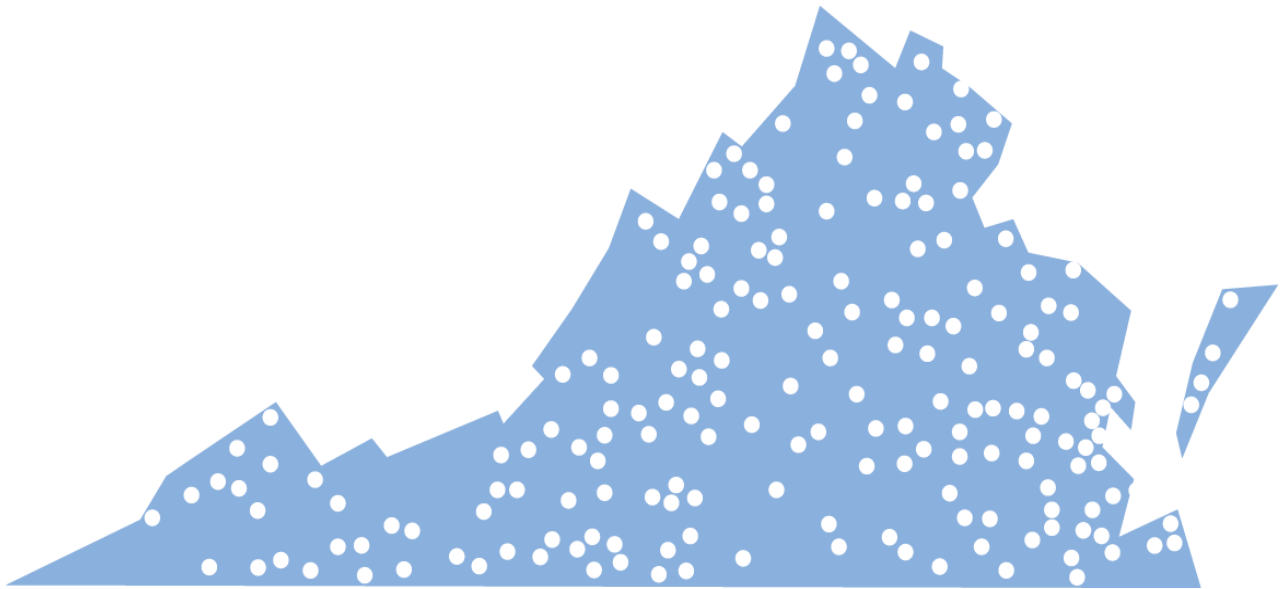




VIRGINIA MUSEUM OF FINE ARTS

2008 Statewide Task Force Report
January 2009



VMFA Partnerships serve communities throughout the Commonwealth.



VIRGINIA MUSEUM OF FINE ARTS

2008 Statewide Task Force Report Executive Summary

January 2009

Introduction

Virginia Museum of Fine Arts Trustee President Charlotte Minor created the Statewide Task Force in June 2006. The purpose was to determine how VMFA could improve its service to the Commonwealth.

Process

- A committee was established with VMFA Trustee Suzanne Mastracco appointed as Chair and VMFA Trustee Toy Cobbe as Vice-chair. The committee included four other Trustees, statewide partner representatives, VMFA Director Alex Nyerges, and staff. This committee met seven times at VMFA in conjunction with the Trustee Full Board meetings.
- Director Nyerges and staff organized thirteen geographically comprehensive statewide community meetings from February 2007 to June 2008. The staff team met with 159 citizens, including current, former, and potential partners, local government officials, educational leaders, classroom teachers, senior citizens, and other key community stakeholders and discussed opportunities for improving VMFA's statewide mission and outreach.
- Director Nyerges also held three daylong retreats for his senior management team to discuss current statewide programs and strategies for the future.

Findings and Recommendations

- The community meetings revealed an overwhelming appreciation for the partnership relationship with VMFA, its present statewide programs and services, and the staff's expertise and friendliness.
- The area of most concern among the museum partners was access to VMFA collections.
- The primary focus among the community and educational partners was programming for specific audiences.
- The findings were addressed with a series of action-oriented recommendations, many implemented immediately, others to be implemented in due course once funding and staffing resources have been identified (details are outlined in the report).



2008 Statewide Task Force Report

January 2009

Background

- VMFA Board of Trustees President Charlotte Minor created the Statewide Task Force June 2006.

Task Force Members were appointed in 2006.

Trustee members were appointed by Board President Minor:

- Chair: Suzanne Mastracco of Norfolk and Virginia Beach
- Vice-chair: Toy Cobbe, North Carolina (formerly of Martinsville)
- Susan Goode of Norfolk (formerly of Roanoke)
- Barbara-lyn Morris of Richmond (formerly of Emory)

In 2008, Board President Pam Reynolds appointed two additional Trustees:

- Dr. Alvin Schexnider of Chesapeake
- Agustin Rodriguez of Richmond

Statewide Partner Representative (in addition to Toy Cobbe) included:

- Betsy White, Executive Director, William King Regional Arts Center in Abingdon

Staff representatives included:

- Alex Nyerges, Director
- Sandy Rusak, Deputy Director for Education and Statewide Partnerships
- Robin Nicholson, Deputy Director for Exhibitions
- Susan Ferrell, Director, Office of Statewide Partnerships
- Suzanne Broyles, Secretary to the Board of Trustees

