

## MassArt External Affairs Committee Meeting Minutes Friday, January 20, 2022 at 10:30am

Chair Janice Saragoni called the meeting to order, noting that the meeting is a public meeting, and called for a motion to approve the minutes of the last meeting.

Chief of Staff Robert Chambers took a roll call vote in order to take attendance as well.

Committee member trustees present: Hamilton, Nessen, Saragoni, Stone.

A motion to approve the minutes of the last meeting passed.

Trustees also present: Korn, Parisi, Von Huene.

Trustees not present: Bascome, Bhattacharya, Keane, Snyder.

Chair Saragoni noted that it is a rich time in a new chapter for MassArt, with President Grant moving full steam ahead with her team, and that external affairs affects so many areas of the College.

Executive Director of Marketing and Communication Ellen Carr described an overview of public relations strategies and updates that would be provided. Susie Stockwell, Director of Public Relations, was pleased to announce a new Associate Director of Digital Media, Jennifer Roy, a MassArt alum, has been hired.

MassArt and Inkhouse, who MassArt has used since 2016, have recently reached mutual agreement to part ways, effective last month. The parties have had a great working relationship but MassArt was not seeing the return it used to, and has decided to change our financial and business model.

MassArt has decided to take a more robust and integrated approach. Susie Stockwell walked us through the new integrated plan and “press strategy.”

2022 PR trends were discussed, including changes in coverages, more targeted press releases, and a business model shift in media outlets to using paywalls. We have power through social media and have changed how we structure the staff, the workflow, and technology. Adding the Social Media Manager position will be enormously helpful.

### Elements of the 2022 MassArt PR Strategy:

#### 1. Tell our own story

Increase content production, redesign massart.edu/news, invest in paid media and create more robust tools. We need to do a better job of getting our name out there, we should be a household name in our own backyard.

#### 2. Improve resources for journalists

Utilize/offer faculty expertise, a monthly events media alert and use Twitter more.

#### 3. Restructure - add more bandwidth internally

Add a Social Media Manager, add four new student positions, and partner with independent external PR consultants.

#### 4. Explore new vendors

For media monitoring, search and social media analytics.

Trustee Greg Stone asked about paid media, how do we deal with this trend and how do we decide where to strategically place our money.

Trustee Peter Nessen asked how PR works with advancement. Stockwell described working very closely with them, particularly regarding the auction, collaboration and message alignment. Trustee Denise Korn suggested exploring the story of the economic impact of MassArt on the city, state, and New England.

The knowledgebase of MassArt as a resource was discussed, getting our own people out there. President Grant noted that PR/storytelling is an important tool for recruitment and admission, and stressed the value of collateral messaging. It is important to show potential students the caliber of experiences and to create opportunities from opportunity.

The importance of frequent outreach to faculty and alumni for stories and news was discussed, as was following and sharing on social media. The PR team is exploring more use of Instagram and TikTok.

Trustee Nessen asked about marketing courses for artists. The creative incubator, business minor and Colleges of the Fenway courses were discussed.

Chair Saragoni noted that the trend is the equity agenda in culture and business and that is in MassArt's wheelhouse.

Plans for Inauguration include an October date, and a save the date will go out in April.

We will promote Inauguration heavily in August and September. We will seek to create an advisory committee and a working committee.

We will treat inauguration as a runway up to our 150<sup>th</sup> anniversary, and will create a 150<sup>th</sup> working group that will have designated areas of planning.

The 150<sup>th</sup> celebration will begin January 1, 2023 and lead to a fall 2023 significant scholarship fundraiser.

There will be a Steering committee, an Honorary committee, and a Trustee will be on the working group. The College plans to bring in someone external to help coordinate for the entire year.

The meeting was adjourned at 11:30am.

