

Date: _____ Approved: _____

THE VIRGINIA MUSEUM OF FINE ARTS
Minutes of the Education and Statewide Partnerships Committee
Held, pursuant to due notice, in The Pauley Center Second Floor
Tuesday, 17 November 2009, 1:15 pm

There were present:

Mrs. Suzanne T. Mastracco, Co-Chair
Dr. Mark E. Emblidge
Dr. Elizabeth Ann Fisher
Ms. Susan S. Goode
Dr. Elizabeth F. Harris
Dr. Eugene W. Hickok
Ms. Ellen Gray Hogan
Ms. Nancy B. Lund
Mrs. Barbara-lyn B. Morris
Mrs. Gordon F. Rainey, Jr.
Ms. Tina Stoneburner
Pamela Reynolds, Ex-Officio

By Invitation:

Alex Nyerges, Director
Karen C. Abramson
Stephen D. Bonadies
Ms. Suzanne Broyles
Ms. Susan Ferrell
Ms. Suzanne Hall
Ms. Joan W. Murphy
Robin Nicholson
Ms. Sandy Rusak
Ms. Della Watkins

Absent:

Thomas F. Farrell II, Co-Chair
Dr. Alvin J. Schexnider

I. CALL TO ORDER

Co-Chair, Mrs. Mastracco welcomed the group and called the meeting to order at 1:15 pm. She explained that Mr. Farrell had a last minute conflict and could not attend today. Mrs. Mastracco noted that on October 22nd this committee was presented with a resolution of appreciation by Dr. Mark Emblidge, President of the Virginia Board of Education at their meeting downtown. She and the Director, President Pam Reynolds, and Deputy Director for Education and Statewide Partnerships, Sandy Rusak attended the meeting to accept the resolution on behalf of the Committee. Mrs. Mastracco went on to read part of the resolution that stated “The work of this vital team continues to create and deliver educational programs to citizens of all ages throughout the Commonwealth, last year serving over 320,000 Virginians in their own communities. Through their combined creativity and focus, policies and programs are now in place that raise the study of the Arts to a high level in the public schools across the Commonwealth...” The Committee was pleased to hear of this honor.

II. MINUTES

Motion: proposed and seconded that the minutes of the Education and Statewide Partnerships Committee meeting held on the 16th of September 2009 be approved as distributed on the 30th of October 2009. Motion carried.

III. STATEWIDE TASK FORCE REPORT - Sandy Rusak, Deputy Director for Education and Statewide Partnerships, Susan Ferrell, Director of Statewide Partnerships

Sandy Rusak thanked Suzanne Mastracco who led us through the Statewide Task Force which was key to earning us this resolution. One year ago the board adopted the Statewide Task Force eighteen month study led by Suzanne Mastracco, Alex Nyerges, Pam Reynolds, Sandy Rusak, Robin Nicholson, and Susan Ferrell. Ms. Rusak referred to the Task Force update in the folders which is a snapshot of this year's accomplishments following the Board's adoption of the 2008 Statewide Task Force Recommendation explaining current initiatives, upcoming exhibitions, and reported that statewide services increased by 52%. Susan Ferrell discussed Statewide distribution of VMFA resources and all that we have done across the state. Alex Nyerges noted that for very little money spent, we touch a lot of lives statewide. Sandy Rusak also reported that we hire teachers in the field so we provide employment in various areas.

Suzanne Mastracco said that all the programs we do off campus create a link to the Museum in Richmond for people in outlying areas. The Committee members felt more must be done to make legislators aware of all that we do in terms of educating the children and adults in their home districts. Alex Nyerges said that we plan to increase government affairs, and getting the word out individually to the legislators.

IV. STRATEGIC PLAN IMPLEMENTATION – Alex Nyerges, Director and Sandy Rusak, Deputy Director for Education and Statewide Partnerships

Alex Nyerges reported that the Boards have approved the Strategic Plan and now it is in the Division Heads' hands to create tactical plans. Trustee Marty Barrington will present a Strategic Plan template framework at tomorrow's Full Board meeting which will be updated on a quarterly basis. The Director noted that not having sufficient resources to make the programs run properly is a concern. The ESP Division was slated to have 22 full time staff members when the new building opened in May 2010; the division must now move forward with only 13 people (one of whom is part time). Endowment money is needed to allow us to serve many more people. The Director and Ms. Rusak indicated that the ESP committee is preparing to move forward with the Strategic Planning process. Education and statewide services comprise a significant part of the strategic plan and will be critical to its successful implementation.