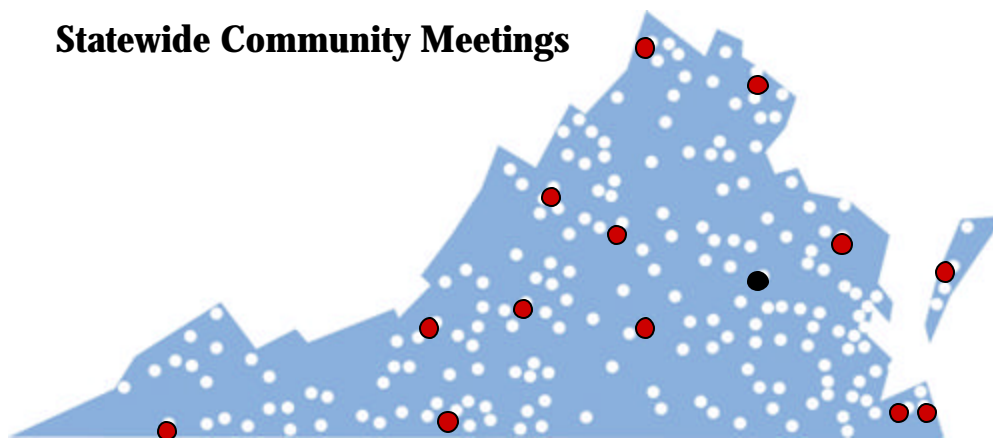
Meetings

The Statewide Task Force met seven times at VMFA in conjunction with the Full Board meetings. (See appendix A)

Methodology

Once the committee reviewed VMFA's 1998 Task Force Report and 1999- 2004 Strategic Plan relative to statewide, Chair Mastracco charged the staff to:

- develop and distribute a statewide survey to museum partners;
- establish a schedule of statewide community meetings to discuss and assess VMFA's current and potential programs.



External Action

Survey

A concise survey (see appendix B) was developed and sent along with an e-mail from Chair Mastracco in January 2007 to former and current partners with museum quality facilities. (See appendix C)

- VMFA received 100% response.
- The survey was later distributed to all those invited to the Statewide Community Meetings.
- The responses were integrated into the findings and actions described in this report.

Statewide Community Meetings

Director Alex Nyerges and staff organized thirteen geographically comprehensive Statewide Community Meetings held predominantly at Partner sites from February 2007 to June 2008. (For locations see appendix D)

- Goals: to listen to partners' recommendations about how VMFA could improve its statewide programs and services and to share information about VMFA current and future offerings. (For sample agenda, see appendix E)
- 159 citizens participated, including current, former, and potential partners, local government officials, educational leaders, classroom teachers, senior citizens, and other key community stakeholders. (For participants, see appendix F)
- VMFA Trustees attended a number of these meetings reinforcing the Board's commitment to share VMFA's resources to the citizens of Virginia.

Internal Action

VMFA Senior Staff Retreats

Director Alex Nyerges held three, day-long retreats for the museum's senior staff team to engineer genuine and systemic change that would integrate statewide priorities and activities throughout the institution; re-address traveling exhibitions and collections sharing with statewide partners; and determine an aggressive marketing strategy for all VMFA programs presented in Richmond and statewide. As a result of these retreats, Director Nyerges instituted the following actions:

- Incorporated all statewide exhibitions of original art (VMFA permanent collection, other collections, and works by contemporary artists) into the VMFA exhibition portfolio, planned and administered by the Exhibitions Division.
- Transferred the staff coordinator position for statewide traveling exhibitions from the Education and Statewide Partnerships Division to the Exhibitions Division.
- Introduced VMFA's statewide Fellowship recipients in the House of Delegates during the 2008 session and photographed them with their legislators for their local newspapers.
- Decided to promptly address Task Force findings whenever possible, rather than wait for the conclusion of all community meetings. This decision has proved highly effective and enabled the museum to implement positive change to meet the needs of its varied partner constituencies in an ongoing manner.
- Recommended a regular program of statewide community meetings to keep current with the status of VMFA programs throughout the Commonwealth.
- Established a Trustee committee for Education and Statewide Partnerships to ensure Trustee involvement and oversight of mission-critical educational activities both on campus at VMFA and at partner sites through Virginia.

Building the Statewide Mindset

In addition, Director Nyerges determined that to achieve successful and continuing implementation of the Task Force recommendations it was necessary to develop shared values and goals. To that end, he initiated a process for building a culture of statewide cooperation and understanding among all VMFA staff and stakeholders. His actions and plans include the following.

- Incorporated a statewide component into every staff member's employee work plan (EWP).
- Provide ongoing staff development to ensure that every employee recognizes the importance of his or her role in statewide activities.
- Continue to emphasize the importance of the museum's statewide mission at every opportunity, particularly on occasions such as full staff meetings where all VMFA employees can be addressed.
- Direct Division Heads and Managers to convey the statewide message at their respective staff meetings by incorporating statewide issues and agendas, thereby reiterating the collective benefits and possibilities of VMFA's statewide partnerships.
- Continue VMFA practice of involving Trustees in statewide events.



LOOK HERE: *Feast* exhibition opening at the Chrysler Museum of Art in Norfolk

- Continue to schedule events for legislators and civic leaders to coincide with statewide outreach activities.
- Director and key staff will continue to host and to attend statewide partner events on a regular basis.
- Continue to reiterate VMFA’s status as the best state art museum in the country - an important fact not only in the “Top 10” capital campaign, but in all marketing and communications.

Findings from Statewide Community Meetings and Surveys

Throughout the course of the statewide meetings and the written surveys, VMFA staff identified trends in participant responses. First and foremost, there was an overwhelming appreciation for the partnership relationship with VMFA, its statewide programs and services (see appendix G), and the staff’s expertise and friendliness. Along with the affirmations, there were excellent discussions and suggestions about how VMFA could improve its outreach in the 21st century. The area of most concern among the museum partners was access to VMFA collections; among the community and educational partners, it was programs for specific age groups. In addition, VMFA staff observed the need to continue to address Virginia’s increasingly diverse audiences. The following details the issues that emerged from statewide constituencies and the attendant actions taken or proposed by the Statewide Task Force.



