

**Board of Trustees
External Affairs Committee
May 22, 2019 - 1:00pm - Room 1101**

MINUTES

Trustees present: Jan Saragoni (Chair), Peter Nessen, Linda Snyder, Pamela Parisi, David Nelson (ex-officio).

Trustees absent: None. **Participants:** Ellen Carr, Holly Harris, Susana Segat (Liaison).

Guests from InkHouse: Beth Monaghan (CEO), Lisa Van Der Pool (VP)

Call to order

Chair Saragoni called the meeting to order at 1:00pm and welcomed the consultants from InkHouse.

Approval of the minutes: April 9, 2019

On a motion duly made and seconded, it was unanimously

VOTED: to approve the minutes of the April 9, 2019 committee meeting.

Reports

Chair Saragoni reported on meetings held in Washington, D.C. this April. Along with Provost Pinder and Liaison Segat, Chair Saragoni met with legislative leaders to discuss MassArt's needs. Trustees discussed the excellent progress being made in raising MassArt's visibility and considered next steps.

Chair Saragoni yielded the floor to Executive Director Carr for a presentation on the college's public relations strategy. ED Carr described the structure of the Marketing and Communications Department and introduced the InkHouse representatives. She noted that this was the third year of the InkHouse contract with MassArt to assist with campaigns, one-off stories, faculty experts platforms, and academic press within different media segments.

CEO Monaghan described the InkHouse corporation. She explained that their mission to expand MassArt's visibility and elevate its reputation in local and national media covering education, arts and culture, business and innovation guides their messaging development for MassArt. She noted that last year's inauguration was key in guiding their thinking. She said that their strategic approach was to reach a national audience, target the Boston business and innovation communities, elevate faculty expertise and deepen the bench of MassArt spokespeople. The media-relations campaigns highlighted included the MAAM announcement, MassArt auction, Artward Bound, UNBOUND, and the provost hire. VP Van Der Pool gave a sampling of relationships with reporters held by the company. CEO Monaghan provided brief case studies on rapid response, media response, and reputation management. Trustees discussed the media campaign surrounding the hiring of Provost Pinder and ED Carr offered to provide trustees with the articles produced for Provost Pinder. Trustees discussed the definition of "impressions" when quantifying media reach and they also discussed the public's response to the MAAM campaign.

CEO Monaghan listed her planning goals: to help solidify President Nelson as a leading voice in arts higher education both locally and nationally using MassArt's new strategic plan and annual events as news hooks; and to plan for the months leading up to MAAM's grand opening in winter 2020.

Chair Saragoni thanked the consultants for their presentation. Trustees asked ED Carr to consider how our experience with InkHouse compares with that of past years, how InkHouse reports on their work, how MassArt reports on the scope of coverage that is not initiated by InkHouse, and how the External Affairs Committee could be used as a resource. President Nelson talked about developing metrics for marketing goals (e.g. to be listed on two or three specific outlets that rank public colleges) and about being proactive when general negative higher education press gets highlighted. President Nelson explained that specific crisis management issues are not part of the InkHouse contract but that this company does do this work for an extra fee. ED Carr said that she could give trustees specifics on the terms of the contract.

President Nelson pointed out that one big success in our messaging could be seen in the increased recruitment of students. The group discussed possible themes for future messaging, audience hierarchy, rebranding the college and renegotiating the partnership plan with the state.

Adjournment

On a motion duly made and seconded at 2:50pm, it was unanimously

VOTED: to adjourn.