

Board of Trustees: Development Committee
September 17, 2018 – 4:00pm-5:30pm - Alumni Room, Tower Building

MINUTES

Members attending: Peter Nessen (Chair), Karen Keane, Denise Korn. Ex-officio: Pamela Parisi, David Nelson.

Absent: Bill McQuillan; Richard Marshal (Ad Hoc)

Trustees attending: Linda Snyder (via phone)

Staff: Liaison Marjorie O'Malley, Kathy Calnan, Kristen Heintz-Perkins, and Susana Segat (Board Secretary)

Call to Order

Chair Nessen called the first meeting of the year to order at 4:00pm and welcomed participants.

Approval of the Minutes: May 7, 2018

On a motion duly made and seconded, it was unanimously

VOTED: to approve the minutes of the May 7, 2018 committee meeting.

(correcting a typographical error: "4:00pm")

Items Requiring a Vote

None provided

Items For Discussion

Chair Nessen complimented VP O'Malley and her staff for a successful year. He said that he looked forward to having time during this meeting to better define the role of the Foundation and the BOT and how they work together.

Chair Nessen stated that he had received a draft copy of the Foundation audit and wanted to make sure that trustees are informed of potential concerns due to the proposed management letter. He thanked the administration for their quick response to the management letter and requested that trustees receive a report once final of any concerns addressed.

President Nelson discussed how Institutional Advancement is comprised of more than just the Foundation: it also oversees Marketing/Communications, Alumni Relations, and other departments. He suggested that instead of focusing the discussion on just the Foundation, trustees might better ask "what is Advancement, including Foundation?" Trustees agreed that any clarity, including on resources expended on each item, would be useful. They agreed that their intent is to collaborate without seeming controlling or micromanaging.

President Nelson noted that setting and achieving priorities together should not be difficult. He added that in the last couple of years, the priority was to finish the Unbound campaign: in the future, the strategic plan should drive the college budget and the Foundation strategy, including any comprehensive campaigns. President Nelson asked trustees, as they consider the strategic plan, to pay attention to strategic priorities and look at what we need to raise through all of our resources. Trustees agreed that they were ready and willing to play that role. President Nelson said that he would bring to the BOT a comprehensive presentation on this subject.

Reports: Update on fundraising from Foundations

VP O'Malley asked the Director of Institutional Grants, Kristen Heintz-Perkins, to make a presentation on how her department approaches foundations, where we are, and where we would like to go. Director Heintz-Perkins reported that the Foundation funding FY2016 through FY2018 totaled \$1.3m.

- Proposals submitted increased from 17 in FY2016 to 50 in FY2018.
- Requests increased from \$486,000 in FY2016 to \$1,640,000 in FY2018.
- Funds received increased from \$314k in FY2016, to \$660k in FY2017, to \$342k in FY2018.
- There were 16 proposals for Artward Bound, raising \$396k; 2 for CACP, raising \$4k; 7 for curatorial, raising \$41k; 1 for gallery education, raising \$25k; 8 for scholarships, raising \$240k; 5 for Unbound, raising \$424k; 5 for youth programs, raising \$174k; and 3 others, raising \$11k.
- The total amounts by foundation included \$546k from Massachusetts Cultural Council; \$150k from McMillan-Stewart Foundation; \$100k from 1434 Foundation; \$100k from Windgate Foundation; and \$100k from the City of Boston's Browne Fund.

Looking ahead to future funding, FY2019 has already raised \$340k of the \$500k goal:

- \$250k for Unbound from Fidelity;
- \$48k for Artward Bound from Mass Cultural Council;
- \$30k for grant-funded scholarships from 1434 Foundation; and

- \$12k for scholarships from the Charles Ely Trust.

Future foundation plans include re-engaging lapsed funders, building relationships with new funders, and renewing foundation partnerships. The sweet spots are small family foundations that contribute between \$5k and \$25k. Chair Nessen thanked Director Heintz-Perkins for her report.

Reports: 30th MassArt Auction

VP O’Malley asked the Executive Director of Advancement, Kathy Calnan, to report on FY2018 fundraising events. Executive Director Calnan gave a summary of the fashion show party revenue. She provided a five-year comparison, noting that because the party was on campus this year, expenses were lower but there were also fewer participants. The net revenue was slightly more than last year. She explained that the majority of the money comes ahead of time, with sponsorships. A new and exciting feature this year was giving access to alumni jewelers to display and sell their jewelry directly to patrons at the party. Trustees discussed whether to make this new addition a potential revenue source for the college.

Executive Director Calnan then provided an analysis of this year’s auction. This is the fourth year in a row that the college has raised more than \$1m on the auction. The revenue breakdown was similar to 2017, with cost about \$10k more than last year. Net revenue of \$667k was transferred to the college from this event. VP O’Malley noted that sponsorships are important for the auction’s success and invited trustees to help identify potential new sponsors. Trustees discussed art sales and revenues to galleries. VP O’Malley discussed the revenue goals for 2019, noting that the auction will take place in the Design and Media Center this year, on April 27th. Since this is three weeks later than usual, the preview window will be smaller.

Reports: FY2018 final fundraising figures and FY19 fundraising goals

VP O’Malley provided a graph with the FY2018 results. The overall goal was to raise \$4.5m: the actual amount raised was \$6m, 132% of the goal. This year, now that Unbound is completed, the goal will be to raise more money for the endowment.

FY 18 Results			
Revenue Category	Actual	Goal	% of Goal
Annual Fund	\$394,736	\$385,000	102.53%
Auction	\$1,230,850	\$1,200,000	102.60%
Endowment	\$290,899	\$90,000	323.20%
UNBOUND	\$3,282,828	\$2,000,000	154.10%
Grants	\$243,996	\$420,000	58.09%
Haystack	\$31,205	\$30,000	104.00%
In-Kind	\$124,181	\$100,000	124.20%
Other Events	\$124,921	\$125,000	99.90%
Restricted	\$278,166	\$190,000	144.90%
TOTAL	\$6,001,782	\$4,540,000	132%

VP O’Malley reported that Institutional Advancement hired an external consultant, Paula Sakey, to look at development operations, how the department is managing resources, and how it is setting goals. IA is currently reviewing the recommendations.

Chair Nessen noted the time. He requested that if VP O’Malley had any other materials to share with the committee, she should send it to them. VP O’Malley announced that the now-annual tennis tournament at Longwood would be held on September 25th.

Reports: FY2019 annual fund plan and timetable

Tabled

Reports: Launch planned giving strategy

Tabled

Reports: Cost of fundraising
Tabled

Reports: UNBOUND campaign results and follow-up
Tabled

New Business
Tabled

Adjournment
On a motion duly made and seconded at 5:40pm, it was unanimously
VOTED: to adjourn.