LOOK HERE: *Speed* exhibition at Hollins University, Roanoke

A. VMFA Statewide Exhibitions and Loans

The requests were as follows:

1. Make the permanent collections more accessible to qualified partner venues that have AAM-approved environmental and security controls.

ACTION TAKEN:

- **VMFA Statewide Exhibitions and Loans:** VMFA will work with partners to generate new, high quality exhibitions drawing from VMFA collections. VMFA will also facilitate the loan of individual works from the permanent collections to these partners.
- **Partner Collaborations:** VMFA and the University of Virginia Art Museum are piloting *Picasso, Matisse and Modern Art in Paris*, an exhibition with works from the collections of both institutions. This initiative will serve as a model for future collaborative exhibition development and collections sharing between statewide partner institutions.

ACTION PROPOSED:

- **Guest Curator Program:** VMFA will award grants at the annual EXchange Workshop (described below) to curators at partner institutions who wish to develop collaborative exhibitions drawing on VMFA collections; ideally these exhibitions would travel to at least two partners.

NEXT STEP:

- Identify funding sources for awards.

- Complete digitization of VMFA collections and make them accessible online (due 2010). This will facilitate partners' ability to assess collections and develop exhibition ideas.
- **Moments in the History of Art:** This series of spotlight traveling exhibitions will be developed to showcase a key work from the VMFA collections that embodies an important moment in art history.
 - NEXT STEP:
 - Incorporate into the strategic planning for the new educational gallery and overall exhibition portfolio planning.

TOTAL COSTS per annum: \$325,000

2. Facilitate the development and circulation of partner exhibitions.

ACTION TAKEN:

- **EXchange Workshop:** VMFA launched an annual program called the EXchange Workshop in October 2008 for partners involved in exhibition development. VMFA curators met with partner curators and directors to discuss projects and potential collaborations. Workshop sessions addressed issues of mutual interest such as contemporary art, online exhibitions, and fund-raising.

ACTION PROPOSED:

- **Website:** A partners-only website administered by VMFA Exhibitions Division that will offer partners the opportunity to discuss planned exhibitions, look for collaborators and venues, and develop exhibition ideas. There will also be a listings page with links and contacts for partner exhibitions available to travel. Partners can sign up for e-mail notification of new exhibitions and EXchange workshops. The website will offer links to VMFA collections database (pending completion of the 2010 digitization project), VMFA's Fellowship Program; and VMFA statewide resources.

NEXT STEP:

- Prepare and present a beta version of the proposed site for the EXchange workshop. Solicit and incorporate recommendations from participants.

TOTAL COSTS per annum: \$5,000

3. Reduce exhibition loan fees to statewide partners.

ACTION TAKEN:

- **Exhibition loan fees to statewide partners have been eliminated.** Shipping costs will continue to be the responsibility of the partner.



Jane Franklin Dance Company of Arlington working with students in Martinsville

B. Educational Programs and Resources

Representatives from all partner categories reported that VMFA statewide resources were of great value to classroom instruction. They consistently gave high marks to the ease of borrowing resources and to staff knowledge, expertise, and customer care. The requests were as follows:

1. Improve public schools’ access to VMFA resources (often hindered by the annual \$25 partner membership fee).

ACTION PROPOSED:

- **Free Membership:** Offer VMFA Educational Partner memberships free of charge to all K-12 Virginia public schools (approximately 1900).

ACTION TAKEN:

- Submitted proposal to a private funder to endow annual VMFA partner memberships for all Virginia public schools.

TOTAL COSTS per annum: \$47,500

2. Increase student programs, especially those that demonstrate how art can be used to teach the state’s standards of learning objectives across the curriculum.

ACTION PROPOSED:

- **In-school field trip.** VMFA will pilot an initiative called *Art on the Spot*, where a museum teacher visits the class and teaches an art and SOL-based classroom lesson for pre-K to 5th grade. This suggestion was met with great enthusiasm among our educational partners.

ACTION TAKEN:

- Private funding secured to pilot initiative in 2009.
- NEXT STEP: Identify funding source to continue *Art on the Spot* statewide.

TOTAL COSTS per annum: \$65,000



Lynchburg students engage in a mural workshop with Virginia artist, Beryl Solla

3. Provide interactive museum experience for statewide teens.

ACTION PROPOSED:

- **Statewide Teen Symposia.** Continue and expand current program once the new wing opens.
 - NEXT STEP: Identify funding source.

TOTAL COSTS per annum: \$25,000

4. Reduce the size and weight of educational exhibition crates that currently make them too expensive to ship for most school budgets and too heavy for most teachers and staff to handle.

ACTION TAKEN:

- **Smaller, lightweight cases.** New classroom exhibitions are being designed to fit into smaller, lightweight cases.
- **Replacements.** Older crates will be replaced with the new cases, as funding permits.

TOTAL COSTS, one time expense: \$25,000

5. Promote internships for college and university students pursuing careers in the visual arts and in museums.

ACTION PROPOSED:

- **Intern data base:** Develop a statewide clearing house for internships available in VMFA and partner institutions across the state.

NEXT STEP:

- Collect information from partner institutions participating in the EXchange workshops and develop a data base of intern opportunities as part of the VMFA website.

6. Facilitate first-hand exposure to the VMFA collections for college students.

ACTION PROPOSED:

- **Statewide College Day at VMFA.** Offer college & university students their own day to tour the galleries, visit behind the scenes, meet with museum professionals about careers, fellowship opportunities, and internships.

NEXT STEP:

- Identify funding source.

TOTAL COSTS per annum: \$8,000

7. Develop arts-related programs specifically for the Virginia Community College System and explore a collaborative arts associate degree.

