art Institute of Houston—North. “This was a terrific opportunity to combine the educational goals of our students with a truly beneficial community service.”

The clothing for the fashion show came from CAP’s thrift store, whose proceeds go to the animal shelter. Students chose and styled garments from the store for the runway, illustrating that good style doesn’t have to be a great financial burden.

Connecting With The World Is In Our DNA.
When students in Beau Monde, the fashion club at The Art Institute of Indianapolis, were asked to utilize their expertise at a fundraiser for a local dance company, the group jumped at the opportunity. Dance Kaleidoscope (DK) reached out to the students to style four models in 1940s cigarette girls costumes for a February 2012 event.

“We were thrilled to have the opportunity to put the skills we learned in the classroom to work in the real world helping a community organization,” said Madison Hanulak, president of Beau Monde and a Bachelor of Science in Fashion Design student at The Art Institute of Indianapolis.

DK, established in 1972, is known as Indiana’s premier professional contemporary dance company. As a mainstay of its mission, DK consistently brings the finest quality dance performances to diverse audiences of all ages with a strong emphasis on arts education. Beau Monde chose students from The Art Institute of Indianapolis to serve as the cigarette girl models for the event. Beau Monde researched the era and clothing styles carefully to ensure that the looks they chose would be authentic to the time period. At the event, in true-to-the-era form, the cigarette girls sold chocolates with all proceeds benefitting DK.

“We were honored to be part of this event and hope to find more ways to partner with the community,” Hanulak said.
Some of the most celebrated designers and artists in the Kansas City area take five each holiday season to create wreaths and décor for the annual Design Industries Foundation Fighting Aids (DIFFA) “Holidays by Design” silent auction. Four Interior Design students from The Art Institutes International—Kansas City were invited to create wreaths for the November 2011 event.

Working off a “Designing by the Decades” theme, the students fashioned haute pieces, including a garland decorated with CDs from the 90s, a My Little Pony throwback from the 80s, a tribute to the Brat Pack classic “Pretty in Pink” and a feathered art-deco design channeling the 20s.

Eager to get in on the action, Chef Steve Venne, the culinary academic director at The International Culinary School at The Art Institutes International—Kansas City, also produced a wreath using his tools of the trade — kitchen implements and gingerbread made up his holiday garland.

The wreaths were on display at Country Club Plaza and Crossroads Art districts until the organization’s fundraising event. “Holidays by Design” raised a total of $45,000, with all proceeds benefiting the local DIFFA chapter.

DIFFA is one of the country’s largest supporters of direct care for people living with HIV/AIDS and preventive education for those at risk.
SAVING LIDS TO SAVE LIVES:
THE ART INSTITUTES INTERNATIONAL
MINNESOTA PAYS IT FORWARD

The Art Institutes International Minnesota has contributed to Yoplait Yogurt’s “Save Lids to Save Lives” campaign since 2010, donating hundreds of pink ribbon lids each year.

Committed to improving the quality of life for those in their community and beyond, the campus takes the initiative to purchase specially marked yogurt containers during Breast Cancer Awareness Month and distributes them to students and faculty members roaming the halls between classes.

Inspired by the initial success of the college’s 688-lid submission in 2010, event organizer and Director of Career Services Becky Bates expanded the program to include an educational component in the college’s second year of participation. The campus hosted an awareness-inspired event on Oct. 26, 2011. Faculty and staff volunteered to man informational tables lined with breast cancer awareness pamphlets and provided yogurt for attendees.

While students learned more about breast cancer, they snacked on yogurt with the specially marked lids that the campus collected. The Art Institutes International Minnesota sent more than 675 lids to Yoplait’s national headquarters, raising both dollars and awareness.

Participating in community outreach initiatives such as this one has reinforced the importance of social service projects for members of The Art Institutes International Minnesota community. Eager to engage the campus in a variety of local nonprofit programs, Bates said, “I simply find this type of work to be rewarding and greatly beneficial for our students.”
COMMEMORATING AN ERA AND HONORING WORLD WAR II VETERANS

Students and faculty members at The Art Institute of Jacksonville, a branch of Miami International University of Art & Design, partnered with Jacksonville’s Museum of Science and History (www.themosh.org.) to create a major exhibition titled “Currents of Time.” The exhibition, which opened in November 2011, is a walk back in time through the history of Jacksonville and Northeast Florida. From the earliest inhabitants of more than 12,000 years ago to modern day events, visitors can learn how the area of land now called Jacksonville became the city it is today. The segment of the exhibition created by students and faculty focuses on postwar culture and honors World War II veterans.

The Art Institute of Jacksonville’s contribution to the “Currents of Time” exhibition involved a collaborative effort between the students and faculty in several departments. The Interior Design department showcased renderings of homes as they were during World War II, while the Fashion & Retail Management department focused on fashion influences of the period. Digital Photography students documented the era through inspirational photographs, while Culinary students spotlighted cultural culinary influences and the Graphic Design department created artistic interpretations of postwar culture, as well as other art and design projects featuring this historic subject.

The school’s participation also included two lectures. In “The Era at the End of a Rainbow: Post WWII Design Trends,” Interior Design faculty member Rachel Simmons focused on post-war design trends, providing an overview of the era and how it affected interior furnishing technology, buying habits, design and color trends as forecasted by Home and Garden Magazine between the years of 1949 and 1965. In the second lecture, Chef John Maxwell, Culinary department chair, focused on World War II food rationing and how those practices still affect us today in his discussion of the challenge of “Cooking with Wartime Rations.”

“What made the ‘Currents of Time’ exhibition so special is not only that it honored veterans who have and are serving our country, but it was also an excellent example of collaboration between the students and faculty from multiple programs,” said Catherine Pliess, department chair of Interior Design at The Art Institute of Jacksonville.
STUDENT ANGELS TRIM THE TREE OF HOPE FOR AREA CHILDREN

Every holiday season, excitement builds for kids around the world as they wonder what Santa Claus will put under their trees. But for too many children, the holidays come and go with little joy and nothing to unwrap come Christmas morning. That’s why students, faculty and staff at The Art Institute of Las Vegas participate in the Salvation Army: Angel Tree program.

