

MassArt Board of Trustees  
**Executive Committee**  
March 29, 2019  
11:15 am to 12:45 pm, Alumni Room

**MINUTES**

Trustee members present: Pamela Parisi (Chair), Elisa Hamilton, Peter Nessen, Jan Saragoni, Linda Snyder. David Nelson (Ex Officio).

Members absent: David Lee

Also participating: Tammy Dayton (Design Director, Founder of Moth Design, Alum), Kate Russell (via phone), Lisa Tung, Gina Yarbrough, and Susana Segat (Board Secretary)

Call to order

Chair Parisi called the meeting to order at 11:25am and there were no objections to moving the presentation on museum branding to the top of the agenda.

Approval of the minutes

On a motion duly made and seconded, it was unanimously

**VOTED: To approve the minutes of the January 25, 2019 committee meeting.**

Report: Museum branding

President Nelson reported that the college had received a donation to fund the branding of the new MassArt museum with the name of the school. He asked Executive Director Tung to provide an update on the branding process to date. ED Tung provided photos of the galleries construction progress and talked about the galleries reopening as the MassArt Art Museum (MAAM). Moth Director Dayton guided trustees through a slide show, discussing her team and the reasons for branding. She said that the proposed mission would be “to open eyes, expand minds, and create opportunity through the lens of contemporary art.” Director Dayton talked about the museum’s aspirational vision, value propositions, brand themes, and visual identity. Trustees discussed the custom typeface being developed by a MassArt alumnus, the educational campaign needed to engrain MAAM into common parlance, the theory of temporary contemporary art spaces, and the gallery education programs outreach. They discussed how the BOT External Affairs Committee might be able to help promote the museum. ED Tung explained the timing of the brand launch roll-out and discussed the possibility of creating merchandize for external purchasing.

Trustees thanked the group for their presentation. President Nelson noted that once the museum branding has been launched, it might be time to rebrand MassArt itself next.

Items for discussion: February 5, 2019 BOT meeting follow-up

President Nelson said that on MassArt Day, held on March 28th, community members were provided a repeat presentation of the founding race and justice symposium. He expressed his pride in how participants discussed creating conditions for thriving, while acknowledging current issues surrounding bargaining and arming. As for the arming issues, President Nelson added that Chief of Police Farley was warmly received while discussing an upcoming shelter-in-place exercise. He told trustees that Lee Pelton, Emerson College president, had offered to participate in joint safety trainings for campus safety officers. As an aside, he thanked Trustee Snyder for serving as the MassArt representative on a panel discussing public safety and risk assessment at the recent Board of Higher Education conference.

Items for discussion: March 15, 2019 BOT retreat follow-up

Trustees noted that the discussion on finances held at their retreat was only the beginning of the conversation, since it clearly pointed out that the college needs to do something really different. They talked about the future of academic programs and the possible collaboration with other institutions.

Items for discussion: President’s evaluation process and goals for FY20

Chair Parisi talked to trustees about this year’s presidential evaluation process. For the last few years, trustees had asked for input from many community members: this year, the plan would be to seek input from only the trustees. President Nelson agreed to submit his self-evaluation of his goals to the BOT before the end of May. President Nelson said that for next year, he would be bringing forward a recommendation to use a leadership firm to run a

360-degree review. As for his strategic goals for next year, President Nelson said that he expected a feedback loop with trustees by the fall.

Chair Parisi concluded the conversation by explaining that the BOT self-evaluation and presidential evaluation would be spaced out and distributed during May 2019.

Items requiring a vote: Strategic plan delegation

On a motion duly made and seconded, it was unanimously

**VOTED: To recommend that the board delegate authority to the executive committee so they may approve the final version of the strategic plan at their May 31, 2019 meeting for it to be available for BHE's approval at their June 18, 2019 meeting.**

Reports: Review of trustees' statement of commitment vis-à-vis MGL Ch 15a, Sec. 22

General Counsel Yarbrough discussed the trustees' statement of commitment from a legal perspective. Chair Parisi thanked GC Yarbrough for her review and noted that the two of them should meet to discuss how best to document the informal trustee expectations. Trustees discussed handbooks versus orientations, aspirations versus mandates, liabilities and coverage. They also discussed their previous work in creating an orientation program for new trustees, and Chair Parisi recommended that Trustee Hamilton and GC Yarbrough should meet to discuss necessary orientation documents.

Report: 2019 Performance Report on MassArt's Partnership Plan with the Commonwealth

Chair Parisi noted that a copy of the report was in the meeting packets.

Report: Semi-annual report on presidential budget accounts

Director Russell presented her report on spending from July 1, 2019 through February 29, 2019. Trustees asked about the \$40,000 to Worcester State University for COP charges.

On a motion duly made and seconded, it was unanimously

**VOTED: to accept the semi-annual report on presidential budget accounts.**

Executive Session

Chair Parisi asked trustees to vote to go into executive session to discuss strategy with respect to collective bargaining with the Massachusetts State College Association (MSCA). She explained that having a discussion in an open session may be detrimental to our bargaining position. She told participants that the committee would not reconvene in open session at the end of the executive session and then called for a roll call to enter into executive session.

On a motion duly made and seconded, it was

**VOTED: To go into executive session to discuss strategy with respect to collective bargaining with the Massachusetts State College Association (MSCA)**

**Roll Call:**

Trustee Hamilton	out of the room
Trustee Saragoni	Yes
Trustee Nessen	Yes
Trustee Snyder	Yes
Chair Parisi	Yes

The vote being four trustees voting Yes, no trustees voting No, no trustees abstaining, the chair called for an executive session. She announced that the committee would not reconvene in open session at the end of the executive session.

Adjournment

On a motion duly made and seconded, it was unanimously

**VOTED: to adjourn to executive session.**