ACTION TAKEN:

- **VMFA resources introduced to VCCS Presidents.** In July 2008, the President of Virginia Highlands Community College who attended VMFA's Statewide Community Meeting in Abingdon, presented the availability of VMFA resources and his endorsement of VCCS working collaboratively with VMFA.
- **Meeting of VCCS and VMFA staff.** VCCS's Director of Programs from the Office of Academic Services and VMFA staff met at VMFA in July 2008 to identify ways to begin collaboration.
- **VMFA presentation at VCCS for Peer Group meeting in October 2008.**

ACTION PROPOSED:

- **Organize a VMFA Scholars on the Arts pilot program to present one lecture to each of the 23 community colleges.**

NEXT STEP:

- Identify funding source.

TOTAL COSTS per annum: \$15,000

- **VMFA distance learning presentations from community colleges in Richmond to community colleges across the state.**

NEXT STEP:

- Meet with VCCS staff to explore feasibility.



Director Alex Nyerges talks with a visitor to VMFA exhibition, LOOK HERE: *Feast*, in Abingdon

C. Communication

Participants universally commented on the pleasant and accommodating interactions they had with VMFA staff on the telephone, through e-mails, and in person. They were very interested in having increased communication with VMFA and among partners.

Requests were as follows:

1. Provide a printed piece describing VMFA statewide resources.

ACTION TAKEN:

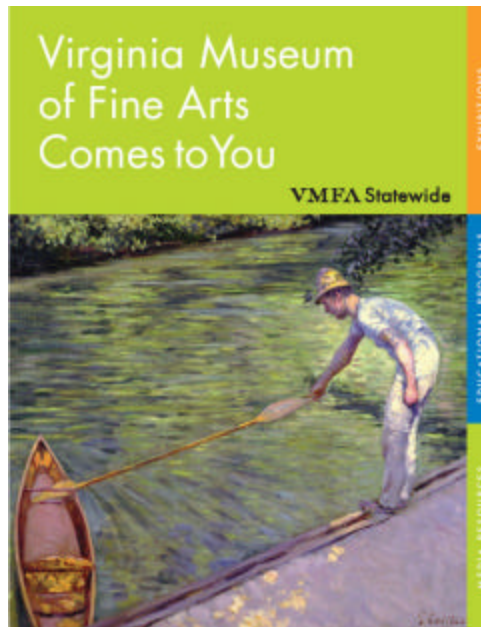
- **Publication:** A lively, 12-page full-color booklet (see appendix H) published to give an overview of resources available to partners in their communities including the website address for more detailed information. The booklets are being distributed throughout the Commonwealth as a marketing piece to institutions and individuals including partners (current, former and potential). They are also used as information pieces to legislators and corporate funders.

NEXT STEP:

- Produce biennial update beginning in 2009.

TOTAL COSTS per annum:

\$10,000



2007 VMFA Statewide Booklet

2. Establish conduits for communication between and among partners and VMFA.

ACTION PROPOSED:

- **Partner Membership Roster:** List partners on VMFA's web site and provide a live link to their sites.

ACTION TAKEN:

- Implementation plan is currently underway with VMFA membership and website coordinator.

- **Chat Room and E-Newsletter**

NEXT STEP:

- Initiatives will be rolled into planning for re-design of VMFA website and the proposed provision of interactive features.



Summer Morning, by Virginia artist, Angela Orrell
From Seed to Hand VMFA Statewide Traveling Exhibition

D. Virginia Artists Opportunities

Participants consistently advocated for more support and visibility for Virginia artists and their work. Many participants expressed appreciation for the Fellowship Program, while others were unaware of its existence.

The requests were as follows:

1. Improve communication about the Fellowship Program and its financial awards.

ACTION PROPOSED:

- Formulate new marketing initiatives to promote better distribution access to Fellowship application process.

ACTIONS TAKEN:

- Developed comprehensive statewide strategy.
- Developed a directory of contacts for colleges and universities; community colleges; and public and private secondary schools.
- Utilized extensive e-mail list developed for the Statewide Community Meetings and attendees.

TOTAL COSTS per annum:

\$15,000



Visitors enjoying VMFA's LOOK HERE: *Speed* at the Peninsula Fine Arts Center in Newport News.

2. Provide access to exhibition opportunities.

ACTION PROPOSED:

- **Fellowship Exhibition Program:** Explore the possibility of creating one or more traveling exhibitions of work by Fellowship recipients using the existing Fellowship Program endowment.

NEXT STEP:

- Establish guidelines for curatorial selection of artists for inclusion in exhibitions.
- **Richmond Airport Initiative.** Develop an exhibition program for Richmond International Airport, which will include showcase opportunities for selected Fellowship winners.

NEXT STEP:

- Complete contract negotiations with Richmond International Airport and launch program January 2009.
- **Pauley Center.** Dedicate the Pauley Center exhibition space to a program of contemporary Virginia artists and site-specific work.

NEXT STEP:

- Develop exhibition schedule of Virginia artists to launch Spring 2009.

TOTAL COSTS per annum:

\$25,000



VMFA staff provides on-site consultation at The Prizery in South Boston

E. Technical Assistance

A large number of participants had taken advantage of VMFA’s technical assistance and were highly complimentary and appreciative of VMFA’s individualized technical support for partner locations. Others were unaware of the museum’s technical assistance program, in particular, facilities improvements.

1. Improve communications statewide about the Technical Assistance Program.

ACTION TAKEN:

- The Technical Assistance Program is now promoted on the website along with a request form.

ACTION PROPOSED:

- Take a proactive approach to promote availability of technical assistance opportunities.

NEXT STEP:

- Identify partner institutions that would benefit from technical assistance for environmental and security controls and apprise them of available support.

TOTAL COSTS per annum: \$10,000

2. Provide in-service training at VMFA with VMFA staff.

ACTION PROPOSED:

- **Technical Assistance Workshops.** Develop a series of technical assistance workshops once the expanded museum opens.

NEXT STEP:

- Identify funding and fold into overall staff planning.

