

Board of Trustees  
External Affairs Committee  
Friday, March 25, 2022  
10:30-11:30am

**MINUTES**

Committee Members present: Saragoni, Hamilton, Stone

Other Trustees present: von Huene, Korn, Parisi

Trustees absent: Bascome, Bhattacharya, Keane, Nessen, Snyder

Staff: Ellen Carr, Susie Stockwell, Maureen Keefe, Karen Abbott, Hannah Voit (Board Secretary), Mary Grant, Robert Chambers, K. John Ashworth-King, and Robert Perry

1. Call to Order - Chair Saragoni began the meeting at 10:30am, with attendance and vote on the Jan. 21, 2022 meeting minutes.

2. Approval of the minutes: January 21, 2022 and attendance:

Chair Saragoni: yes; Trustee Bascome: absent; Chair Hamilton: yes; Trustee Nessen: absent; Trustee Snyder: absent; Trustee Stone: absent; Trustee Bhattacharya: absent; Trustee von Huene: present; Trustee Keane: absent; Trustee Korn: present; Trustee Parisi: present

*Trustee Stone joined the meeting at 10:33am.*

3. Press Strategy and Coverage

- Susie Stockwell gave an update on the Auction, in person to be held April 9, with a virtual presence. She shared the auction's promotional video. Radio and digital ads are running on WBUR and ArtsBoston and Boston Magazine emails will go out. She also went into press updates such as coverage of faculty being featured as experts on CT NPR and EW Scripps. Upcoming press outreach topics will include the Auction, MAAM's summer exhibition, and commencement honorary degree recipients. She also highlighted the "MassArt Love" feature, a new model of content in the runup to the 150th anniversary.
- Chair Saragoni asked that press coverage be sent to the Board and Hannah offered to work with Susie on that.

4. Inauguration of President Mary Grant

- Ellen Carr announced the October 21, 2022 date and will be sending out a save the date.

5. MassArt 150th Anniversary

- Ellen shared that January 2023 will be the launch of the 150th anniversary celebration, featuring a full array of MassArt programs. President Grant has asked Marjorie and James to co-chair a working group that will include representatives from most divisions.

The first meeting of the group is slated for April. An honorary committee is also being envisioned and President Grant asked for suggestions of names for this committee.

- Trustee Stone suggested profiling the oldest alum with one of the youngest members of the MassArt community.
- Chair Saragoni suggested tying the anniversary to the theme of MassArt's creation being tied to the industrial revolution and noted a state legislative tour that was done in the past.
- Trustee Korn added that when President Sloan was in office, there was an exhibit featuring technology connected to MassArt and tying that to public and private commerce and the workforce.
- Trustee Stone suggested sharing 150th anniversary social media content with the Board for posting.

6. Brand Refresh Timeline

- Ellen shared that this will involve a new logo for the school and a 150th anniversary logo being developed in tandem, focused on what makes MassArt unique. Work is underway to secure outside expertise.

7. Major Events Spring 2022

- Auction Saturday, April 9
- Fashion Show Saturday, May 14
- Commencement Thursday, May 19
- Ellen continued with an overview of the upcoming spring events at MassArt listed above
- President Grant added that the Fashion Show will feature two shows, one focused on students, families and community members having access at a reduced ticket price.

8. There was no new business.

9. Chair Saragoni adjourned the meeting at 11:20 am.