V. OTHER BUSINESS/ADJOURNMENT

Ms. Rusak showed slides of highlights of the Roller Derby College Night reporting that almost 400 college students from the area attended. Mrs. Mastracco thanked everyone for their input today and said there are challenges ahead of us and next time we will focus on them. No further business was brought before the Committee, and the meeting adjourned at 2:15 pm.

Suzanne Broyles
Secretary of the Museum

Date: _____ Approved: _____

Date: _____ Approved: _____

THE VIRGINIA MUSEUM OF FINE ARTS
Minutes of the Education and Statewide Partnerships Committee
Held, pursuant to due notice, in the Pauley Center 2nd Floor Meeting Room
Wednesday, 18 February 2009, 10:45 am

There were present:

Thomas F. Farrell II, Co-Chair
Mrs. Suzanne T. Mastracco, Co-Chair
Ms. Toy L. Cobbe
Ms. Susan S. Goode
Dr. Eugene W. Hickok
Ms. Nancy B. Lund
Wycliffe G. McClure
Agustin Rodriguez
Mrs. Mary F. White
Pamela Reynolds, Ex-Officio

By Invitation:

Alex Nyerges, Director
Ms. Suzanne Broyles
Ms. Susan Ferrell
Ms. Suzanne Hall
Ms. Joan W. Murphy
Robin Nicholson
Ms. Sandy Rusak
Ms. Della Watkins

Absent:

Dr. Mark E. Emblidge
Dr. Elizabeth Ann Fisher
Dr. Elizabeth F. Harris
Peter Hunt
William F. Loving
Mrs. Barbara-lyn B. Morris
Mrs. Gordon F. Rainey, Jr.
Dr. Alvin J. Schexnider

I. CALL TO ORDER

Co-Chairs, Thomas F. Farrell II and Mrs. Suzanne T. Mastracco welcomed the group and called the meeting to order at 10:45 am.

II. MINUTES

Motion: proposed and seconded that the minutes of the Education and Statewide Partnerships Committee meeting held on the 10th of December 2008 be approved as distributed on the 13th of February 2009. Motion carried.

III. PUBLIC PROGRAMS POLICY REVIEW–Sandy Rusak, Deputy Director for Education and Statewide Partnerships

Sandy Rusak thanked Committee members for reviewing the Public Programs Policy which was their homework assignment between meetings. She reviewed the policy written and adopted in 2004 with the Committee. The Committee determined that while the overall contents of the policy continue to be viable and will hold us in good stead for the future, the nomenclature needed to reflect the educational nature of the institution. The Committee agreed that “Educational Programs Policy” more accurately reflected the programs described and the document will be modified to show the new title by the next meeting.

Sandy Rusak helped the Committee examine VMFA’s educational programs for preschool through elementary students. She said these programs demonstrate how art can teach Virginia’s standards of learning (SOL) objectives across the curriculum. She explained that one of the museum’s performance measures for the Commonwealth of Virginia is the number of children served through SOL-based programs. Ms. Rusak said that serving preschool audiences is new for this institution and it has been wonderful to see attitudes change as we welcome the preschoolers. She showed how teaching the SOLs through art can touch on for instance, science in the learning of colors; math in finding geometric figures such as circles and triangles or comparing large to small; and language in learning to articulate what is seen such as simple patterns of life, exploring color and shapes, and past and present. Ms. Rusak said basic SOLs can be covered in the galleries and using the arts in this way can help students get a leg up.

IV. EARLY CHILDHOOD EDUCATION – Della Watkins, Associate Director for Education and Statewide Partnerships

Della Watkins led the Committee to the Pauley Center’s Educational Resource Room which allowed the members to understand how the museum is helping pre-school youngsters get ready for kindergarten through its grant-funded Young@Art program, offered both on campus and at daycare centers throughout the metropolitan area. The group next visited one of the Pauley Center studios to learn about another grant-funded initiative, Art and Action. Ms. Watkins said since 1991, this lively program has served over 108,000 Richmond metropolitan school children and it is free of charge.