TOTAL COSTS per annum: \$ 2,000

GRAND TOTAL (including one time expenses) **\$577,500**
 (without one time expenses) **\$552,500**

Task Force Recommendations

The Trustee Statewide Task Force applauds the actions taken to date by the Director and his staff. The Task Force recommends they vigorously pursue the proposed actions described above and provide a progress report to VMFA's Board of Trustees in November 2009.



LOOK HERE: *Dazzle* at the Mary Washington University, Fredericksburg

Conclusion

The museum's history of statewide services is punctuated by periods of diminished collections sharing and resource allocation, often related to state budget reduction cycles. VMFA needs to achieve consistency of its statewide programs and build in a contingency plan to safeguard its services to the Commonwealth, even (and perhaps especially) during lean years. The Task Force Committee strongly urges the Board of Trustees to adopt and support measures to ensure that the staff, institution-wide, will become constant and diligent stewards of VMFA's statewide mission. In addition to the action items delineated in Sections III and IV of this report, the Committee recommends that VMFA:

- Continue the inclusion of measurable statewide components in the EWP's of all museum employees. During the annual performance review, Division Heads should report on their statewide accomplishments and set objectives for the next cycle.
- Develop an annual schedule of community meetings throughout the state, led by the Director and key staff; the committee suggests that staff members rotate so there is greater understanding of our statewide constituencies across the institution.
- Share the permanent collections on a regular basis; continue to develop exhibition opportunities in tandem with the institution's portfolio plan and apprise partners of these opportunities well in advance. Implement new procedures to engage partners in exhibition development and sharing.
- Build on the success of implementing these recommendations to produce a one-page handout with facts and figures to distribute to legislators, key supporters, and statewide community meetings participants.

The Task Force Committee believes that these recommendations will solidify VMFA's commitment to Virginia to provide compelling exhibitions and educational programs of the highest caliber. The citizens of the Commonwealth deserve the best from their state art museum.



Virginia Museum of Fine Arts
Trustee Statewide Task Force

Meeting Schedule

2006 (1)

December 13, 2006

2007 (3)

February 20, 2007

May 7, 2007

September 19, 2007

(Note: November 14, 2007 postponed until February 2008)

2008 (3)

February 20, 2008

May 19, 2008

September 16, 2008



Virginia Museum of Fine Arts

MEMORANDUM TO: VMFA Museum Partner Directors

FROM: Suzanne Mastracco, Chair, Task Force for Statewide Strategic Planning
Virginia Museum of Fine Arts, Board of Trustees

DATE: January 8, 2007

The Virginia Museum of Fine Arts Board of Trustees has appointed a Task Force to address strategic planning for the improvement of resources available to Museum Partners around the state. This Task Force, comprised of VMFA Trustees, Museum Partners and staff will conduct a year-long study and make its final recommendations to the VMFA Full Board in February 2008.

As Chair of this Task Force, I am writing to ask for your assistance. To help inform and guide the Task Force, would you please take just a few minutes to answer the following 2 questions in as brief or lengthy response as you choose. Please return by e-mail, on or before January 19, 2007, to suzanne.broyles@vmfa.museum.

Thank you.

Please list in order of priority:

Three (3) strengths of VMFA Partnership?

- 1.
- 2.
- 3.

Three (3) weaknesses of VMFA Partnership?

- 1.
- 2.
- 3.

The Task Force will be making a number of statewide visits and would like to consult with you. Please indicate if you would be agreeable to meet with us.

Yes _____ **No** _____

Thank you for your thoughtful and timely response.



Virginia Museum of Fine Arts Statewide Task Force Survey

The Virginia Museum of Fine Arts Board of Trustees has appointed a Task Force to address strategic planning for the improvement of resources available to Museum Partners around the state. This Task Force, comprised of VMFA Trustees, Museum Partners and staff will conduct an eighteen month study and make its final recommendations to the VMFA Full Board in May 2008.

To help inform and guide the Task Force, would you please take just a few minutes to answer the following 2 questions in as brief or lengthy response as you choose.

Thank you.

Please list in order of priority:

Three (3) strengths of VMFA Partnership?

- 1.
- 2.
- 3.

Three (3) weaknesses of VMFA Partnership?

- 1.
- 2.
- 3.

Thank you for your thoughtful and timely response.



Virginia Museum of Fine Arts Task Force Community Meetings and Locations

2007

- February 9 **Winchester**/Museum of the Shenandoah Valley/ *Dazzle*
(also Harrisonburg, Leesburg, Front Royal, Page, Frederick & Fairfax Co's)
- February 10 **Staunton**/Staunton –Augusta Fine Arts Association
(also Weyers Cave, Waynesboro)
- April 19 **Virginia Beach**/ Contemporary Art Center of Virginia
(also Chesapeake, Courtland, Portsmouth, Suffolk)
- April 20 **Norfolk**/Chrysler Museum/*Feast*
(also Hampton, Newport News, Williamsburg)
- September 7 **Roanoke**/Hotel Roanoke & Conference Center/*Speed @ Hollins*
(also Salem, Blacksburg, Radford & Rockbridge Co.)
- November 2 **McLean** /McLean Project for the Arts
(also Alexandria, Arlington, Lorton, & Manassas)

2008

- January 24 **Farmville**/Longwood Center for the Visual Arts
(also Prince Edward Co., Brunswick Co., Hampden-Sydney)
- February 7 **Martinsville**/ Piedmont Arts Association
(also Henry County, Critz, Danville & South Boston)
- February 28 **Northern Neck**/ Rappahannock Community College, Warsaw Campus
(also Gloucester, Mathews, Tappahannock & Fredericksburg)
- May 8 **Charlottesville**/ Farmington Country Club/ *Speed @ UVA*
(also Albemarle Co., Culpeper & Orange)
- May 9 **Lynchburg**/Academy of Fine Arts
(also Amherst Co.)
- May 21 **Eastern Shore**/Eastern Shore Community College, Melfa
(includes Northampton and Accomac Counties)
- June 11 **Far Southwest Virginia**/William King Regional Art Center, Abingdon
(also Abingdon, Bristol, Wise, Big Stone Gap, Richlands, Wytheville, & Tazewell)



