

Board of Trustees
External Affairs Committee
September 28, 2022 Meeting Minutes

Zoom

Committee members in attendance: Daren Bascome, Board of Trustees Chair Elisa Hamilton, Peter Nessen, Committee Chair Jan Saragoni, Linda Snyder, Greg Stone, President Mary Grant (ex officio)

Other attendees: Hannah Voit (Secretary to the Board), Robert Chambers, James Mason, Marjorie O'Malley, Lisa Tung, Susie Stockwell, Karen Abbott, Katy Morris, K. John Ashworth-King

1. Call to Order

Jan Saragoni called the meeting to order at 12:15pm.

2. Approval of the Minutes

It was then **VOTED: to approve the minutes from the June 3, 2022 meeting.**

Yes: Trustees Bascome, Trustee Nessen, Chair Saragoni, Trustee Snyder, and Trustee Stone

Absent for vote, joined meeting in progress: Board Chair Hamilton

3. Brand Refresh Project:

Ellen Carr, Executive Director of Marketing and Communications, gave a presentation bringing the committee up to date on the Brand Refresh. She reminded the group of MassArt's partnership with Moth and 43,000 Feet, and Moth's close relationship with the College. Ellen outlined the project goals and timeline, noting that the team is currently wrapping up the discovery phase and will receive the Anniversary logo by mid-December along with brand messaging, and then the full College visual identity and logo by the end of March.

There was a discussion about the role of the 150th logo as a bridge between the current MassArt identity and the new logo.

4. Development Updates

Marjorie O'Malley, Vice President of Advancement/Executive Director of the MassArt Foundation, provided an update on the College's fundraising projects. She outlined the new efforts around planned giving, including a \$1M planned gift to MassArt. VP O'Malley then recapped the FY23 fundraising goals, totaling \$4.5 million.

5. MassArt 150th Anniversary Launch - January 2023

VP O'Malley and James Mason then gave a presentation on plans for the 150th Anniversary launch in January 2023. They shared the updated timeline of activities for the year and emphasized opportunities to engage with MassArt alumni.

They noted Joyce Linehan's work on the 150th, her extensive background in the City and the arts, and some of her ideas being explored for the Anniversary celebrations.

6. Inauguration of President Mary Grant - January 20, 2023

Ellen Carr shared the save the date for President Grant's inauguration and noted that the inauguration is a kickoff for the 150th Anniversary. There was a discussion of how the inauguration will be an opportunity to not only highlight the work of the President but to raise MassArt's institutional profile, to bring recognition to students and alumni, and to create philanthropic opportunities.

7. Major Events Spring 2023

Ellen Carr outlined the milestone events in the spring:

- Auction Saturday, April 1
- Fashion Show Saturday, May 13
- Commencement Thursday, May 18

8. MAAM Fall Programming

Lisa Tung, Executive Director of the MassArt Art Museum (MAAM), gave a presentation highlighting recent museum activities, including new programs such as Art on the Plaza, Stroller Tours, and Big Idea Saturdays. MAAM free summer programming drew nearly 3,000 visitors over the period June-August. Tung then gave an outline of current and upcoming activities, including the current *Designing Motherhood* exhibition and corresponding All My Babies Panel, MAAM in 15, the continuation of Big Idea Saturdays, and a new collaboration with Berklee College of Music.

9. New Business

There was no new business

10. Adjournment

Chair Saragoni adjourned the meeting at 1:08pm.

Documents:

June 3, 2022 minutes

MAAM Presentation

Marketing & Communications Presentation

Advancement Presentation