

## **MassArt Board of Trustees**

External Affairs committee

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

Meeting Minutes

**Committee members present:** Greg Stone (Acting Chair), Elisa Hamilton (ex-officio), Mary Grant (ex-officio).

**Committee members absent:** Jan Saragoni (Chair), Daren Bascome, Peter Nessen, Linda Snyder.

**Other Trustees present:** Denise Korn, Ella von Huene.

**MassArt staff present:** Ellen Carr, Susie Stockwell, Robert Chambers, Lauren Wilshusen, K. John Ashworth-King, Katie Westerlind (Secretary to the Board.)

### Call to Order

- The meeting was called to order by Acting Chair Greg Stone at 10:11am.

### Approval of the Minutes: March 18, 2021

- In order to consolidate procedural matters, roll call vote on minutes will also be considered attendance of committee members.
- However, there was not a quorum so the vote to approve the minutes will be taken at the next meeting.

### Reports

#### Overview of the work ahead - Mary Grant

- Last brand update was conducted in 2007 when the college name was changed.
- Brand refresh will include visuals, but also taglines, "elevator pitches," bookstore merchandise, etc.
- Intention is to be thoughtful but speedy.
- Work will be led by a group of staff, with the External Affairs committee acting as a thought group.

#### MassArt Visibility - Ellen Carr, Executive Director for Marketing and Communications; Susie Stockwell, Director of Public Relations

- MassArt and Inkhouse partnered in 2016 and have worked together for the past five years.
- Ellen Carr reviewed the strategic approaches on which MassArt and Inkhouse have collaborated:
  - Expand MassArt visibility and elevate its reputation in local and national media covering education, arts and culture, and business and innovation.
  - Diversify the types of stories covered by the press
  - Develop a faculty experts program through proactive and rapid response media outreach
  - Secure coverage of MassArt throughout the year
- Susie Stockwell discussed national visibility and how the news impacts media impressions. For example, the news in 2020 was so politically charged that other topics saw drops in coverage.
- Ellen Carr next discussed major campus events that have and will take place: 31st MassArt Auction, MassArt x SOWA, RIRJ Artist Announcement, and MAAM Programming.

#### Major Events '21-'22 - Ellen Carr, Susie Stockwell

- MAAM is re-opening to the public on Oct. 9, 2021.
- President Grant and trustees discussed the Inauguration/Installation of President Grant. Initially the group discussed dates in March 2022, but factoring in the timing, determined that September/October 2022 would be a better target range.

Looking Ahead '22-'23 - Ellen Carr, Susie Stockwell

- MassArt's 150th is in 2023: looking back at the past 150 years, looking forward to the next 150 years.
- A cross sectional working group will be formed later in the year to start this work: an opportunity to give a seat at the table to people who are not connected to the college.
- The trustees discussed some potential ideas to include in the celebration of the 150th

New Business

- There was no new business presented to the committee.

Adjournment

- The meeting was adjourned by Acting Chair Stone at 11:07am.