



# UTSA Institute of Texan Cultures

*ITC Advisory Council & Friends  
January 29, 2021*

# Agenda

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- **Welcome:** *Carlos Martinez*
- **Opening Remarks:** *Senator Menéndez and President Eighmy*
- **Updates:** *Veronica Rodriguez*
  - ITC Museum Facility Recap
  - Planning Milestones for public re-opening
- **Presentation:** *President Eighmy, Veronica Rodriguez and Provost Espy*
  - Community Stakeholder Visioning
  - Draft Process*
- **Group Discussion:** *Carlos Martinez and Sabrina Avila*
- **Spring Semester Meeting Schedule:** *Veronica Rodriguez*



**Taylor Eighmy**  
UTSA President



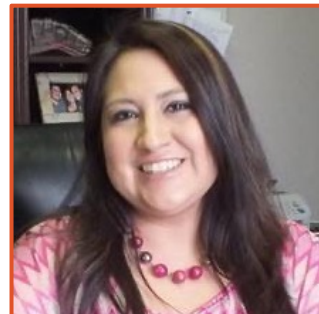
**Sen. José Menéndez**  
Texas Senate District 26



**Veronica Rodriguez**  
Interim Head Curator



**Kimberly Espy**  
Provost & Sr. VP for  
Academic Affairs



**Sabrina Avila**  
CEO/Owner, Brand Panacea  
ITC Advisory Board



**Carlos Martinez**  
Chief of Staff to the  
President

# Opening Remarks



**Sen. José Menéndez**  
Texas Senate District 26



**Taylor Eighmy**  
UTSA President



**REMARKS**

**Taylor Eighmy**



# UTSA's Commitment

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Our commitment is to preserve and enhance the ITC and its museum's tremendous assets as a cultural institution, and to expand access, use, and enjoyment for all, while creating an engaging visitor experience that sparks current dialogue informed by our rich tapestry of our history for the current and many future generations of Texans, **so that the ITC — its museum, programs, festivals and collections — truly thrives “as a gem” for the next 50 years and beyond.**



## UPDATES

- ITC Museum Fall Recap
- Planning Milestones

Veronica Rodriguez

# ITC Museum Fall Recap

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Though closed to the general public, the museum has remained open. Since September 2020, UTSA staff have been hard at work in ITC's museum and facility on the comprehensive clean-up.

- Sept. 2020 – Aug. 2021
  - Comprehensive clean-up project
- Sept. 2020
  - ITC Facilities Manager started
- Oct. 2020
  - Building assessment by Chesney Morales
- Nov. 2020
  - ABM selected to as contractor



# Planning Milestones for ITC Museum Reopening to our Public

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- January – March 2021
  - Collection Quarantine and Clean-up
- Feb. 17, 2021
  - Temporary Project Archivist onsite
- March – July 2021
  - ITC Theater Room (1<sup>st</sup> floor) transition into multimedia instruction and small event space
  - ITC Main elevator rehabilitation
- Aug. 27–29, 2021
  - Series of re-opening events
    - Advisory Council, ITC friends, staff reception
    - First responders and health care workers event
    - Museum opening to general public**







**PRESENTATION:**  
**Community Stakeholder**  
**Visioning *Draft* Process**

**Taylor Eighmy**  
**Kimberly Andrews Espy**  
**Veronica Rodriguez**



# ITC • UTSA • SATX

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Great cities need great universities – and great universities need great cities.

In fact, great universities have great museums that serve great cities.

**ITC is integral to past and future success of UTSA and our city and state.**



# Vision

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UTSA values the Institute of Texan Cultures and its mission, and we are proud of the impact it has made over the last 50 years. We are committed to ensuring these treasures thrive for the next 50 years and beyond.



# Vision

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The Institute of Texan Cultures is a cherished resource. It has the only museum of its kind in the state entirely devoted to preserving the rich cultural history of Texas and Texans.



# Vision

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We want to preserve the ITC's tremendous assets and make them more accessible to people of all ages located around the state. We want the institute to connect more deeply and more broadly with people in ways that complement traditional, in-person visits to the museum.



# Visioning Process

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**UTSA will host this process to guide the path forward – with input from all.** The university proposes to launch a broad community stakeholder visioning process to shape the future of the ITC and its museum. This is an exciting moment for our community, our state and everyone who values the cultures of Texas.