Virginia Museum of Fine Arts

Task Force Community Meeting

Sample Agenda

(Name of Host Institution & City or Town)

(Date & Time)

Welcome

(Director or President of Host Institution)

Virginia Museum of Fine Arts Statewide Task Force Study

Alex Nyerges, Director, Virginia Museum of Fine Arts

Invitees to today's meeting include a small group of art supporters in your community who currently partner with VMFA or might consider partnering with us in the future. VMFA Board of Trustees has appointed a Task Force to address strategic planning for the improvement of resources available around the state, and we'd very much like you to be part of our statewide dialogue about this initiative. The Task Force, comprised of VMFA Trustees, Museum Partners and staff, is conducting an eighteen-month study and will make its final recommendations to the VMFA Full Board in September 2008.

Introduction of Attendees and Statewide Outreach and Resources

Susan Ferrell, Director, Office of Statewide Partnerships, VMFA

We would all like to learn something about you and your work in the arts here in the area. To get us warmed up for our roundtable discussion, would each of you please share a little about yourself and your involvement with the arts? In addition, VMFA would like to briefly share about its Statewide Partnerships and Resources.

Open Discussion

Sandy Rusak, Deputy Director for Education and Statewide Partnerships, VMFA

Had VMFA Statewide ever been on your radar before today's meeting? Have you personally participated in VMFA Statewide Outreach? If so, what stands out from that experience, good or bad (remember we're trying to improve and need your candor)? What resources would you like to see VMFA incorporate into its Statewide Outreach? If the sky were the limit, are there other resources that would be beneficial? What perceptions or experiences have you had regarding VMFA galleries and campus in Richmond?

Wrap Up and Summary

Alex Nyerges

THANK YOU FOR YOUR PARTICIPATION.

Appendix F



**Virginia Museum of Fine Arts
Task Force Community Meetings**

Participants

**WINCHESTER– MUSEUM OF THE SHENANDOAH VALLEY– February 9, 2007
(11)**

Ann Currie, Fine Arts Coordinator, Lord Fairfax Community College/Middletown Campus
Jennifer Esler, Executive Director, Museum of the Shenandoah Valley
Ronald Fabin, Fine Arts Department Chairman, Heritage High School, Leesburg
Victoria Gladstone, Blue Ridge Arts Council, Front Royal
Jennifer Green, Shenandoah Conservatory Arts Academy
Cyndi Gusler, Co-Chair, Department of Visual and Communication Arts, Eastern
Mennonite University, Harrisonburg
Bob Jacobs, Frederick County Coordinator of Middle and Secondary Social Studies and Art
Chance Liscomb, Art Instructor, Page County High School
Esther Morrison, Frederick County Director of Elementary Instruction
Lara Scott, Associate Professor of Digital Media, Eastern Mennonite University
Andrea Stuart, Warren County High School and Lord Fairfax Community
College/Middletown Campus

**STAUNTON-AUGUSTA FINE ARTS CENTER – February 10, 2007
(7)**

John Bell, Assistant Professor of Art, Blue Ridge Community College, Weyers Cave
Anna Geary, Art Department, Shelburne Middle School, Staunton
Beth Hodge, Executive Director, Staunton-Augusta Fine Arts Center, Staunton
Beverly Miller, Art Department, Wilson Memorial High School, Staunton
Pauline Patterson, Exhibits Director, Shenandoah Valley Arts Center, Waynesboro
Jim Sconyers, Jr., Asst. Professor, Dept. of Art and Art History, Mary Baldwin College
Jennifer Vaughan, Visual Arts Coordinator and Instructor, Shenandoah Valley Governor's
School, Staunton

(absent: Michael Dowell, Executive Director, Artisans Center of Virginia, Waynesboro)

**VIRGINIA BEACH – CONTEMPORARY ART CENTER OF VIRGINIA – April 19, 2007
(9)**

Sharon Beachum, Art Department Coordinator, Virginia Wesleyan College
Nicole Benson, Gallery Manager, Portlock Galleries at SoNo
Michael Bollinger, Director, Suffolk Center for Cultural Arts
Linda Bunch, Director, Suffolk Art League

Leigh Ann Chambers, Director, Rawls Museum Arts
Cameron Kitchin, Director, Contemporary Art Center of Virginia
Cleta Norcross, Nansemond-Suffolk Academy
Nancy Perry, Director, Portsmouth Museums
Karen Rudd, Manager of Cultural Affairs, City of Norfolk
(absent: Nancy Kinzinger, Director, Suffolk Museum)

NORFOLK - CHRYLER MUSEUM OF ART – April 20, 2007

(12)

Mary Anne Benthall, Art Teacher, Norge Elementary School
Vernon Courtney, Director, Hampton University Museum
Georg Crawford, Kecoughtan High School, Hampton City Schools
Aaron DeGroft, Director, Muscarelle Museum, College of William & Mary
Pat Franklin, Art Supervisor, Newport News Public Schools
William Hennessey, Director, Chrysler Museum of Art
Katherine Huntoon, Director, Old Dominion University
James Warwick Jones, Gallery Manager, Charles H. Taylor Arts Center
Barbara Laws, Office of Art Education, Norfolk Public Schools
Melanie Mathewes, Director, The Hermitage Foundation
Ron Newman, Director of Fine Arts, Norfolk Academy
Michael Preble, Program Director/Curator, Peninsula Fine Arts Center
(absent: Robert Zoland, Vice-President, Operations, This Century Gallery)

ROANOKE – HOTEL ROANOKE AND CONFERENCE CENTER - September 7, 2007

(8)

