Virginia Museum of Fine Arts

Minutes of the Education Committee Meeting

Tuesday, June 18, 2019, 1:30 – 2:45 pm

Theater Level Conference Room

There were present:

Jil Womack Harris, Chair

Betty Crutcher, Vice Chair

Lynette Allston

Maura Bisceglia

Kelly Bisogno

Kenneth M. Dye

Anne Noland Edwards

Carolyn Garner

Absent:

Cherry Gardner

William A. Royall, Jr.

Rupa Tak

Hiter Harris

Monroe E. Harris Jr., Ex-Officio

By Invitation:

Alex Nyerges, Director

Jeffrey Allison  
Carol Ann Bischoff

Caprice Bragg

Joan Brock

Celeste Fetta

Martha Glasser

Terrell Harrigan

Jan Hatchette

Jeffrey Humber

Laura Keller

Courtney Morano

Cynthia Norwood

Karen Palen

Suzy Szasz Palmer

Jayne Shaw

Michael R. Taylor

Ta Thongnopnua

Kimberly Wilson

1. CALL TO ORDER

At 1:31pm, Chair Jil Harris called the meeting to order and welcomed the committee. She introduced new committee member Kelly Bisogno, the Fine Arts Coordinator for the Commonwealth of Virginia Department of Education.

1. MINUTES APPROVAL

**Motion:** proposed by Ms. Harris and seconded by Ms. Edwards to approve the minutes of the Tuesday, March 26, 2019 Education Committee meeting as distributed. Motion approved.

1. EDUCATION UPDATES

Chief Educator Celeste Fetta reported that VMFA hosted the Virginia Docent Exchange in April, which was attended by 120 docents and staff from 9 museums. Celeste presented a keynote on empathy and museum pedagogy via the Evans Distance Learning system. Ms. Fetta also reported that the museum will begin recruiting docents for the first time since 2012. Applications will be accepted over the summer, and training for tours of the *Sunken Cities* exhibition will begin thereafter.

Next, Ms. Fetta announced that VMFA was selected as one of the six institutions to receive a 2019 Kress Interpretation Fellowship. The museum will also be the artist-in-residence for the VCU School of Business for the coming school year, collaborating with the school on integrating creativity into the business curriculum.

1. VMFA ON THE ROAD/STATEWIDE UPDATES

Manager of Statewide Programs and Exhibitions Jeffrey Allison updated the committee on *VMFA on the Road*. Since its launch on October 30, 2018, more than 75,000 visitors in locations from Bristol to the Eastern Shore have visited *VMFA on the Road* (also “Artmobile”). The Artmobile has participated in events like the Boardwalk Arts Fair in Virginia Beach, One Love Festival, and Accomack Celebrate Us Festival. The museum has started a new partnership with Shenandoah University, working with the college on an Artmobile residency, distance learning sessions, and artist workshops. There was a discussion of the exhibition programming on the Artmobile. Ms. Bischoff suggested an exhibition of artwork from Mali or another culture in the SOL curriculum. Mr. Allison explained that the museum also offers educator kits and activities related to the SOLs, including resources on Mali.

1. VISITOR-CENTERED EVALUATION

Interpretation Manager Courtney Morano provided an overview of interpretation and evaluation at VMFA. She emphasized the ways visitor-centered evaluation inform decision-making across the museum. She explained that the museum has used interviews, GoPro, and other techniques to gain insight into visitor behavior in the museum.

Next, Gallery Evaluation Specialist Ta Thongnopnua reviewed some of the insights from data collected so far. She explained popularity of certain locations within the museum. This data can help curators decide where to place objects in galleries, and inform label placement and staff training to increase engagement. The department would be expanding the hours of evaluation to include evenings and weekends, *VMFA on the Road*, and programs.

1. OTHER BUSINESS/ADJOURNMENT

There being no further business, the meeting was adjourned at 2:53pm.

Recorded by: Laura Keller

Assistant to the Secretary of the Foundation