For two days during the holiday season, members of The Art Institute of Las Vegas community set up shop at the Galleria at Sunset in Henderson, Nev. They man the Angel Tree, handing out wish lists for the children to mall customers so they can make the holidays brighter for area kids. “We are so proud to be part of this program and to help children in the area,” said Sallie Palmer, dean of student affairs at The Art Institute of Las Vegas. “It’s also such a valuable life lesson for our students. Volunteering is a way everyone can give back to his or her community. Everyone can volunteer their time regardless of their financial situation.”

The goal is to ensure that each child in the Angel Tree program has two or three presents to open on Christmas morning.

For the 2011 holiday season, volunteers from the college collected more than 800 items including toys, clothing, toiletries and cash donations. The Art Institute of Las Vegas has participated in the Angel Tree program since 2005.

Connecting With The World Is In Our DNA.
At its grand opening celebration on Oct. 26, 2011, The Art Institute of Michigan—Troy, an additional location of The Illinois Institute of Art—Chicago, presented Operation: Kid Equip with a donation of 200 boxes of crayons and a donation check for $500. Operation: Kid Equip is a Detroit-based organization that helps at-risk students by providing free school supplies, books, hygiene items, clothing and food. After learning that 22 percent of Michigan children live in poverty, Operation: Kid Equip set forth to help communities in metro Detroit and assist children to reach their highest potential. The organization’s goal is to help improve public education and the psychosocial well-being of children who are underprivileged.

“At The Art Institute of Michigan—Troy, we are committed to providing students with educational opportunities that will help prepare them for creative and rewarding careers,” said Turner Berg, campus director for The Art Institute of Michigan—Troy. “We are delighted to support a worthwhile nonprofit organization like Operation: Kid Equip that shares our philosophy for helping students to succeed.”

The Art Institute of Michigan—Troy hosted the crayon-raiser Oct. 10—25, 2011, and encouraged faculty, staff and students to reach out to their families, friends, churches and local community organizations for help in collecting the crayons. Present at the grand opening event to receive the donations was Operation: Kid Equip president and CEO, Menachem Michael Knespeck.

“We are truly humbled by the continued support from the community and valued partners like The Art Institute of Michigan—Troy,” said Knespeck. “Unfortunately, many local families are faced with limited resources when it comes to providing the tools for students to succeed — and at Operation: Kid Equip we are proud to do our part.”

Connecting With The World Is In Our DNA.
ADDING LOVE AND LIGHT TO CHILDREN’S LIVES

For its 2011 Charity Drive, faculty and staff at The Art Institute of Michigan set out to bring color and joy to the lives of sick children by collecting donations for C.S. Mott Children’s Hospital at the University of Michigan, one of the nation’s leading pediatric institutions providing care to seriously ill or injured children.

“When a great-nephew of mine was born with multiple health concerns, I quickly became aware of what a wonderful, caring place Mott Hospital is for their young patients and family members ... especially in a time of crisis. So I was quite excited when Mott was selected for our charity drive,” said Judy Poppeneger, administrative assistant at The Art Institute of Michigan.

The charity drive brought in donations that filled more than six bins with toys, clothes and blankets for children between infancy and the age of two. A few of the donated blankets were even handmade.

The campus also held a “Wear Your Jeans to Work” day to raise money for additional items. The donations were delivered to the hospital where they were gratefully received by Mott’s community relations representative, Byron Myer.

The donations not only made things a little brighter for the young patients, but they also gave faculty and staff the great feeling that they were making a difference. “My great aunt taught me at a very young age, ‘If you don’t like the way you feel, change the way you think.’ It always ‘feels’ so good to give — no one can disagree with that — especially giving to our children,” said Dr. A. Anne Bowers, Jr., general education instructor at The Art Institute of Michigan.
Young Audiences New York (yaNY), a nonprofit organization specializing in bringing arts programming to under-funded schools in the New York area, has two new videos to help promote their Youth Labs after-school programs thanks to Digital Filmmaking students at The Art Institute of New York City. The Art Institute of New York City students worked with yaNY to create videos for yaNY’s Animation Project and Music Unites Youth Choir, two after-school programs that empower youth through the study, creation and presentation of original, skilled work.

yaNY works with more than 200 teaching artists who commit their time and talent through after-school and residency programs and in-school performances. According to John Seroff, director of marketing and public relations for yaNY, the videos serve a twofold purpose: to help teachers and principals understand yaNY’s mission and to provide opportunities for investors to see the impact the programs have on a child or group of students.

“I like the whole idea that our students helped high school students become exposed to the arts,” said Jason Moore, Animation instructor at The Art Institute of New York City. “I think it’s really great that our students gave back in that manner.” The Art Institute of New York City became involved with yaNY after graduate Phillip Swift became the organization’s filmmaker in residence. Swift mentioned the marketing department’s need for the videos, and “it was a match made in heaven,” Moore said. As part of The Art Institute of New York City’s Professional Production Team class, students are required to work with real-world clients, managing the projects from start to finish. According to Moore, the pressure is on the students to deliver, which makes for a very real experience. Groups of three to 10 students worked on the videos, managing all aspects of production from conceiving visual and editorial strategies to the filming, editing and sound production.

“The Art Institute of New York City students have gone far beyond their required assignment to provide us with films that accurately and artistically represent the great work we’re doing here at Young Audiences New York. They helped bring our vision to life in a very real and meaningful way,” said Seroff. “For an organization that has limited resources available for video marketing, having access to this level of artistry has been significant.”
The Art Institute of Ohio—Cincinnati lent some extra support in the form of bras as the college participated in local radio station Q102’s (WKRD) fourth annual Bras Across the Bridge benefit. The breast cancer awareness event, held at Newport on the Levee in Kentucky, raised more than $8,000 for Susan G. Komen for the Cure.

