

MassArt Board of Trustees

External Affairs committee

November 5, 2021 1:00-2:00pm

Meeting Minutes

Committee members present: Jan Saragoni (Chair), Daren Bascome, Elisa Hamilton (ex-officio), Peter Nessen (joined late), Greg Stone, Mary Grant (ex-officio.)

Committee members absent: Linda Snyder.

Trustees present: Denise Korn, Ella von Huene, Pamela Parisi.

MassArt staff present: Ellen Carr, Lauren Wilshusen, Robert Chambers, K. John Ashworth-King, Maureen Keefe, Marjorie O'Malley, Katie Westerlind (Secretary to the Board.)

Call to Order

- The meeting was called to order by Chair Saragoni at 1:02pm.
- She welcomed the group, reminded everyone that this is a public meeting, and that all votes will be taken by roll call.

Approval of the Minutes: May 27, 2021 and Sept. 17, 2021 - Chair Saragoni

- In order to consolidate procedural matters, roll call vote on minutes will also be considered attendance of committee members.
- Attendance of other trustees will also be taken for the sake of informing the public who is on the call.

On a motion duly made and seconded, by a vote of four in favor, none against, none abstaining:

VOTED: to 1) acknowledge attendance, 2) approve the minutes of the May 21, 2021 External Affairs committee meeting, and 3) approve the minutes of the September 17, 2021 External Affairs committee meeting.

Roll call: Bascome, yes; Hamilton, yes; Nessen, absent; Snyder, absent; Stone, yes; Saragoni, yes.

Trustee Peter Nessen joined the meeting right after this roll call vote.

Undergraduate Recruitment Overview - Dean Lauren Wilshusen

- Dean Wilshusen introduced the team of six admissions staff who work with undergrad enrollment, including a specific recruiter dedicated to transfer students.
- Dean Wilshusen discussed the enrollment funnel, clarifying that “inquiries” are students who have expressed interest in your institution, whereas “prospects” are students whose name has been purchased via the college board.
- Dean Wilshusen discussed the different types of recruitment: direct versus in-direct, and surprising recruitment tools, such as the Common Application, which is where many students learn about MassArt for the first time.
- Advertising, and how to advertise to prospective students, is difficult. How can we get the MassArt name in front of students, as well as parents, tutors, teachers, art teachers, counselors? Dean Wilshusen reported that there hasn't been an active effort to advertise the past 2 cycles due to funding.
- The trustees, Dean Wilshusen, and Executive Director of Marketing and Communications Ellen Carr discussed social media use for prospective and current students, by the college for media presence, and as a recruitment tool.

Brand Refresh Update - Executive Director Ellen Carr

- The brand was created by Moth Design.
- The components of the project include updating the messaging, visual identity, style guide, a website refresh, and establishing a rollout timeline.
- The scope of this project is a website refresh, which will apply the fresh aesthetic: colors, fonts, photo treatment, etc., as opposed to a redesign, which changes the functionality, and as a result, the user experience on the website.
- The project is anticipated to take 6-8 months.
- *Chair Saragoni left the call as she lost power.*
- The messaging update is also key with the brand refresh.

New Business

- There was no new business for this committee.

Adjournment

- As Chair Saragoni was unable to reconnect, Trustee Stone adjourned the meeting at 2:00pm.