Wanda Alston, Museum Manager, Harrison Museum of African American Culture
David J. Brown, Deputy Director of Art, Art Museum of Western Virginia
Kent Chrisman, Director, Historical Society of Western Virginia
Eliz Heil, Associate Professor of Art, Roanoke College
Wyona Lynch-McWhite, Director, Eleanor D. Wilson Museum, Hollins University
Kimberly Parker, Director, O. Winston Link Museum
Preston Thayer, Director, Art Museum at Radford University
Pam Tinsley, Chair, Art Department, Rockbridge County High School
(absent: Susan Watson, Art Coordinator, Roanoke Country Schools)

NORTHERN VIRGINIA – MCLEAN PROJECT FOR THE ARTS – November 2, 2007

(10)

Elizabeth Cullin, Graduate Student, George Mason University (MPA intern)
Sherran Denkler, Director of Development, Lorton Arts Foundation
Sharon Fishel, Art Reach Director, McLean Project for the Arts
Harry E. Mahon, Board Of Trustees, Northern Virginia Fine Arts Association
Sharon Mason, Executive Arts Director, Lorton Arts Foundation
Anna Mish, Curator, Center for the Arts, Manassas
Nancy Perry, Director, McLean Project for the Arts
Nancy Sausser, Curator, McLean Project for the Arts
Lynda Smith-Bugge, Art Center Coordinator, Goodwin House Bailey's Crossroads
Katherine A. Wood, Creative Arts Coordinator, Hermitage in Northern Virginia
*(absent: Jeffrey Cudlin, Director of Exhibitions, Arlington Art Center
Audrey Davis, Director, Alexandria Black History Museum
Walter Kravitz, Fine Arts Gallery Director, George Mason University)*

FARMVILLE – LONGWOOD CENTER FOR THE VISUAL ARTS – January 24, 2008

(14)

Shirley Blackwell, Publicity Chairman, Central Virginia Arts
K. Johnson Bowles, Director, Longwood Center for the Visual Arts
Beth Cheuk, Public Relations and Event Coordinator, Longwood Center for the Visual Arts
Cynthia B. Devlin, Vice President, Central Virginia Arts
Cassie F. Duarte, Computer Graphic Arts & Art Teacher, Central High School
Pam Fox, Professor, Hampden-Sydney College
Heyn Kjerulf, Chairman, Advisory Board, Longwood Center for the Visual Arts
Jean J. Kunath, Art & Photography Teacher, Central High School
Kathryn Orth, Photography & Yearbook Teacher, Prince Edward County High School
Denise Penick, Fuqua School
Kim Powers, Buckingham County High School
Mary Prevo, Professor of Art History, Hampden-Sydney College
Chris Register, Head of Art Department, Longwood University
Julie Shield, President, Central Virginia Arts

**MARTINSVILLE – PIEDMONT ARTS ASSOCIATION – February 7, 2008
(22)**

Gerry Bannan, Professor of Art, Patrick Henry Community College, Martinsville
Lynn Bjarnesen, Executive Director, Danville Museum of Fine Arts & History
Dr. Leanna Blevins, Associate Director, New College Institute, Martinsville
Peter Calvert, Executive Director, Piedmont Arts Association
Sandra Cox, Coordinator of Martinsville Middle School After School Art Program
Carol Foster, Parson's Bruce Art Association, South Boston
Vaun Gott, Director of Advanced Learning, Science and Social Studies,
Martinsville City Schools
Natalie J. Harder, VP Institutional Advancement, Patrick Henry Community College,
Martinsville
Chris Jones, Executive Director, The Prizery, South Boston
Diane Kendrick, Art Department Chair, Averett University, Danville
Merv King, Member, Martinsville Historical Society
Virginia King, President, Martinsville Historical Society
Lisa Martin, Program Coordinator, Reynolds Homestead Continuing Education Center,
Critz
Bernadette Moore, Director of Marketing and Public Relations, Piedmont Arts Association
Patrice Newnam, Coordinator of ESL, Fine Arts, an Instructional Technology,
Henry Co. Schools
Barbara Parker, Director of Programs, Piedmont Arts Association
Heidi Pinkston, Educational Coordinator, Piedmont Arts Association
Nelda Purcell, Volunteer, Spencer Penn Center, Martinsville
Tina Sell, Director of Exhibitions, Piedmont Arts Association
Sandra Shell, Assistant Director, Blue Ridge Regional Library, Martinsville
Lee Standstead, Southern Virginia Higher Education Center, South Boston
Linda Strange-Dillard, Director, Fayette Area Historical Initiative, Martinsville

**NORTHERN NECK – RAPAHANNOCK COMMUNITY COLLEGE - February 28, 2008
(14)**

Kathy Barrows, Youth Services Coordinator, Gloucester Library
Victor Clough, Dean of College Advancement, Rappahannock Community College
Alice French, Westmoreland County Museum
David Jett, Curator, Richmond County Museum and Essex County Museum & Historical
Society
Patty Long, Northern Neck Tourism Council

Jayne McQuade, Director, Northumberland Public Library, Heathsville
Art Miller, Board Chair, The Bay School Cultural Arts Center, Mathews
Elise Ritter, Vice President, Rappahannock Art League
Mary Supler, Vice President for Programs, Middle Peninsula Fine Arts Association,
Gloucester

David Tanks, President, Fredericksburg Center for the Creative Arts
Dr. Tresia B. Samani, Vice President of Instruction and Student Development,
Rappahannock Community College

Courtney Sisson, President of the Board, Richmond County Museum
Marilyn Sprouse, Art Teacher, Lancaster Middle School
Cheryll Tassone, Assistant Professor of History & Humanities, Rappahannock Community
College

*(absent: Kim Moore, Director, the Bay School Cultural Arts Center, Mathews
Olga I. Nosova, Instructor of Art History, Rappahannock Community College, Glens Campus)*

CHARLOTTESVILLE – FARMINGTON COUNTRY CLUB - May 8, 2008

(8)

