MASSART

Board of Trustees

Advancement Committee Meeting

January 23, 2026
10:30 AM - 11:30 AM

Zoom

Agenda

1. Call to Order
2. Approval of the Minutes: November 21, 2025
3. Marketing & Communications
    a. Admissions Marketing
    b. MAAM Branding Awareness Campaign

4. Institutional Advancement
    a. Year-End Fundraising
    b. MAAM Campaign Next Steps
    c. NEW Online Alumni Directory

5. New Business
6. Adjournment