# Community Stakeholder Visioning Process Goals

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- Look ahead to the next 50 years of the ITC
- Fully engage our communities
- Reimagine museum and programs post-pandemic
- Promote social dialogue and collective action
- Support the redevelopment of Hemisfair park
- Boost “Placemaking” for downtown San Antonio
- Facilitate partnering



# ***ITC Centennial 2068: Community Stakeholder Visioning Draft Process***

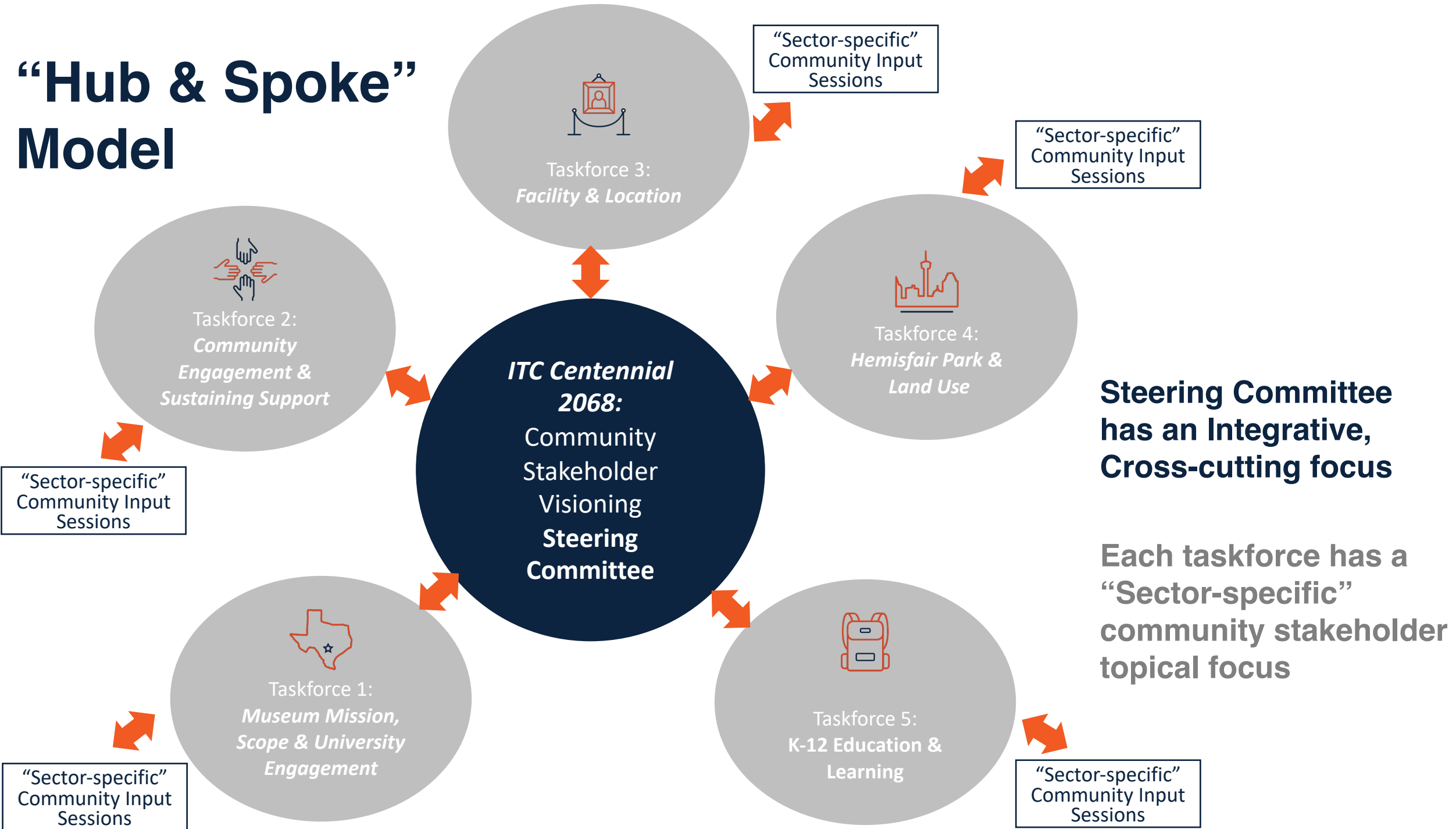
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- Led by an experienced external facilitator
  - Selected by RFP
  - Input from Advisory Council on selection
  - Required cultural expertise with diverse stakeholders
- Operate in full transparency
  - Provide all taskforces “thumbdrive” materials
  - Ongoing public updates
- Use “hub and spoke” structure