Della Watkins explained that during our construction process, several of our most toured galleries for school groups have been off-view, including Africa, Egypt, Greece, and Rome. To continue art education programming in these areas, another grant funded initiative was created, Art on the Spot, an “in-the-classroom” experience for elementary school children. The program has proven so successful (over 10,400 children were served last year alone), that, thanks to a generous gift from the Council, Art on the Spot is now being offered statewide and has a waiting list for programs in many areas. Susan Ferrell reported that we have hired educators in the field from their

own communities across the state to teach the programs, thereby eliminating transportation costs from Richmond.

The Committee discussed how these programs could grow in the future, both on campus and in communities throughout Virginia, and continue to engage our youngest visitors in art education.

V. CONCLUDING REMARKS – Alex Nyerges, Director

Alex Nyerges remarked that none of the other Top Ten encyclopedic museums do this outside of their metro area and it is our greatest opportunity for expansion. This kind of program has the ability to reach so many more people. He mentioned that we follow up with local legislators and key stakeholders to be sure they are informed of our activities in their districts. He noted that we are also initiating a program to inform members of congress of our activities. Mr. Nyerges thanked Sandy Rusak and Della Watkins for their informative reports.

VI. OTHER BUSINESS/ADJOURNMENT

No further business was brought before the Committee, and the meeting adjourned at 11:51 am.

Suzanne Broyles
Secretary of the Museum

Date: _____ Approved: _____

THE VIRGINIA MUSEUM OF FINE ARTS
Minutes of the Education and Statewide Partnerships Committee
Held, pursuant to due notice, in The Marble Hall
Wednesday, 20 May 2009, 10:45 am

There were present:

Mrs. Suzanne T. Mastracco, Co-Chair
Dr. Mark E. Emblidge
Dr. Elizabeth Ann Fisher
Ms. Susan S. Goode
Dr. Elizabeth F. Harris
Ms. Ellen Gray Hogan
Ms. Nancy B. Lund
Wycliffe G. McClure
Mrs. Barbara-lyn B. Morris
Mrs. Gordon F. Rainey, Jr.
Agustin Rodriguez
Dr. Shantaram K. Talegaonkar
Mrs. Mary F. White
Pamela Reynolds, Ex-Officio

By Invitation:

Alex Nyerges, Director
Ms. Suzanne Broyles
Ms. Susan Ferrell
Ms. Suzanne Hall
Robin Nicholson
Ms. Sandy Rusak
Ms. Della Watkins
Richard Woodward
Ms. Della Watkins

Absent:

Thomas F. Farrell II, Co-Chair
Ms. Toy L. Cobbe
Dr. Eugene W. Hickok
Peter Hunt
William F. Loving
Dr. Alvin J. Schexnider

I. CALL TO ORDER

Co-Chair, Mrs. Suzanne T. Mastracco welcomed the group and called the meeting to order at 10:50 am. She introduced new Committee member, Ellen Gray Hogan of South Boston, Virginia.

II. MINUTES

Motion: proposed and seconded that the minutes of the Education and Statewide Partnerships Committee meeting held on the 18th of February 2009 be approved as distributed on the 27th of March 2009. Motion carried.

III. PUBLIC PROGRAMS POLICY UPDATE–Sandy Rusak, Deputy Director for Education and Statewide Partnerships

Sandy Rusak thanked Committee members for reviewing the Public Programs Policy now called the “Educational Programs Policy.” The following motion was proposed.

Motion: proposed by Mrs. Mastracco and seconded by Mrs. White to approve the Educational Programs Policy with the changes noted in the mailing. Motion carried.

Sandy Rusak told the Committee that her division is working on a Child Protection Policy. Research with other museums was conducted to see what their policies were like and they had no policies other than to have an adult chaperone with each tour group. Della Watkins is now working on a new policy and we hope it will be a model for other institutions. She said the Child Protection Policy will be an important document for the committee to review this fall.

IV. TEEN PROGRAMS SNAPSHOT – Della Watkins, Associate Director for Education and Statewide Partnerships

Ms. Rusak noted that last time the Committee met the toddler and elementary programs were highlighted. She said today we will review the most energetic of audiences who are a challenge to bring to the Museum, teenagers. Our goal is to make this their Museum. Della Watkins presented a PowerPoint slideshow showing VMFA’s programs for grades six through twelve saying we serve 1,800 students per year on site right now. Classes are held in the studios and the museum’s collection is used for student inspiration. Ms. Watkins listed some of the classes available: pre-college crash courses, digital art, drawing, jewelry making, painting, pastels, photography, and creative writing. The classes start after 10:00 am as this age group does not like to rise early.

