

**Board of Trustees
External Affairs Committee
January 24, 2020 – 3:15pm – Alumni Room**

MINUTES

Trustees present: Jan Saragoni (Chair), Peter Nessen, David Nelson (Ex-Officio).

Trustees absent: Daren Bascome, Linda Snyder.

Participants: Ellen Carr, Elizabeth DiCicco, Marjorie O'Malley, and Susana Segat (Liaison).

Call to order

Chair Saragoni called the meeting to order at 3:20pm.

Approval of the minutes: November 8, 2019

On a motion duly made and seconded, it was unanimously

VOTED: to approve the minutes of the November 8, 2019 committee meeting.

Items requiring a vote: none

Presentation: MassArt student work at external sites

Director DiCicco discussed the program housed in Student Activities that distributes student work for display at various worksites and increases MassArt's visibility throughout the region.

Reports/Discussion: Marketing/Communications: annual goals and accomplishments

Executive Director Carr presented the goals previously set by the marketing/communications department, including: the opening of MAAM; expanding MassArt's visibility and elevating our reputation through the press; supporting student recruitment and admissions; implementing our strategic plan; and supporting Advancement's initiatives. She listed the new goals for FY20: MAAM; digital outreach with alumni relations; implementing a digital asset management system that integrates photos in a searchable platform; and promoting the strategic plan leading up to the college's 150th.

Trustees discussed the Drawing Act 'leave behind' for legislators and the outstanding MAAM press.

Reports/Discussion: Higher Education Committee's state-wide tours

Liaison Segat provided background information on the visit scheduled for February 21st by the Legislature's Joint Committee on Higher Education. Trustees discussed the visit schedule and agenda. They planned to welcome the legislators at the beginning of their tour.

Reports/Discussion: Drawing Act Project

Liaison Segat updated trustees on the work of the state-wide coalition planning the Drawing Act activities for the year.

Reports/Discussion: Vital Signs: Fall 2019

The updated Vital Signs brochure was distributed.

New business

Liaison Segat reported that Speaker DeLeo had accepted the invitation to visit MassArt. Trustees discussed the upcoming visit.

Adjournment

On a motion duly made and seconded at 4:30pm, it was unanimously

VOTED: to adjourn.