# “Hub & Spoke” Model



# ITC Centennial 2068: Community Stakeholder Visioning Task Forces

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## Role of each Task Force:

- *Gather* sector-specific community input regarding each topical “spoke”
  - Public sessions, exercises, input mechanisms to gather ideas broadly
- *Identify* “best practice” peer exemplars
  - Highlight their desired attributes for benchmarking, goal setting, etc.
- *Evaluate* community input in light of internal data and peer exemplars
- *Recommend* consensus options for path forward

## Composition of each Task Force:

- Includes representation of sector-specific stakeholders
- Includes Advisory Council
- Includes “Subject Matter Expert” leads
- ~15 individuals selected by UTSA

=>Works directly with overall Visioning Process Facilitator to develop deliverables, including sector-specific recommendations





ITC Centennial 2068: Community Stakeholder  
Visioning Task Force 1



## ***Museum Mission, Scope, and University Engagement***

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Example Questions: *How can we ...?*

- Provide distinctive experiences in the museum and beyond to enable learning and understanding of the rich tapestry of cultures
- Create new thinking about — and better understanding of — our future as Texans
- Strengthen the connection to UTSA faculty, staff and students for the mutual benefit of the university, ITC and the community



## ***ITC Community Engagement & Sustaining Support***

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Example Questions: *How can we ...?*

- Deepen and broaden engagement with the community to sustain and enhance ITC's impact as the champion of Texan culture
- Identify opportunities that leverage the ITC and its museum exhibits, programs, festivals and/or collections to advance its success towards 2068
- Make the case for external support that contribute to sustainable operations





*ITC Centennial 2068: Community Stakeholder  
Visioning Task Force 3*

## ***Facility and Location***

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Example Questions: *How can we ...?*

- Ensure ITC museum is the “go to place” to experience the rich mosaic of Texan cultures
- Identify facility requirements needed to support a thriving museum
- Leverage the location of the ITC facility to fully engage our stakeholders to advance our mission

ITC Centennial 2068: Community Stakeholder  
Visioning Task Force 4



## ***Hemisfair Park Connection & Land Use***

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Example Questions: *How can we ...?*

- Steward the use of the land to optimize benefit to both the community and ITC
- Contribute positively to vision of Hemisfair and the ongoing vitalization of downtown
- Leverage the use of the land to generate resources to advance ITC's success and sustainability in 2068





*ITC Centennial 2068: Community Stakeholder  
Visioning Task Force 5*



## ***K-12 Engagement & Learning***

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Example Questions: *How can we ...?*

- Educate and engage the next generation of k-12 school children on the diversity of Texan culture
- Support teachers by enabling access to collection materials for use in the curriculum
- Provide a rich ITC experience for school children in the far corners of the state



# ***ITC Centennial 2068: Community Stakeholder Visioning Steering Committee***

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## **Role of Steering Committee:**

- *Shepherds* overall visioning process
- *Synthesizes and integrates* input, output, and work from sector-specific taskforce “spokes”
- *Develops* no less than 3 feasible options integrated across sectors
- *Advises* UTSA leadership on advantages and disadvantages of developed options

## **Composition of Steering Committee:**

- Representation of diverse stakeholders from every sector
- Includes Advisory Council
- Includes 5 sector task force chairs
- ~15 individuals selected by UTSA

=>Works directly with overall Visioning Process facilitator who manages overall process and project deliverables



# Draft Timeline

February/  
March

- Issue RFP for facilitator
- Finalize membership of task forces and steering committee
- Select facilitator and procure task force expert leads
- Convene and charge Committee and Task Forces

March - May

- Task Force meetings
  - Task Forces meet at least twice monthly, 2 hours each meeting
  - Hold sector-specific public stakeholder engagement sessions
  - Ongoing Steering Committee meetings

June

- **Task Forces deliver reports by June 25, 2021**

August

- **Steering Committee complete final report by August 27, 2021**



# Why is Community Stakeholder Visioning the right next step?

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Community Visioning is a necessary first step for all subsequent actions.

- ✓ Advocates by broad engagement,
- ✓ Builds community enthusiasm necessary for sustainability for next 50 years and beyond,
- ✓ Makes the case for philanthropic support as a part of UTSA's capital campaign,
- ✓ Defines the requirements fundamental to any real estate partnering proposal, and
- ✓ Delineates the impact that is the basis for continued legislative support.