Students, faculty and staff of The Art Institute of Ohio—Cincinnati contributed more than 100 decorated brassieres to be included in a string of clasped bras long enough to span the length of the bridge. Volunteers raised the bras in unison on the Purple People Bridge as a symbolic gesture to raise awareness for the cause.

The students also supported the station’s seventh annual Bosom Ball for Breast Cancer. The evening of hope and help in providing support to those touched by breast cancer in the Cincinnati area featured the intricately decorated bras created by the students. Proceeds from the event went to the Susan G. Komen for the Cure and The American Cancer Society’s breast cancer programs.
CAMPBELL’S SOUP IS MMM, MMM – ART!

There aren’t many American icons as recognizable as the familiar red and white can of Campbell’s Soup. For nearly 150 years, it’s been a staple found in kitchen pantries across the country. What better subject for a great retrospective presented by The Art Institute of Philadelphia Gallery called “Campbell’s: 142 Years of Design — Women, Soup and Warhol”? And what better outcome than the donation of 2,000 cans of Campbell’s tomato soup to Philabundance, Philadelphia’s largest hunger relief organization?

While Andy Warhol turned the Campbell’s Soup can into pop art, the variety of designs and their functions began decades before. The exhibit specifically focused on the contributions throughout Campbell’s history made by women, for example mothers and workers; artists such as Gracie Gebbie Drayton, who created the Campbell’s Kids back in 1904; leaders such as Margaret Rudkin, founder of Pepperidge Farm, now part of Campbell and the first woman to serve on the company’s board of directors; and Denise Morrison, Campbell’s current president and CEO.

The exhibit featured a large number of the most iconic items found in the company’s private archives. From vintage advertisements to antique Campbell’s Kids dolls and a paper “Souper” dress from the 1960s to a multimedia presentation of vintage radio and television commercials, the exhibit definitely covered everything from soup to … soup!

Students, faculty and staff from The Art Institute of Philadelphia worked with Campbell’s staff to select the materials for the display, as well as create an exhibit catalog and install the exhibit. Graphic Design students designed a graphic timeline highlighting the role of women in the history of the Campbell Soup Company. Industrial Design students engineered and installed a giant sculpture of the Campbell’s “C” using the 2,000 cans of tomato soup that were donated to Philabundance after the exhibit closed.

Said Tina M. Rothfuss, senior manager, major gifts at Philabundance, “The opening was a wonderful event, where three institutions important to our city came together — Campbell Soup Company, The Art Institute of Philadelphia and Philabundance. We are very grateful for the support and for being selected to be the beneficiary.”

Connecting With The World Is In Our DNA.
Phoenix residents gave their taste buds a workout for a good cause. On Nov. 19, 2011, 27 top female chefs from around Arizona came together to entice guests’ palates and ensure aspiring chefs had a chance to hone their culinary skills at the annual “Getting Our Just Desserts” event at The Art Institute of Phoenix. Hundreds attended the school’s fundraiser, benefiting Careers through Culinary Arts Program (C-CAP). Attendees had the opportunity to taste a variety of sweets and savories. Chefs also held a series of demonstrations covering cheese, olive oil, tea, chocolate and food photography. Attendees had an opportunity to bid in a silent auction on items donated by area businesses and members of the community, including weekend getaways, dining packages, culinary products, photography packages and more.

The fundraiser netted $6,200 with proceeds going toward scholarships for high school students seeking culinary careers and training for student chefs entering competitions.

“The Art Institute of Phoenix has been such a valuable partner to C-CAP,” said Jill Smith, Arizona director at C-CAP. “The tremendous support we receive helps us to do more community outreach and helps students interested in the culinary arts to achieve their educational goals.”
McKees Rocks, Pa., a rustbelt town located in the greater Pittsburgh area, got an image makeover thanks to students at The Art Institute of Pittsburgh. This makeover started as an interior design project for the Creative and Project Management Techniques class and morphed into Outside Eyes, an art show at The Father Ryan Arts Center in McKees Rocks. Interior Design instructor Lisa Whitney was looking to improve an underserved area through art for her project classes. After brainstorming with Angela Love, a Media Arts & Animation instructor, she and Love met with representatives of McKees Rocks to find out exactly what the town needed and how their classes could contribute their talents to help the community.

This project was the inaugural attempt to provide a civic-minded opportunity for students, and the idea led to an entire campaign of materials that McKees Rocks can use to self-promote, including brochures, a logo, maps and interactive social media. The students also produced a fly-through animation of a new and improved corridor of the main street. The animation made it possible for the citizens to see a revamped McKees Rocks.

What is even more impressive, however, is what the students did after the class was over. Inspired by the work they did in class and motivated to challenge people’s perceptions of McKees Rocks, students took it upon themselves to host an art show titled “Outside Eyes,” which highlighted the town through the eyes of the artists. The goal of the show was to raise awareness and showcase the appeal of McKees Rocks to visitors and other residents in the region. The exhibit featured work by students, faculty and alumni in a variety of mediums, including digital prints, colored pencil, photography and painting.

“This project reflected my belief that we can creatively do good work that is GOOD work. The students didn’t only energize or revitalize a community; more than creating their art, they generated a sense of civic responsibility and a spirit of advocacy,” said Love.
UNITING ONLINE STUDENTS IN REAL-WORLD VOLUNTEER PROJECTS

In October 2011, students from The Art Institute of Pittsburgh—Online Division volunteered to make a difference in their communities as part of the fourth annual Hometown Challenge, a month-long, nationwide humanitarian effort.

Hometown Challenge is the brainchild of Sherri Wakefield Mangin, Online Program Director for Residential Planning and Kitchen & Bath Design. “Four years ago, I was sitting in meetings in Pittsburgh discussing ways to enhance the online student experience. The idea of a national volunteer project began to take shape in my mind,” said Mangin. “I wanted to find a way to unite all of the Residential Planning students in a single effort while making a difference in the lives of others. At this point, the Hometown Challenge was born.”

