

MassArt Board of Trustees

External Affairs Committee

September 17, 2021 10:10am-11:10am

In accordance with Governor Charles Baker's June 16, 2021 "Act Extending Certain COVID-19 Measures Adopted During the State of Emergency," extending his March 12, 2020 "Order Suspending Certain Provisions of the Open Meeting Law, G.L. c. 30A, section 20" and the Attorney General's June 16, 2021 Guidance Update, please note the following:

Notice is hereby given that a meeting of the Massachusetts College of Art and Design Board of Trustees will be held through **remote participation**:

<https://massart.zoom.us/j/85206910402?pwd=Tzh5aDBxaUFpRzgxYm5wbUFnaTN4Zz09>

Or via phone +1 646 558 8656 Meeting ID: 852 0691 0402 Passcode: 688241

Agenda

1. Call to Order
2. Approval of the Minutes: May 27, 2021
3. Reports:
 - a. MassArt Visibility
 - i. Public Relations strategy and accomplishments
 - b. Overview of the Work Ahead
 - i. Refreshing the brand: messaging, visual identity, print materials, merchandise
 - c. Major Events '21-'22
 - i. MAAM Re-opening October 9, 2021
 - ii. Inauguration March 2022
 - d. Looking Ahead '22-'23
 - i. MassArt 150th 2023
4. New business
5. Adjournment