Penny Bosworth, Board of Directors and Chair of the Education Committee, Paramount Theater
Jane Colony Mills, Director of Development, Paramount Theater
Sheryl Hayes, Director of Development, Virginia Foundation for Humanities and Public Policy
Emily Hunt, Art Teacher, Montessori Community School
Nancy Mehlich, Art Instructor, Western Albemarle High School
Beryl Solla, Chairperson of the art Dept and Gallery Director, Piedmont Community College
Betty Tabony, Gifted Coordinator/Resource Teacher, Nelson County Schools
Beth Turner, Vice Provost for the Arts and Interim Director of UVA Art Museum,
University of Virginia

*(absent: Amy Stewart, Volunteer Coordinator of Art Prints, Venable Elementary School
Leah Stoddard, Director, Second Street Gallery)*

LYNCHBURG – ACADEMY OF FINE ARTS - May 9, 2008

(17)

Ted Batt, Exhibitions Curator, Academy of Fine Arts
Al Coleman, Director of Secondary Education, City of Lynchburg
Sarah Hamilton, Director of School and Outreach Programs
Hannah Hanford, Director of Advancement, Virginia Center for the Creative Arts
Douglas K. Harvey, Museum Director, The Lynchburg Museum System
Martha Kjeseth Johnson, Curator, Maier Museum of Art, Randolph College
Richard Kordos, Executive Director, Academy of Fine Arts
Dr. Muriel Mickles, Humanities and Social Sciences, Central Virginia Community College
Sunny Monk, Executive Director, Virginia Center for the Creative Arts
Carol O'Brien, Director of Annual Giving and Stewardship, Virginia Center for the Creative Arts
Barbara Rothermel, Director of the Daura Gallery/Museum Studies Program, Lynchburg College
Mort Sajadian, Director, Amazement Square
Rosel Schewel, Board of Directors, Riverviews Artspace and Former VMFA Trustee
Dorie Smiley, Director of Sales, Academy of Fine Arts
Todd Smith, Director, Visual Communication Arts, Liberty University,
Melissa Zedell, Assistant Director, Amazement Square
Erin Zumwalt, Exhibitions and Programs Manager, Riverviews Artspace
(Absent: Mary Anne Racin, Executive Director, Riverviews Artspace)

MELFA – EASTERN SHORE COMMUNITY COLLEGE - May 21, 2008

(11)

Terry Bliss, Artistic Director, The North Street Playhouse, Onancock

Kim Grewe, English Instructor, Eastern Shore Community College, Melfa
Alice Kosial, Assistant Superintendent of Curriculum, Accomack County Schools
Laura McGowan, Art Teacher, Occohannock Elementary School, Exmore
Malaika Mitchell, Board Member, Eastern Shore's Own Arts Center (ESO), Belle Haven
Mary Ann Roehm, Co-Director, Arts Enter, Cape Charles
Dr. Cheryl Thompson-Stacy, President, Eastern Shore Community College, Melfa
Clelia Sheppard, President and Executive Director, Arts Enter, Cape Charles
Wanda Smith, Eastern Shore Community College, English Department, Melfa and
Board Member, North Street Playhouse, Onancock
Michele Wagner, Art Educator, Pungoteague Elementary and
Board Member, Arts Council of the Eastern Shore (ACES), Exmore
Richard W. Wilt, Dean of Instruction, Eastern Shore Community College, Melfa

**ABINGDON - WILLIAM KING REGIONAL ART CENTER - June 11, 2008
(16)**

Diana Blackburn, Executive Director, 'Round the Mountain: Southwest Virginia's Artisan Network,
Abingdon
Dr. Linda Brittle, Principal, Stonewall Jackson Elementary School, Bristol, VA
Lisa Boardwine, Board Member, Arts Alliance Mt. Empire (AAME), Bristol VA-TN
Bob Cassell, Arts Administrator, Arts Depot, Abingdon
Duane Cregger, Executive Director, The Lincoln Theatre, Marion
Bonnie Elosser, Executive Director, Pro-Art Association, Wise
Dr. Lucius F. Ellsworth, Commissioner, Virginia Commission for the Arts, Grundy
Mary Haviland, Adjunct Professor, Art History & Director of The 1912 Gallery, Emory & Henry
College, Emory
Dr. Michael Puglisi, President, Virginia Intermont College, Bristol, VA
Adam Justice, Board Member, Arts Alliance Mt. Empire (AAME), Bristol, VA-TN
Mary Law son, Executive Director of the Southwest Virginia Community College Educational
Foundation, Inc., Cedar Bluff
Jay Phyfer, Head, Photography Department, Virginia Intermont College, Bristol, VA
Robyn Raines, Director, Appalachian Arts Center, Adjunct Faculty, Arts Department,
Southwest Virginia Community College, Cedar Bluff
Candy Snodgrass, Art in Public Places of Arts Alliance Mountain Empire (AAME), Bristol VA-TN
Betsy White, Executive Director, William King Regional Art Center, Abingdon
Dr. F. David Wilkin, President, Virginia Highlands Community College, Abingdon
(Absent:
Bobbie Jean Cooper, President, Lonesome Pine School & Heritage Center and Duff Academy, Big Stone Gap
LeAnn Hughes, Associate Vice President for Marketing and Development, King College, Bristol, TN
Ben H. Jennings, Associate Professor of English and Coordinator of Arts Array, Virginia
Highlands Community College; President-Elect, William King Regional Art Center, Abingdon
Sandy Jessee, President, John Fox, Jr. House & Museum, Big Stone Gap
Dr. Greg Jordan, President, King College, Bristol, TN
Kay Key, President, June Tolliver House & Folk Art Center, Big Stone Gap
Barbara C. Polly, President, Lonesome Pine Arts & Craft, Inc., Big Stone Gap
Melissa Wharton, President, Appalachian Children's Theater, Wise)



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