In the hands of co-chairs Rachelle Starr and Donna Pennella, both full-time faculty for Residential Planning, the program grew from less than 50 Residential Planning students and faculty to more than 300 student and faculty volunteers from across all online programs in just four years.

For Hometown Challenge 2011, the students and faculty members volunteered for a wide range of projects that had an impact on their local communities. One of these projects included painting the garden wall for the Escalante Community Garden in the Phoenix area. Other organizations served by the Hometown Challenge program include the Veterans Home of California in Barstow, Calif., Atlanta-area cancer organizations, Relay for Life, Uniontown, Ohio Lions Diabetes Awareness, The Leukemia & Lymphoma Society of the Houston area and the Church of the Cross in Savannah, Ga.
INTERIOR DESIGN STUDENTS HELP RAISE AWARENESS FOR LUPUS BY SERVING UP STYLE

Serving Up Style is the premier design event of Portland, Ore. Top local designers and design companies create unique and stunning dining environments all in an effort to raise awareness for lupus and benefit the nonprofit organization Molly’s Fund.

In October 2011, a team of talented Interior Design students from The Art Institute of Portland entered the tabletop design competition, the centerpiece of the Serving Up Style gala event.

The students created a tableau about a sophisticated temptress whose dark thoughts have taken over and led her to coerce her gentleman caller into a deep chocolate seduction that has rendered him unable to speak or move. Fittingly, the exquisite scene takes place in cosmopolitan surroundings with a clean and classic style symbolic of the femme fatale’s taste for opulence and luxury.

The team’s entry, “Mort Par Chocolat,” took home the “Outstanding Tabletop” award.

Interior Design faculty members Marjorie Marcellus and Amanda Rickenbach mentored the team of Bachelor of Fine Arts in Interior Design candidates that included students Kaylene Campbell, Allison Basset, Minh Duong, Heather Winkel, Mindy Porterfield and Jenna Finch.
On Nov. 5, 2011, The Art Institute of Raleigh–Durham joined hundreds of volunteers on the lawn of Diamond View Park in Durham, N.C., for The Leukemia & Lymphoma Society’s (LLS) annual Light the Night Walk. This event marked the third year that The Art Institute of Raleigh–Durham has come together for this worthy cause. More than 110 teams and nearly 1,300 people made this a record-breaking year for the LLS event.

Helium-filled balloons inserted with a small battery-powered bulb lit up the night as walkers made their way through the streets of downtown Durham. Walkers carried red balloons for supporters, white balloons for survivors and gold balloons in memory of loved ones lost to cancer.

The walk was preceded by an emotional ceremony remembering those who have died, as well as recognizing survivors. A table filled with delicious cookies, provided by culinary students at The Art Institute of Raleigh–Durham, greeted walkers when they returned to the park.

Prior to the walk, The Art Institute of Raleigh-Durham’s team held a raffle and an exclusive five-course dinner complete with wine pairings to help raise money for the fight against blood cancers.
About 10,000. That’s how many used bikes the Bicycle Collective has received since the organization opened its doors in 2002. They’ve been able to refurbish about 80 percent of them. The rest they’ve used for parts.

But the organization wants those numbers to grow. That’s where the Digital Marketing Strategies class at The Art Institute of Salt Lake City stepped in. Nine Digital Filmmaking & Video Production students worked under the leadership of their instructor, Gabe Veenendaal, to create a commercial for the Bicycle Collective to help improve awareness and increase bike donations.

The nonprofit’s goal is to promote cycling as an effective form of transportation and as a cornerstone of a cleaner, healthier and safer society. In addition to refurbished bikes, the Bicycle Collective also provides educational programs and focuses its efforts on children and lower income households.

Students started work on the video project in September 2011 and completed it by the time the quarter ended in December, working alongside the Bicycle Collective the entire time. “It’s so important for them to have the experience of interfacing, developing and creating a project for a real-world client,” said Veenendaal.

Bicycle Collective Executive Director Jonathan Morrison added, “They really tried to figure out what we wanted and what we needed and what they could do for us. They asked a lot of questions and the final product wound up being what we all envisioned because of our collaborative process.”

Morrison said he’s already seen an uptick in bicycle donations since the video was posted to YouTube.
Culinary students are known for taking any opportunity to hone their skills in a real-world environment. And sometimes those opportunities are also a great way to help the community. That’s why students at The International Culinary School at The Art Institute of San Antonio, a branch of The Art Institute of Houston, jumped at the chance to work alongside their chef instructors and professional chefs from around the community at the first annual Slow Food South Texas Harvest Gala in November 2011.

Students were paired with professional chefs to do prep work at the event, which raised money and awareness for Slow Food South Texas. The organization’s mission is to ensure food is good — created with care from healthy plants and animals and enjoyed with friends and family; clean — nutritious food that is as good for the planet as it is for our bodies, leaving the earth unharmed for future generations; and fair — food should be accessible to all, regardless of income, and produced by people who are treated with dignity and respect. “This event was a great experience for the students, not only because they worked hands-on with skilled chefs, but also because it reinforced their respect for food and for the community,” said Michelle Woodland, Food & Beverage Operations Management instructor at The Art Institute of San Antonio.

“We would not be able to do what we do without the student support,” said Susan Rigg, Slow Food South Texas chapter president. “They helped with everything, from going into the kitchens and prepping food to cleanup.” The Harvest Gala raised $6,000 toward Slow Food South Texas programs, which include organic community gardens at area schools.
FROM HAND-ME-DOWNS TO HAUTE COUTURE: FASHION STUDENTS BRING IT TO THE GOODWILL GLITTER GALA

In its fourth year, the Glitter Gala is a fundraiser to support the Seattle Goodwill Industry Career Pathways program, which helps participants create a career and learning plan to achieve their goals.

As part of the event held on Nov. 9, 2011, students in The Art Institute of Seattle Fashion Design and Fashion Marketing programs organized a fashion show themed “Fire & Ice,” presenting stunning outfits straight from the racks of Goodwill stores. In an impressive display of creativity using repurposed materials, students turned tablecloths, curtains, vintage garments and even household goods such as mirrors and artificial flowers into glamorous evening gowns. The show also included original designs by student winners of a challenge to entirely repurpose items found in Goodwill stores that demonstrate the event theme.