**DISCUSSION:**  
***ITC Centennial 2068: Community  
Stakeholder Visioning Draft Process***

**Carlos Martinez  
Sabrina Avila**



# Spring Meeting Schedule

Veronica Rodriguez



# Spring Meeting Schedule

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## ITC “Lunch & Learn” monthly series for the Advisory Council and ITC champions

- Feb. 18 – *Experiential Learning during the Pandemic: UTSA's first virtual Día de los Muertos exhibit with UTSA honors students*
- March 18 – *Sharecropper Cabin Virtual Tour: Project Milestones and Preview*
- April 15 – *The History of Music in San Antonio: Meet project leaders and hear highlights of the inaugural publication by the UTSA Press*
- May 20 – *Mexican-American Civil Rights Tour: Using GIS to create a walking and driving experience to enhance history*

**Spring Semester Advisory Council Meeting:  
UTSA Development “Primer” (TBA)**

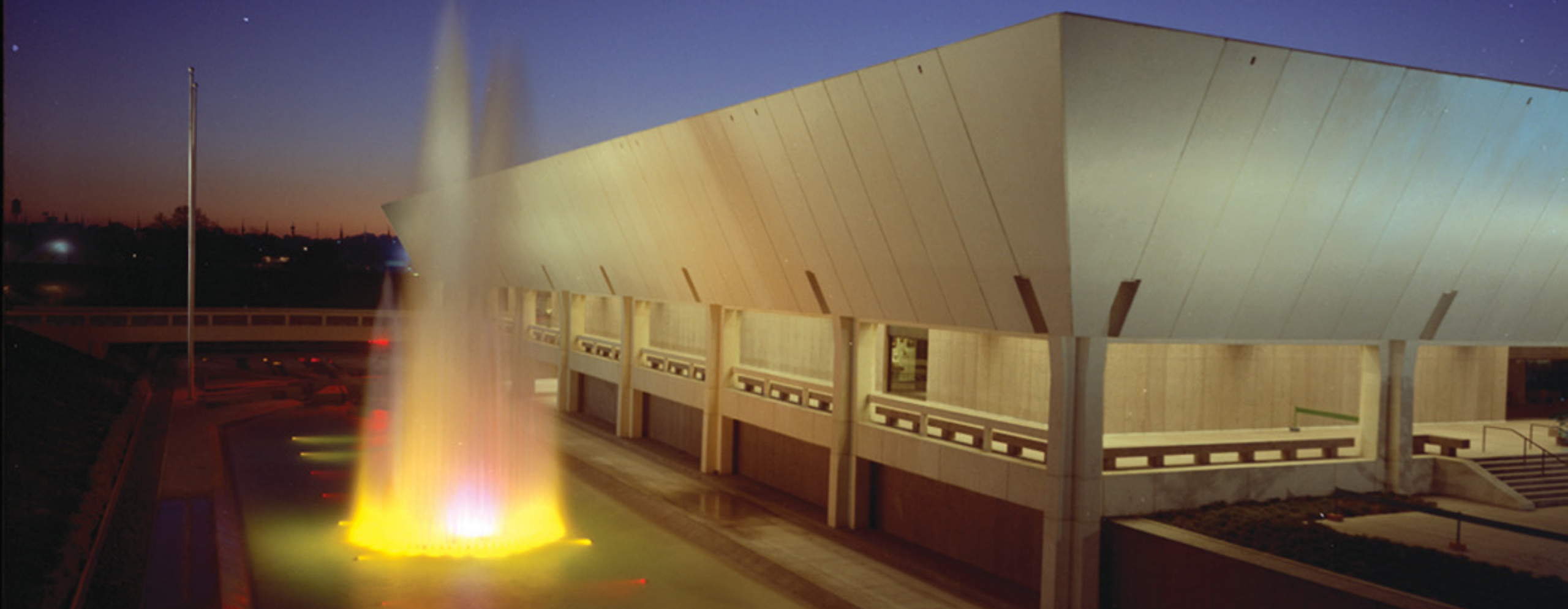


# Next steps

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- Refine Task Force Questions – please send input on wording, recommend additional questions to add, etc.
- Indicate your preference and suggest individuals to serve on sector task forces and steering committee
- Suggest entities to receive the facilitator RFP

Email: [provost@utsa.edu](mailto:provost@utsa.edu)



**UTSA.** Institute of Texan Cultures

**Thank you!**