She pointed out that the Teen Caffeine Café was funded by The Council’s Fine Arts and Flowers Event and thanked the Council for their wonderful work. Ms. Watkins said docent tours led by teens and Stylin’ Fashion Shows are some of the exciting teen activities. These days the exhibitions are self-performance because we do not have the exhibition galleries open due to the construction. Ms. Watkins showed slides of a fashion show of wearable art and each creation was inspired by an object in the collection. She explained that this gets the students involved in the collection. The winner of last year’s show came from West Point as teens from all around the state participate in these programs. Ms. Watkins listed other programs: performance exhibitions of garage bands, a popular class on monologues, in another class a playwright teaches the students and

then they have live performances. A class in creative writing, another form of self expression, is available. The successful Teen Zine is a small magazine created by the students. Copies were distributed to the Committee for their review.

Statewide programs are offered to students in mosaics, painting, and journaling, among other subjects. Ms. Watkins said that staff members Susan Ferrell and Celeste Fetta worked together on the 89th Annual 4H State Conference of Virginia. Susan engaged one of our traveling artists for a silk screened t-shirt class. These programs help educate those around the state on what we offer and they can get to know VMFA better and make use of our many services. Another statewide emphasis is symposia where students come and learn in lecture formats and use the galleries and make new friends.

Ms. Watkins said funding of the teen programs is a continual challenge as is the upkeep, staying ahead of the technology, etc. She said 64% of the funding for the teens comes from gifts, 27% from revenue, and 8% from the state. The programs touch thousands of young people and only fifty percent of the teen staff person's time can be devoted to the teen programs. Ms. Watkins noted that it is important to get a full time teen program person in the future. She remarked that we now have a Facebook account for the students filled with video and photography. When asked, she explained that the classes are advertized on the website, at schools and through e-mail distribution to parents, teachers and the students themselves. Sandy Rusak said the Museum has a long tradition of engaging teens. The annual Three Days in March program brought teens from all over the state here for a very ambitious program but it has been discontinued. It is hoped that we can bring this popular program back in the future.

V. TOUR OF NEW EDUCATION CENTER – Richard Woodward, Senior Deputy Director (Architecture and Design)

Richard Woodward took the Committee on a hard hat tour of the new Family Education Center in the McGlothlin Wing. The Committee was impressed with the spaces and the tour was enjoyed by all.

VI. CONCLUDING REMARKS – Alex Nyerges, Director

Alex Nyerges thanked Della Watkins, Sandy Rusak and Richard Woodward for all their hard work.

VII. OTHER BUSINESS/ADJOURNMENT

No further business was brought before the Committee, and the meeting adjourned at 11:55 am.

Suzanne Broyles
Secretary of the Museum

Date: _____ Approved: _____

Date: _____ Approved: _____

THE VIRGINIA MUSEUM OF FINE ARTS
Minutes of the Education and Statewide Partnerships Committee
Held, pursuant to due notice, in The Pauley Center Second Floor
Wednesday, 16 September 2009, 2:15 pm

There were present:

Thomas F. Farrell II, Co-Chair
Mrs. Suzanne T. Mastracco, Co-Chair
Dr. Elizabeth Ann Fisher
Ms. Susan S. Goode
Dr. Elizabeth F. Harris
Mrs. Barbara-lyn B. Morris
Mrs. Gordon F. Rainey, Jr.
Ms. Tina Stoneburner
Pamela Reynolds, Ex-Officio

By Invitation:

Alex Nyerges, Director
Karen C. Abramson
Stephen D. Bonadies
Ms. Suzanne Broyles
Ms. Susan Ferrell
Ms. Celeste Fetta
Ms. Mary Holland
Ms. Joan W. Murphy
Robin Nicholson
Ms. Nancy Parsons
Ms. Sandy Rusak
Ms. Della Watkins

Absent:

Dr. Mark E. Emblidge
Dr. Eugene W. Hickok
Ms. Ellen Gray Hogan
Ms. Nancy B. Lund
Dr. Alvin J. Schexnider

I. CALL TO ORDER

Co-Chair, Mr. Thomas Farrell welcomed the group and called the meeting to order at
2:16 pm.

