MASSART

Board of Trustees

Advancement Committee Meeting

September 24, 2026, 2:30 PM - 3:30 PM

Zoom

Agenda

1. Call to Order
2. Vote on Meeting Minutes - May 29, 2026
3. Marketing & Communications
    a. Undergraduate and Graduate Admissions Marketing Update
    b. Social Media Strategy
4. Institutional Advancement
    a. FY2026 Fundraising & FY2027 Goals
    b. Fall Events & Donor Engagement Opportunities
    c. Campaign Update
        i. Campaign Planning & Case Statement Development
        ii. Individual Giving & Prospect Pipeline
5. New Business
6. Adjournment