

Board of Trustees
External Affairs Committee
Tuesday, April 9, 2018
3:00pm – 4:00pm
Alumni Room, Tower 11th Floor

MINUTES

Trustees present: Jan Saragoni (Chair), Linda Snyder. David Nelson (Ex-Officio).

Trustees absent: Peter Nessen. Pamela Parisi (Ex-Officio)

Participants: Susana Segat (Liaison), Holly Harris (Acting Secretary)

Call to order

Chair Saragoni called the meeting to order at 3:10pm and welcomed everyone to the founding meeting of the BOT external affairs committee.

Review charge and initial goals

Trustees discussed the duties and responsibilities of the committee and agreed to flesh out some short-term and long-term goals, target audiences, and key messages.

The group agreed that key goals might include:

- Common legislative goals, including strategies for funding capital budget next session
- A renewed, refreshed communications strategy
- A rebranding of MassArt to include the design aspects of our work
- Local outreach strategies (e.g. more communications with K-12 teachers, school committees, etc)
- Work with external partners (e.g. Haverhill/Weitzman project, Holyoke/K-12 project, CACP)
- Developing relationships with legislators
- Developing a MassArt ‘elevator speech’, summarizing key messages and data

Liaison Segat updated trustee on her April 1st trip with the Council of Presidents to Washington, D.C. to meet with the Massachusetts congressional delegation. Trustees discussed the possibility of a federal strategy and also talked about the state budget process.

President Nelson updated trustees on the possible filling of trustee vacancies. Trustees discussed how best to recruit trustees to join this new committee.

Next steps

Trustees would like to have presentation on the work done by Inkhouse consultants at their next meeting to get an overview of public relations to date and to hear about the goals for the months ahead. Trustees also agreed to consider ways for this committee to work with Foundation directors.

Committee members requested copies of MassArt press releases as they are being distributed. President Nelson offered to also provide a copy of all press releases sent out during the last year.

Adjournment

On a motion duly made and seconded at 4:00pm, it was unanimously

VOTED: to adjourn.