II. MINUTES

Motion: proposed by Mr. Farrell and seconded by Mrs. Goode that the minutes of the Education and Statewide Partnerships Committee meeting held on the 20th of May 2009 be approved as distributed on the 14th of July 2009. Motion carried.

III. EDUCATIONAL PROGRAMS UPDATE–Sandy Rusak, Deputy Director for Education and Statewide Partnerships

Suzanne Mastracco asked the Committee members to introduce themselves to the group. She then reviewed the progress of the committee to date and explained that today's meeting would conclude the committee's examination of current ESP initiatives, their costs and funding sources, and the audiences served both on-site and statewide. At future meetings we will look at how the Education and Statewide Partnerships Division will further the Strategic Plan as the Museum expands and learn how we can expand with it.

Sandy Rusak gave a PowerPoint presentation reporting an increase in the number of people served both on-campus and throughout the Commonwealth this fiscal year: 389,729 as opposed to 269,037 in 2007-08. She reiterated that the ESP Division mirrors the museum in its reliance on both public and private support to operate. Commonwealth of Virginia dollars primarily support staff salaries; revenues, grants, gifts, and small endowments fund the majority of educational programs on campus and statewide.

IV. ADULT AND COLLEGE PROGRAMS-Celeste Fetta, Manager of Adult and Higher Education Programs

Celeste Fetta reported that formerly the adult audiences were primarily middle-aged and older people, but with the introduction of the Higher Education and College Programs Initiative, we are attracting college age adults to the Museum. This started in 2006 with a fall semester College Night and there have been four more to date. These grant-funded evenings usually attract 200 to 400 students and faculty from various colleges such as Virginia Commonwealth University, Virginia State University, University of Richmond, Randolph Macon College, Richard Bland College, J. Sargeant Reynolds and John Tyler Community Colleges. The College Advisory Board (created in 2006 and made up of college students and faculty) provides ideas, suggestions, and support for the programs which can include slide slams, gallery tours and discussions, music, special performances, and membership raffles.

This month's event entitled "Derby College Night", is scheduled for Thursday, October 22nd and features the exhibition Dominion Derby Girls by Virginia photographer Glen McClure and a live roller derby match in the parking deck. Ms. Fetta invited the Committee to attend and announced that support for this is funded by The Council of VMFA and she thanked Ms. Stoneburner, The Council President. Other college programs include a graduate student symposium and portfolio reviews.

Since galleries are closed now, Gallery Talks have been adapted to lectures and hands on intergenerational activities in The Pauley Center. New Saturday programs for adults have featured tours of the historic Pauley Center, lectures, and even wine tasting. Adult programs continue with artist workshops across the state, performing arts events happening off site with the

Richmond Chamber Players' Interlude Concerts, and we offer Art Links, a cutting edge program for those affected with dementia and Alzheimer's disease in partnership with MoMA.

Sandy Rusak noted that the area of Adult Programming is wide open with regard to attracting young adults, professionals, and seniors to VMFA. She added that funding for these programs is a continual challenge as children's programs seem to be more appealing to a funder or sponsor.

V. TOUR OF THE STUDIO SCHOOL – Mary Holland, Director for the Studio School

The Committee walked across Grove Avenue to the Studio School where classes in painting, pottery, printmaking, interior design, photography, and many others are held. Ms. Rusak introduced Mary Holland, Director for the Studio School, who took the group through the classrooms and facilities. She reported that the school has 1,000 students per year and offers 76 classes per semester during the day, evenings, and weekends. The Committee enjoyed an impressive faculty exhibition on view in the gallery part of the school which is a beautifully renovated former doctors' office.

VI. CONCLUDING REMARKS – Alex Nyerges, Director and Co-Chair
Suzanne T. Mastracco

Mrs. Mastracco thanked Ms. Holland for the great information and then reminded the group that at future ESP meetings we will turn our attention to the implementation of the Strategic Plan. Alex Nyerges thanked Sandy Rusak and Celeste Fetta for their great presentations and hard work. He said the Strategic Plan outlines a roadmap for our future and our intent is to approve that plan tomorrow. We have created a new Resource Development Trustee Committee to help us think about how best to use our resources to reach the Strategic Plan's goals. He noted that our staff has a lot of great ideas for statewide programming and new partnerships and our challenge is to make these happen.

VII. OTHER BUSINESS/ADJOURNMENT

No further business was brought before the Committee, and the meeting adjourned at 3:11 pm.

Suzanne Broyles
Secretary of the Museum