The show served to promote the Glitter Sale, as well, which is a special sale of top brand items collected throughout the year and “glittery” goods including shoes, vintage dresses and jewelry.

“We are very proud to manage the show because it is a key aspect of the event,” said Kann Wu, The Art Institute of Seattle Fashion Design and Fashion Marketing academic director.

“We are very proud to manage the show because it is a key aspect of the event,” said Kann Wu, The Art Institute of Seattle Fashion Design and Fashion Marketing academic director.

“Our work showcases the great gems in fashion that can be found at Goodwill stores, which has a direct impact in driving awareness and traffic to the retail outlets.”

In addition to the show, the evening included a lively reception, dinner, entertainment and a silent auction. Approximately 600 people were in attendance, and the event raised more than $250,000. Founded in 1923, Seattle Goodwill is a nonprofit organization whose mission is to provide free job training and education to those in need.

“Goodwill and The Art Institute of Seattle have a common goal: to prepare people for the workforce. At the annual gala, we combine efforts to create a show that accomplishes several goals. It raises awareness and funding for Goodwill’s workforce training program, and it provides students from The Art Institute of Seattle with the opportunity to showcase their designs to the community, as well as produce an incredible event.”

Wu said the partnership is a great match, “Goodwill and The Art Institute of Seattle have a common goal: to prepare people for the workforce. At the annual gala, we combine efforts to create a show that accomplishes several goals. It raises awareness and funding for Goodwill’s workforce training program, and it provides students from The Art Institute of Seattle with the opportunity to showcase their designs to the community, as well as produce an incredible event.”
CULINARY STUDENTS TAKE THE CAKE BY CREATING A LIFE-SIZE MASTERPIECE FOR LOWRY PARK ZOO

In November 2011, Lowry Park Zoo in Tampa hosted Zoofari, its annual fundraiser, featuring the best of Tampa dining. Nearly 70 of Tampa Bay’s restaurants and beverage distributors participated.

The zoo was also celebrating its 25th anniversary and invited culinary students at The Art Institute of Tampa, a branch of Miami International University of Art & Design, to help put the “icing on the cake” of the big celebration.

Students created a life-size animal-themed cake that required 2,730 labor hours, 280 pounds of butter cream, 380 pounds of sugar, 90 sheet pans of cake and 27 student volunteers! The animals and life-size cake drawings were made out of sugar, fondant or Rice Krispies® covered in gum paste.

The cake was a big hit with all those who attended Zoofari, as well as a great addition for the zoo’s fundraiser. To top it off, the students and faculty won the annual Zoofari “People’s Choice” and “Best in Desserts” awards.

The students worked under the leadership of culinary faculty members Chef Melissa Meyer, Chef Ricardo Castro and Chef Rosana Rivera.

Castro commented, “This cake was a huge undertaking and a real labor of love. We were proud and honored to be able to contribute this amazing edible sculpture for the benefit of our beloved zoo.”
The newest specialty license plate for the State of Tennessee is all about the arts — and the design was created as a public service by Leslie Haines, Graphic Design and Advertising department chair of The Art Institute of Tennessee—Nashville, a branch of The Art Institute of Atlanta. The new plate is the result of a statewide competition in which the people of Tennessee chose the winning design from 10 finalist entries.

Proceeds from fees for the new plate will directly benefit the arts in Tennessee with a percentage of sales going to the Tennessee Arts Commission, which distributes funds to arts groups across the state.

Haines conceded the design was a challenge. “It’s a small space, you have all this stuff running over your design, your design can’t distract from the [license plate numbers] ... and how do you distill the sense of art for the whole state into one image?” she said. But she also admitted it will be pretty cool to drive down the road and see “her” license plate on so many cars!

“We are very proud of Leslie and are thrilled that she is such a role model to our students; her passion for the arts is contagious and it shows,” said Carol Menck, president of The Art Institute of Tennessee—Nashville.
SEASONED AND STUDENT CHEFS SERVE UP A SPREAD TO SHOWCASE THE FLAVORS OF TUCSON

Chefs and culinary students from The International Culinary School at The Art Institute of Tucson used their skills to raise money for the American Liver Foundation’s eighth annual Flavors of Tucson presented by University Medical Center. The college’s chef instructors served up a five-course meal featuring seared tuna with a tempura quail egg and sake, yellow tomatoes and Arizona goat cheese paired with wine, seared scallops with chanterelles over pasta paired with wine, sous-vide Kobe beef and a foie gras crème brûlée, and four dessert samplings served with Belgian beer.

Nationally recognized American Culinary Federation Master Chef Bill Sy and local American Culinary Federation board member Chef Todd Eanes joined forces with 30 student volunteers who worked alongside their chef instructors and other certified chefs to prepare decadent meals for benefit attendees.

The event was held at Loews Ventana Canyon Resort in Tucson. The event raised more than $91,000, and all proceeds went to the American Liver Foundation — Desert Southwest Division.
GIVING THE GIFT
OF EDUCATION

As part of a local television station program called the “5 Days of Christmas,” created to help those in need leading up to the holidays, The Art Institute of Vancouver contributed the gift of a full tuition scholarship for its Culinary Arts Level 1 Certificate program to a young lady who aspired to be a chef, but never thought it would become a reality.

The station worked with inner city schools asking children to write out their Christmas wishes. One wish came from a fourth-grader who was cared for by an older sister, Princess Sarnoh, who was only 21 years old. Princess also took care of their younger brother and her son, who was 2 years old. The family were refugees from Libya and had lost all of their possessions due to a flood in their home prior to the holidays.

The young student had mentioned in her letter that her older sister had a great desire to attend culinary school. When approached by the station, The Art Institute of Vancouver welcomed the opportunity to assist this inspiring future chef and awarded her the scholarship as a surprise on live television.

