

Board of Trustees  
External Affairs Committee  
Friday, June 3rd, 2022  
10:30-11:30am  
Zoom

### **Minutes**

Committee in attendance: Daren Bascome, Chair Hamilton, Peter Nessen, Greg Stone

Committee members absent: Jan Saragoni, Linda Snyder

Other trustees in attendance: Denise Korn, Pamela Parisi, Ella von Huene

Other attendees: Hannah Voit (Secretary to the Board), Robert Chambers, President Mary Grant, K. John Ashworth-King, Maureen Keefe, Lisa Tung, Ellen Carr, Susie Stockwell

Trustee Stone, chairing the meeting in Chair Saragoni's absence, called the meeting to order at 10:33am. He explained that votes would be done via roll call and that this is a public meeting.

*10:35: Chair Hamilton and Trustee Nessen joined the meeting.*

#### 2. Brand Refresh Project:

President Grant began the presentation by noting the expertise of the committee members and how it relates to MassArt's brand refresh, which is being done in partnership with an alumni-owned firm.

1. Vote on Meeting Minutes - March 25, 2022 meeting

It was then **VOTED: to approve the minutes from the March 25, 2022 meeting.**

Trustee Bascome- yes, Chair Hamilton - yes, Trustee Nessen - yes, Chair Saragoni - absent, Trustee Snyder - absent, Trustee Stone -yes

Ellen Carr, Executive Director of Marketing and Communications, then resumed the Brand Refresh presentation.

She noted that the Brand Refresh is being done in partnership with Moth, founded by Tammy Dayton, a MassArt alumna and that out of six project team members, four are MassArt alumni. The Brand Refresh will take place beginning this month with a discovery phase (research, benchmarking, community engagement, stakeholder interviews, etc.) through December 2022 in the lead-up to the 150th Anniversary launch in January 2023.

There was a discussion about peer and competitor institutions and thinking broadly about what other institutions are doing to show that they are leaders in creativity with their branding.

Trustee Bascome asked about themes that have been identified as a part of the process with regards to the long term and 150th Anniversary branding. Ellen shared that she anticipates tying the brand into mission and values and the institution's future. President Grant noted that Trustee Bascome's idea of framing the 150th with themes of innovation and inclusion is in line with the brand being about innovation, inclusion and community. Trustee Korn suggested that with the timing of the rebranding and Anniversary, she would recommend looking at the brand as a spine holding up other offshoots coming from it and that this is the opportunity to leverage the MassArt brand in a different way. She also noted the importance of a digital toolkit. Trustee Stone noted that this is all about who we at MassArt are, where we come from, and where we are going.

### 3. Social Media Strategy

Susie Stockwell, Director of Public Relations briefed the committee on how the social media team and strategy is shaping up. MassArt now has a full-time social media manager and will be doing a strategic review of our presence on various social media platforms over the summer. She went through MassArt's most popular social media posts, which included a Commencement post with an alum who graduated in 2021 and was at Artward Bound, MassArt sculptor Phoebe Scott with one of her sculptures, the loom room, and a snow day nostalgia post. She noted that people with strong networks do well, such as alumna Jess Dugan, who was featured on PBS.

### 4. Press Coverage Update:

Susie also briefed the committee on recent press coverage. The Fashion Show received coverage in the *Bay State Banner*, Commencement speaker Kim Janey was featured in Commencement round-ups in the *Boston Business Journal* and *Boston Globe*. Also, MFA student Sam Witherow was featured this year in an annual roundup of promising art school students in the *Boston Globe*.

## 5. MAAM “Designing Motherhood” Exhibition:

Lisa Tung, Executive Director of the MassArt Art Museum (MAAM), gave an overview of the “Designing Motherhood” exhibition opening June 11. It is a traveling exhibition that exemplifies what MassArt is all about: fine art and design, and demonstrates the importance of having designers from different backgrounds. There is an accompanying curricular guide for MassArt faculty and there has been a lot of interest in it.

MAAM is also focusing on activating their entrance plaza and inviting the community in. For example, every third Thursday, the Museum will open 90 minutes early for caregivers to explore MAAM with toddlers, and every Saturday in the summer will be open for art making with prompts inspired by what’s being featured at the Museum. Chair Hamilton noted that as a public institution, work like this is integral to MassArt’s mission to invite people in.

Trustee Bascome noted that this exhibition is timely and there is an opportunity to take advantage in an OpEd or social media to show MassArt as a leader. President Grant noted that this fall we will be working on civic participation, including a seminar she will be teaching, and MassArt is opening up conversations with Longwood Medical area neighbors like Children’s Hospital and looking for opportunities to partner with external institutions and organizations.

## 6. Major Events - Save the Date:

- Inauguration of President Mary Grant                      October 21, 2022
- MassArt 150th Anniversary Launch                              January 2023

Ellen noted that a kickoff meeting for the 150th Anniversary took place and President Grant shared that she has asked James Mason and Marjorie O’Malley to chair an internal working group. An honorary committee is being formed. The plan is to end in November 2023 with a major fundraising event, like a scholarship dinner, in part to help fund an endowment for MAAM and scholarships. Joyce Linehan will be working with MassArt on this effort.

President Grant also shared that MassArt will be hosting events for the King Boston Embrace Ideas Festival and she will be going on a trip with King Boston and other community leaders to meet with the sculptor of “The Embrace”. Colleges of the Fenway (COF) has also entered into

an MOU with King Boston and King Boston will be working with COF faculty to reinforce work being done around policy and decision making.

Robert Chambers, VP of Strategic Engagement and Chief of Staff, shared that on June 17 the last day of the festival, there will be a full day of events happening at MassArt, with President Grant giving welcoming remarks and honorary degree recipient former Mayor Kim Janey will be returning to campus.

7. Adjournment:

Trustee Stone adjourned the meeting at 11:30am.