

## Impact is Currency: Reputation, relevance, and positioning for schools of the arts

As the higher education environment grows more competitive, schools of the arts must navigate how reputation, visibility, and impact shape their position within universities and the wider cultural landscape. While rankings still influence perception, they increasingly fail to capture the real value of art and design education, where outcomes are distributed across creative practice, research culture, community engagement, industry partnerships, and alumni trajectories.

This roundtable begins with a premise: impact is our most persuasive currency. The discussion will explore how arts schools define, cultivate, and communicate impact across multiple scales—from local communities to national policy arenas to international networks—while facing pressures related to enrollment, funding, and institutional stature.

Participants will consider strategies for visibility, reputation-building, and stakeholder engagement, including public programming, research dissemination, partnerships, and narrative framing. Attention will also be paid to the tensions between global recognition and local responsibility, market-driven metrics and artistic values, and short-term recruitment needs and long-term credibility.

Presented by:

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