“We were extremely pleased to participate in this incredibly worthwhile initiative,” said The Art Institute of Vancouver President Tom Kim.
The Art Institute of Virginia Beach, a branch of The Art Institute of Atlanta, is not yet a large campus, but the students there have big hearts. When President Marilyn Burstein approached Lisa Coleman, executive director of The King’s Daughters, the organization that founded the Children’s Hospital of The King’s Daughters in 1896, to ask how students could help, a partnership was born.

The partnership’s first major project was the KD Couture Fashion Show held at the Norfolk Waterside Marriott on April 1, 2011. Students from several different departments volunteered their time and skills both behind the scenes and with guests. Fashion & Retail Management students worked with show producer, Trudy Lancaster of Mannequin Productions, to ensure that the models were dressed and ready for the runway on time. Photographic imaging students shot photos paparazzi-style on the red carpet, as well as of the fashion extravaganza on the runway. Culinary Arts students passed hors d’oeuvres and served the guests from the Marriott’s professional catering kitchens.

“The KD Couture Fashion Show was one of our most exciting and unique events of 2011,” Coleman said. “The show was an opportunity for the whole community to come together to support Children’s Hospital of The King’s Daughters. We were thrilled to have the expert support of so many students from The Art Institute of Virginia Beach and look forward to continuing our partnership with the college in the future.”
Nonprofit organizations in the Washington, DC, area received some much needed design work, thanks to GOOD by DESIGN, a pro bono design-a-thon sponsored by The BOSS Group and The Art Institute of Washington, a branch of The Art Institute of Atlanta. On Nov. 6, 2011, groups of students from The Art Institute of Washington teamed up with local creative arts professionals and nonprofit groups. Each team had 10 hours to complete projects ranging from a full website redesign and the creation of Web banners and social media skins to the complete design of a corporate identity package and the creation of brochures and posters.

The participating nonprofit organizations were selected from an application process that required them to submit project requests. Some of the selected nonprofits included Global Campus Africa, Animal Welfare League of Alexandria, Center for International Environmental Law and Women Who Build: Habitat for Humanity of Northern Virginia.

“This is a great opportunity for our students to not only work for a real-world client, but also to take their creativity and skills learned in the classroom and use them to give back to the community in a meaningful way,” said Anthony Julien, Department Chair of Graphic Design and Web Design & Interactive Media at The Art Institute of Washington.
DESIGNING GOWNS FOR GOOD

Students from The Art Institute of Washington—Dulles found a fashionable way to raise money and awareness for breast cancer, while showcasing their design talents, through the “Pretty in Pink Design Competition.”

Arundel Mills Mall, along with the Miss America Organization, partnered with the school and challenged students to create gowns that personify the iconic image, strength and beauty of Miss America. In support of breast cancer awareness, the students were also required to feature an element of pink in each of their designs. The students’ gowns were displayed at Arundel Mills Mall, located in Hanover, Md., and for a 25 cent donation, shoppers were able to vote for their favorite design.

All proceeds from the competition were donated to The Red Devils, a breast cancer support organization that funds services to improve the quality of life for breast cancer patients and their families living in Maryland.

“This project was such a huge opportunity for the students at The Art Institute of Washington—Dulles. This was a chance for their designs to be viewed by thousands of patrons and key retailers, not to mention Miss America 2011,” said Michelle Rappelt, Fashion & Retail Management and Advertising faculty member at The Art Institute of Washington—Dulles.
The Art Institute of Wisconsin may be young, but the school wasted no time getting involved in the Milwaukee community. The college, established in 2010, paired up with ArtWorks for Milwaukee, Inc., a nonprofit that provides paid, arts-based internships exclusively to Milwaukee-area high school students who face barriers to success.

The organization’s mission is to inspire local teens to create positive change in their lives and in their community by engaging them in the arts, which empowers them to successfully achieve their goals and believe in themselves; teaching them life and career skills, which makes them marketable and prepares them for future success; and broadening the perspectives of ArtWorks interns, which motivates them to make a difference.

When ArtWorks attempted to incorporate media arts into its repertoire of program offerings, The Art Institute of Wisconsin had just the kind of space and technology the nonprofit wanted for its interns. The interns learned Photoshop and basic graphic design techniques during a series of visits to the computer labs at the college. They worked as a team to design anti-crime and anti-violence posters, as well as slogans that communicate their perceptions about root causes of crime and violence. The interns also looked at what young people can do about the crime and violence they see around them every day.

Meghan Koven, the executive director of ArtWorks, praised the collaboration. “Without The Art Institute of Wisconsin, we would not be able to offer these kinds of graphic design programs to the youth we serve, because we just wouldn’t have access to these kinds of facilities.”

And while the facilities are very important for the interns, Koven believes there is another critical component to the partnership. “It opens up a whole world of new possibilities for our interns’ futures because they see students at the college who are just like them and they think, ‘If these kids can go to college, so can I.’”
HELPING CHILDREN GET A “LEG UP” WITH A BARRIER-FREE PLAYGROUND

In the fall of 2011, Interior Design students at The Art Institute of York—Pennsylvania helped build a barrier-free playground for Leg Up Farm, a nonprofit therapy center in York County, Pa., for children with disabilities and developmental delays. Leg Up Farm received a grant to build a barrier-free playground, and they reached out to the community for volunteers to help bring the project to life in just one week.

Students from the Human Factors class, which studies barrier-free design, assisted with the project. Prior to the build, the class visited another local barrier-free playground to analyze the facility.

Despite an early winter storm that dropped several inches of snow on the ground the day before the build, the students enthusiastically helped with all aspects of the construction from heavy lifting to using power tools to painting the finished product. After the project was completed, the students had the opportunity to revisit Leg Up Farm to reflect on their week and write an analysis of the barrier-free design.

