

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, 17 February 2010, 10:45 am

There were present:

Mrs. Suzanne T. Mastracco, Co-Chair  
Dr. Elizabeth Ann Fisher  
Dr. Elizabeth F. Harris  
Ms. Ellen Gray Hogan  
Ms. Nancy B. Lund  
Mrs. Barbara-lyn B. Morris  
Pamela Reynolds, Ex-Officio

By Invitation:

Alex Nyerges, Director  
Karen C. Abramson  
Stephen D. Bonadies  
Ms. Suzanne Broyles  
Ms. Susan Ferrell  
Ms. Celeste Fetta  
Robin Nicholson  
Ms. Nancy Parsons  
Ms. Della Watkins

Absent:

Thomas F. Farrell II, Co-Chair  
Dr. Mark E. Emblidge  
Ms. Susan S. Goode  
Dr. Eugene W. Hickok  
Mrs. Gordon F. Rainey, Jr.  
Dr. Alvin J. Schexnider  
Ms. Tina Stoneburner

I. CALL TO ORDER

Co-Chair, Mrs. 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 17<sup>th</sup> of November 2009 be approved as distributed on the 26<sup>th</sup> of January 2010. Motion carried.

III. OPENING EVENTS – MISSION CENTERED STAKEHOLDERS – Della Watkins, Acting Deputy Director for Education and Statewide Partnerships

Della Watkins gave a PowerPoint presentation explaining who our mission centered stakeholders are saying we serve all Virginians in all the counties. She noted that 23 percent of the people in the state are under age 18 and 12 percent are over age 65. She explained that we serve students age 2 through college age and seniors, people with Alzheimer's and other special needs, and teachers who touch approximately 30 students each. We have a family audience of all ages and ethnicities and our recently approved Strategic Plan calls for twelve family events per year and we can only fund two per year. Our donors are our stakeholders also, everyone from our members to our highest donors, the leisure crowd, our Statewide Partners, Artists, scholars and historians – all are our mission centered stakeholders.

IV. VIRGINIA WINDOW TOUR – Celeste Fetta, Manager of Adult and Higher Education

Celeste Fetta gave an informative PowerPoint presentation on the Tiffany Window Tour accessible to all across the state of Virginia. Ms. Fetta explained that she has created a free, accessible educational opportunity to teach the public about Tiffany windows and to cross promote the Tiffany Exhibition opening here at the end of May. This will also promote tourism and the VMFA. A list of publically accessible Tiffany windows is on page 9 of the January/February magazine myVMFA. The list will also be on the new website launching the first week in March with podcasts of detailed information on selected sites. She said that twenty sites have audio tours that can be heard through a laptop, iPod or cell phone and some sites allow visitors to actually touch the windows.

V. FUNDING CHALLENGES – Della Watkins and Alex Nyerges, Director

Della Watkins discussed the Top Ten Educational Funding needs for Fiscal Year 2010-2011. She said her division has five sections: Administration, Statewide, Metro, Youth and Adult Studio Classes, and Adult Programs. She explained that every year the staff must write many grant proposals to fund the planned programs. Each year the time and effort put in to writing the proposals has increased but the yield from the grants has remained the same. Ms. Watkins asked the Committee for ideas to support the unfunded mission crucial educational programming.

The Top 10 Funding Needs for Educational Programs for FY 2010-2011 are:

\$110,000	<i>Art on the Spot</i> , Richmond and Statewide
22,000	<i>Young @ Art</i> Preschool Outreach and Campus Programs and Educational Resource Room materials
42,000	Six Family Days (ages 2-12 with parents)
20,000	Gallery Programs (includes adult and family weekends)
20,000	Young Professionals Programs (social media, etc.)
65,000	Adult Art History, Lecture Series, Speakers, & Film Programs
35,000	Teacher Institutes, Richmond (graduate level) and Mini Institutes Statewide
40,000	Senior Outreach and <i>Artlinks</i> (Alzheimer Program)
15,000	<i>Art in Action</i> K-5 <sup>th</sup> grades, tour and studio class program
15,000	<u>Docent Training, Recruitment, and Recognition</u>
\$384,000	Total Needed

The Committee discussed different funding ideas such as holding a breakfast for donors to get the message out and educating donors about our needs. Naming opportunities are available for those who would like that aspect. Nancy Parsons in the Development office said she was working on the immediate needs to keep the programs going. She noted that if any Committee members would like to donate or know of anyone who would be interested in donating please contact her.

VI. CONCLUDING REMARKS – Alex Nyerges, Director

Alex Nyerges noted that with a less than \$8 million endowment, we would be able to fund all those programs. The good news is that we have great people working very hard and being very resourceful in getting grants but it takes time and we need permanent long term funding. Mrs. Reynolds said there might be individuals on our boards who are interested in education and might be able to assist. Mr. Nyerges remarked that we need grants and individual gifts to make this work.

VII. OTHER BUSINESS/ADJOURNMENT

Suzanne Mastracco said now we have all heard the challenge and we need to make sure the other trustees are aware of these needs. She said this will be presented at the Full Board meeting tomorrow and if you get a great idea for funding, please let us know. There being no further business, the Chair adjourned the meeting at 11:45 am.

Suzanne Broyles  
Secretary of the Museum