MASSART

Board of Trustees
Advancement Committee Meeting
January 23, 2026, 10:30 AM - 11:30 AM
Zoom

Committee members in attendance: Committee Chair Saragoni, Board Chair Bascome, Board Vice Chair Korn, Trustee Keane, Trustee Sherman

Other Trustees in Attendance: Trustee Bump, Trustee Giraldo

Others in attendance: Temple Gill, Hannah Johnson, Robert Chambers, President Mary Grant, Emily Foster Day, Hillary Babick, Corey Zink, Lyssa Palu-ay, Antony Flackett, Brenda Molife, Kathryn Calnan, Kieran Winslow, Caoimhe Markey, Maureen Keefe

1. **Call to Order**
   Committee Chair Saragoni called the meeting to order at 10:35am.

2. **Vote on Meeting Minutes - November 21, 2025**
   On a motion by Trustee Keane and a second by Committee Chair Saragoni, it was then **VOTED: to approve the meeting minutes from November 21, 2025.**

   Yes: Committee Chair Saragoni, Board Chair Bascome, Board Vice Chair Korn, Trustee Keane, Trustee Sherman

3. **Marketing & Communications**
   a. **Admissions Marketing**
      Interim Chief Marketing and Communications Officer Temple Gill shared that Madeline Drake, Marketing Admissions Specialist, is producing videos for Photography and general admissions marketing. She also created materials for admitted student packets mailed in December, including folders, acceptance letters, sketchbooks, and car clings—the first physical packets sent in several years, to help with yield efforts.
   b. **MAAM Branding Awareness Campaign**
      Temple gave an overview of MBTA station and social media ad campaigns on Instagram, Spotify, and Facebook to increase MAAM brand awareness and upcoming promotion around Masako Miki's upcoming exhibition, Midnight March.

4. **Institutional Advancement**
   a. **Year-End Fundraising**
      VP Foster Day updated the committee on FY26 Fundraising Progress. As of December 31, overall fundraising is at over 57% of the goal for FY26. She also reviewed the results of Giving Tuesday, MassArt's best

Giving Tuesday yet, raising $82K, a 40% increase over the prior year. Upcoming donor engagement events include: the MAAM Spring Exhibition VIP Preview on January 28, Steve Locke Talk & Book Launch on March 20, MassArt Auction on April 11, Reebok x Brainchild Sneaker Launch on May 8, and Fashion Show Party co-chaired by Vice Chair Korn and Ann Gallo on May 16.

b. **MAAM Campaign Next Steps**
VP Foster Day shared that consultants KublerWirka have completed internal stakeholder interviews for the MAAM campaign and are finishing external stakeholder meetings next week. A brief will be presented to MassArt leadership in late February, leading to case statement development.

c. **NEW Online Alumni Directory**
Maureen Keefe presented the new online alumni platform project, which will feature an online alumni community, directory, and networking. Monthly Zoom meetups initiated by alumna Emily Gleason have been well-attended, with participants from current students to older alumni discussing job searches, AI, residencies, and professional opportunities. The new platform will help further facilitate these connections.

This Graduway from Gravyty platform offers web and mobile interfaces, will include current faculty/staff and emeriti, and interfaces with Salesforce. The team plans to launch in early May and to enroll the Class of 2026 at graduation.

5. **New Business**
There was no new business.

6. **Adjournment**
Committee Chair Saragoni thanked all presenters and adjourned the meeting at 11:09am.

Meeting materials:

- *Meeting Minutes from November 21, 2025*
- *Meeting Slide Deck*
- *Update Memo*