From this project, the students gained a sense of community pride in being a small part of a large group volunteering their time for a worthy cause. They also realized how gratifying it was to be a part of a project of this nature.
MISSION POSSIBLE: STUDENTS PUT SKILLS TO THE TEST FOR INJURED WAR VETS

Injured veterans returning home from the wars in Iraq and Afghanistan have plenty of challenges to overcome. Interior Design students at The Illinois Institute of Art—Chicago didn’t think that navigating their homes should be one of them. That’s why the college’s American Society of Interior Designers (ASID) chapter decided to take on a project to redesign the interior of Army Sgt. Cameron Crouch’s home in Mahomet, Ill.

“People with disabilities have special challenges inside their homes that builders may not account for,” said Carol Cisco, a member of the college’s ASID chapter who headed up this project. “A person in a wheelchair or even on crutches may not be able to maneuver around a room easily, even if it looks spacious to the naked eye.”

Crouch was severely injured while deployed in Iraq in August 2007. He required nearly 20 surgeries, including the amputation of both legs below the knee. After many hospitalizations, Crouch and his wife returned to Illinois. Even though Crouch’s home was built to ADA (Americans with Disabilities Act) standards, because the interiors were not designed specifically for him, he soon found many obstacles inside. So the Interior Design students from The Illinois Institute of Art—Chicago sat down with Crouch and his wife and began designing a master bedroom and master bath that would fit the couple’s needs as well as their style.

When their new bedroom and bathroom is complete, Crouch will be able to get in and out of bed more easily, maneuver throughout the bedroom without hitting his legs on the furniture and have easier access to his bathroom. The new bathroom cabinetry provides plenty of storage for his medical supplies.

When asked about the design solutions proposed by the students, Crouch said, “I don’t want to say if you don’t do this, our life is going to be miserable, but as far as making our life a lot easier and less stressful, that’s honestly, I think, the main focus. The [designs] that Carol has shown us are going to help an unbelievable amount.”

Cisco said even though the Crouches are grateful for the work she and her fellow Interior Design students put into this project, it does not compare to the gratitude the ASID chapter feels. “We get to put the skills learned in the classroom to good use. Sgt. Crouch and so many other service members put their lives on the line for us. That’s not a debt we’ll ever be able to repay.”

Connecting With The World Is In Our DNA.
STUDENTS STEP UP TO SUPPORT LOCAL VICTIMS OF DOMESTIC VIOLENCE

When challenged to produce a fashion show in nine weeks, the 14 women of The Illinois Institute of Art—Schaumburg’s Event Planning & Promotion class had no idea they would also raise more than $13,000 for a local nonprofit organization in that time. In between finalizing details for models and the runway, the students coordinated fundraising efforts for their beneficiary, Stepping Stones of Roselle.

The mission of Stepping Stones is to empower women who are victims of domestic violence to develop financial and emotional independence by providing them with a safe, nurturing environment. The organization has provided shelter for 33 families to date and is currently assisting six others. Upon hearing the yearly programmatic cost to support a family (an estimated $12,000), the Event Planning & Promotion class took the initiative to provide the organization with the opportunity to fund an additional household. To their surprise, the team managed to raise $9,000 prior to the event and more than $4,000 on March 8, 2012, at the “Pulse Fashion Show: Raw Beauty,” ultimately surpassing their goal by almost 10 percent.

Advertising space sales, baking events, VIP and general admission tickets, a pre-event silent auction of donations collected from the community and raffle tickets sold at the student-produced fashion show helped the students reach their monetary target. Following the fashion showcase, the team presented Stepping Stones of Roselle with a check on behalf of The Illinois Institute of Art—Schaumburg.

“This type of fashion show typically requires a dedicated, full-time team of 30 individuals six months to produce,” said Marci Watkins, Event Planning & Promotions instructor at The Illinois Institute of Art—Schaumburg. “Our team of 14 students not only put on a high caliber show for an audience of more than 700 attendees in a quarter of that time, but they also exemplified the show’s theme of strength as they overcame countless obstacles to achieve their educational and philanthropic goals.”
When the temperatures drop, most of us get our heaviest winter coats out of the closet, knowing we’ll be relatively warm and dry out in the elements. But not everyone has that luxury. That’s why Kathleen Enright, a foundations instructor at The Illinois Institute of Art—Tinley Park decided to gather up coats and hats for kids at Big Brothers Big Sisters (BBBS) of Will and Grundy Counties this winter.

Faculty, staff and the 150 students at the college had only two weeks to gather cold weather gear for the donation drive. What they came up with amazed both Enright and the staff at BBBS. The campus pulled together to collect 58 coats, 15 pairs of gloves, 14 hats and five scarves.

“It was awesome. I couldn’t believe how much we brought in,” Enright said. And in the midst of all those coats and scarves, she also found an envelope marked for the coat drive. “When I saw that $100 bill inside, it just brought a tear to my eye.”

Lisa Morel Las, the chief executive officer of the BBBS chapter, added, “We are so grateful to everyone who donated warm winter coats and accessories for the kids we serve. It’s heartwarming to watch the children’s eyes light up with excitement when they get to pick out a new coat in their favorite color or style. I sincerely thank everyone for helping those less fortunate.” The Illinois Institute of Art—Tinley Park plans to run the coat drive again next winter.
For the second year, the Miami Beach Community Health Center (MBCHC) partnered with the students and faculty of Miami International University of Art & Design to present a juried art exhibition, which focused on World AIDS Day in November.

The “Through the Eyes of Love” exhibit included a diverse display of paintings, drawings and sculptures, all symbolizing the depth of local Miami artists’ thoughts and feelings about HIV/AIDS. Artists whose works were showcased included Alejandro Cuadra, Ali Miranda, Janet Muller, Noah Jones, Jonathan Brooks, Marco Gonzalez and others, many of whom are living with HIV or AIDS.

The exhibition included selected works by esteemed artist Barry Gross, whose work focuses on positive experiences in both the outer and inner worlds of the disease. Gross has exhibited in leading galleries throughout the country, including Caesarea Gallery in Boca Raton, Fla., the Brooklyn Museum in Brooklyn, N.Y., and the Atlanta History Center and Hartsfield-Jackson International Airport, both in Atlanta. His work can also be found in many private collections.

