MASSART

Board of Trustees

Advancement Committee Meeting
May 29, 2026
10:30 AM - 11:30 AM
Zoom

Committee Members in Attendance: Trustees Keane and Sherman; Vice Chair Korn, Trustee Keane

Committee Members Absent: Trustee Saragoni; Chair Bascome

Others in Attendance: Temple Gill, Emily Foster Day, Maureen Keefe, Rachael Dubinsky, President Grant, Bob Perry, Corey Zink, Hannah Johnson, Theresa O'Bryant, Robert Chambers, Kieran Winslow, Lyssa Palu-ay, Caoimhe Markey, Antony Flackett, Provost Brenda Molife

1. **Call to Order**

   The meeting was called to order at 10:33 AM.

2. **Vote on Meeting Minutes - March 27, 2026**

   On a motion by Trustee Korn and a second by Trustee Keane, it was then unanimously **VOTED: to approve the meeting minutes from March 27, 2026.**

   Yes: Trustees Keane and Sherman; Vice Chair Korn, Trustee Keane

3. **Marketing & Communications**
   a. **MassArt Art Museum Winter Campaign Results**

      Interim Chief Marketing and Communications Officer Temple Gill presented results from the MAAM winter marketing campaign. The campaign proved highly successful, generating over 1.5 million impressions and contributing to a 92% year-over-year increase in attendance at MAAM from January through May.

   b. **Admissions Marketing Update**

      Temple also updated the committee on admissions marketing efforts. MarComm provided robust support for Accepted Students Days this spring, including event coordination, printed materials, and swag, and will support the upcoming student orientation days. Temple described an ongoing refresh of admissions materials and content, including a campus-wide photoshoot in early May and continuing videos that feature academic departments, for use across digital and social channels.

4. **Institutional Advancement**
    a. **Alumni Connect Demo**

        Maureen Keefe, Special Assistant to the President of Advancement, and Rachael Dubinsky, Associate Director of Advancement Communications, walked the committee through Alumni Connect, MassArt's new alumni engagement platform. 450 alumni have signed up ahead of the platform's full June launch — including just over half of the Class of 2026. There was a conversation about the inclusion of networking via departments and affinity groups.

    b. **Auction & Fashion Show Recap & Results**

        VP of Institutional Advancement Emily Foster Day recapped two recent signature fundraising events. The MassArt Auction raised $1.3 million — surpassing every projected goal and marking the organization's strongest auction since 2019. Emily offered thanks to Trustee Keane for serving once again as auctioneer. The Fashion Show Party, held May 16 and co-chaired by Board Vice Chair Denise Korn and Ann Gallo, drew nearly 150 guests to the Bakalar Gallery at MAAM and raised $95,000 in sponsorships against a goal of $100,000. President Grant and Trustee Sherman expressed their gratitude to Vice Chair Korn for her support of the Fashion Show Party.

    c. **FY26 Fundraising Update**

        With two months remaining in the fiscal year, Emily reported that all fundraising goals had been met and exceeded — currently tracking at 125% of target. Final figures will be presented to the committee in the fall following the close of the fiscal year. Trustees expressed an interest in seeing year-over-year results to get a sense of fundraising growth trends against annual goals.

5. **New Business**

    There was no new business.

6. **Adjournment**

    There being no further business, the meeting was adjourned at 11:23 AM.

Meeting materials:

- *Meeting minutes*
- *Slide presentation*
- *Advancement Committee Update Memo*