The exhibition also included elegant fashions created by Fashion Design students for the occasion. The glamorous gowns, all in vivid red, were inspired by the red ribbons that symbolize the fight against HIV/AIDS.

“I am proud that the university has fostered a partnership with Miami Beach Community Health Center’s ‘Through the Eyes of Love’ exhibition,” Erika Fleming, president of Miami International University of Art & Design, said.

“HIV/AIDS is a very important topic to discuss and it is wonderful that there is a way to artistically create awareness and express support for those who have been touched by the disease.”

“Connecting With The World Is In Our DNA.”
What does 365 days of trash look like? The New England Institute of Art community had the opportunity to find out during its Common Walk ecoArts Show in January 2012. As part of Brookline Climate Week, eight artists used humor, beauty and scientific data to creatively interpret the world around them, while sharing a common thread of environmental concern. In cooperation with the community group Climate Change Action Brookline (CCAB), The New England Institute of Art sponsored award-winning photographer, videographer and installation artist Tim Gaudreau as Artist in Residence.

Gaudreau created an installation on campus based on his “Self Portrait: 365 Days of Considered Consumption,” with help from students at The New England Institute of Art and Brookline Public Schools. The installation included a sampling of more than 20,000 photographs of everything he threw away for a year, along with journal entries, graphs and photographs that represented Gaudreau’s personal carbon footprint.

“Education is the beginning of change. The New England Institute of Art was proud to be a part of 2012 Climate Week by inviting eight eco-artists to share their work with the college community and the Brookline public school students,” said Coni Porter, Gallery Coordinator and Graphic Design instructor at The New England Institute of Art. “Historically, art has been a powerful instigator of cultural shifts. These artists are part of this expanding ecological movement in contemporary art.”
Rachel Tiep-Daniels, a 1999 graduate of The Art Institute of Fort Lauderdale who earned her Bachelor of Science in Media Arts & Animation, co-founded the Picture Book Project Foundation to support orphaned and disadvantaged children. The organization “gives parents, artists, and art enthusiasts a way to help and inspire children in need,” she said.

Tiep-Daniels — who as a visual development artist for Blue Sky Studios has worked on movies including “Rio,” “Kung Fu Panda,” “Monsters vs. Aliens” and “Ice Age” — was moved to start the foundation after volunteering with children in Ghana. There, she taught math and English to the students, but found a true connection with them through art. When she returned to the United States, she partnered with friend and co-worker Margaret Wuller to develop the Picture Book Project Coloring Book, which eventually evolved into The Picture Book Project Foundation.

Helping to fulfill the goal of “bringing art and animation to the hands of children for their enjoyment and to encourage creativity, motivation and education,” Tiep-Daniels helped to organize 2011’s “Art Blocks for Ghana” to support the Hopkins Foundation. More than 200 animation artists created art blocks that were auctioned to the public following gallery events in Los Angeles and New York City. “Our goal was to raise money to provide 13 of the children (orphans) in Ghana’s Save Widows and Orphans Development Center with boarding and tuition,” she said. The event was a huge success, raising $55,000 for the cause.

“It’s amazing how one idea can create change,” Tiep-Daniels stated, adding that as she discussed her ideas with others, she discovered more people willing to step up and help.
Hundreds of organizations benefit from the work of EDMC schools. The following is a partial list:

American House Heartland
American Institute of Graphic Arts
American Institute of Wine and Food,
Monterey Bay Chapter
American Lung Association in California
American President’s Council of Motorcycle
Clubs and Organizations
American Red Cross
American Rose Society
American Sleep Apnea Association
American Society for the Prevention of Cruelty
to Animals (ASPCA)
American Society for the Prevention of Blindness
American Society of the Preventive of Blindness
American Sleep Apnea Association
American Society for the Prevention of Cruelty
to Animals (ASPCA)
American Cancer Society
American Diabetes Association
American Culinary Federation
American Cancer Society, Indianapolis
American Cancer Society, Ft. Wayne Chapter
American Business Clubs (AMBUCS)
American Associates, Ben-Gurion
Alliance of the Streets
Aliah Sweet Fragile Hearts Foundation
Alcoholics Anonymous, Atlanta
Alameda Food Bank
Akron-Canton Regional Food Bank
Adopt a Family Palm Beach County
Abandoned Pet Rescue, Fort Lauderdale
A.C.E. Agency for Community Empowerment
A Million Thanks
Dolphins Foundation
4Kids of South Florida, the Miami
2nd Harvest Food Bank, Nashville
The following is a partial list:

from the work of EDMC schools.

Hundreds of organizations benefi t

Bessie Coleman Foundation
Beacon Presbyterian Church
Battered Women’s Shelter
Bar Camp Philly
Autism Speaks
Austin Habitat for Humanity
Austin Chamber of Commerce
Atlanta Day Shelter
Asian Pacifi c American Heritage Association
A.C.E. Agency for Community Empowerment
Dolphins Foundation
4Kids of South Florida, the Miami
2nd Harvest Food Bank, Nashville
The following is a partial list:

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Hundreds of organizations benefi t
The Art Institutes system of schools: http://www.artinstitutes.edu
Since The Art Institutes is comprised of several institutions, see aiprograms.info for program duration, tuition, fees and other costs, median debt, federal salary data, alumni success and other important info.

Argosy University: http://www.argosy.edu
See auprograms.info for program duration, tuition, fees and other costs, median debt, federal salary data, alumni success and other important info.

Brown Mackie College system of schools: http://www.brownmackie.edu
Since Brown Mackie College is comprised of several institutions, see bmcprograms.info for program duration, tuition, fees and other costs, median debt, federal salary data, alumni success and other important info.

South University: http://www.southuniversity.edu
Accreditation & Licensing: http://www.southuniversity.edu/about/accreditation.aspx
See suprograms.info for program duration, tuition, fees and other costs, median debt, federal salary data, alumni success and other important info.

Western State College of Law: http://www.wsulaw.edu
See wsuprograms.info for program duration, tuition, fees and other costs, median debt, federal salary data, alumni success and other important info.
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