

Virginia Museum of Fine Arts
Draft Minutes of the Trustee Education Committee Meeting
Tuesday, January 12, 2021, 1:30 pm
Video Conference

There were present:

Jil Harris, Chair
Betty Crutcher, Vice Chair
Lynette Allston
Carol Ann Bischoff
Joan Brock
Ken Dye
Anne Edwards
Satya Rangarajan
Suzy Szasz Palmer
Monroe Harris, Trustee President, Ex-officio
Jim Klaus, Foundation Co-President, Ex-officio
Lilo Ukrop, Foundation Co-President, Ex-officio

Absent:

Gil Bland
Rupa Tak

By Invitation:

Alex Nyerges, Director and Chief Executive Officer
Jeffrey Allison
Kay Baker
Kelly Bisogno, Virginia Department of Education
Caprice Bragg
Candy Banks
Maura Bisceglia
Cammy Carleton, Council President
Stephanie Cooperstein
Birch Douglass
Celeste Fetta Neff
Mary Frediani, Foundation Liaison
Cherry Gardner
Carolyn Garner, Foundation Liaison
Tom Gutenberger
Jan Hatchette
Cindy Norwood, Office of the Attorney General
Katie Payne
Hossein Sadid
Michael Taylor
Jennifer Sisk, Foundation Liaison
Michel Zajur

I. CALL TO ORDER

Chair Jil Harris called the meeting to order at 1:30pm.

II. MINUTES APPROVAL

Motion: proposed by Ms. Carol Ann Bischoff and seconded by Mr. Ken Dye to approve the minutes of the September 16, 2020 Trustee Education Committee meeting as distributed. Motion carried.

III. PUBLIC COMMENT PERIOD

Ms. Harris reported there were no requests for public comment.

IV. EDUCATION UPDATES

Ms. Harris encouraged members to visit the VMFA *Learn* website for information on the Education Department's programs and resources. Director of Education Ms. Celeste Fetta Neff presented an overview of the department's core values (quality, collaboration, and community-focus) and statement of purpose. She provided an update on Museum Leaders in Training (M.Lit), a free teen leadership program, and Chase VMFA at Home Kits, which collaborated with Richmond City Public Schools to distribute 3,000 art kits to area students. Ms. Fetta Neff shared that, adhering to the Governor's COVID-19 protocols, on-site youth art classes resumed in September and that adult studio classes will begin again in February. She reported that virtual programs, such as the *Sunken Cities* Family Day which had nearly 3,000 participants, continue to be a success and will likely continue beyond the Pandemic. ChinaFest will be virtual this February and is also anticipated to draw a large online audience. Ms. Fetta Neff concluded by noting there have been 128 virtual programs from July to December, with close to 25,000 participants served. During this same timeframe, the department's *Collection* website has received 270,000 views and its *Learn* page 72,000 views. Additionally, *Jazz Café* has had 23 programs since July, with 9,500 viewers reached.

V. VMFA ON THE ROAD/STATEWIDE UPDATES

Mr. Jeffrey Allison, Manager of Statewide Programs and Exhibitions and the Paul Mellon Collection Educator, reported that the virtual Pocahontas Reframed Film Festival had more than 10,000 participants nationwide and from Canada, Mexico, and France. The museum plans to do a hybrid version of the event next year with both on-site and virtual programs. Mr. Allison reported that *VMFA on the Road* residencies continue locally and statewide, as permitted by COVID-19 regulations, and was recently well-received at the Virginia Peanut Festival in Emporia. He added that through statewide partnerships, VMFA has loaned Rubin Peacock's *Pentangle* outdoor sculpture to the Museum of the Shenandoah Valley for its nature trail and has presented virtual lectures, including one by Dr. Peter Schertz, VMFA Jack and Mary Ann Frable Curator of Ancient Art, at the Norfolk Society of Art, and two that Mr. Allison delivered at the Cedarfield Senior Living Community and the National Sporting Library and Museum. Mr. Allison noted that the virtual Virginia Children's Book Festival held in June had more than 10,000 participants from the United States and Canada, and that thousands of books for K-12 students were distributed statewide by the end of the year. Mr.

Allison reported that Statewide also has educational exhibitions for loan and continues to conduct virtual lectures and hands-on workshops. *A Horse, of Course: The Equine Image in Art* is on display at the National Sporting Library and Museum through March 28, 2021. VMFA 2021-2022 Fellowship applications are being reviewed with winners to be announced at the next Trustee meeting.

VI. OTHER BUSINESS /ADJOURNMENT

Mr. Birch Douglass suggested adding Rubin Peacock's *Pentangle* to the VMFA's sculpture garden upon its return to the museum. A discussion followed regarding ways that the Education Department and Statewide promote events, revealing that partnerships with other organizations and museums, social media, and technology play an important role in their success. Ms. Fetta Neff noted the value that internal and external teamwork provides to link the programs, events, and audiences together. Mr. Douglass recommended recordings of these events be easily accessible from the museum's website. Discussion continued on ways that students and educators can utilize the museum's programs and online resources to enhance curriculum, professional development, and statewide testing standards. Caprice Bragg, Chief Strategy Officer and Deputy Director for Strategic Planning, Government and Board Relations, noted that continuity with the museum's digital offerings, the importance of continued partnerships and thinking in innovative ways about statewide outreach and education are important aspects of the 2025 Strategic Plan.

There being no further business, Ms. Harris adjourned the meeting at 2:36pm.

Recorded by: Kay Baker
Administrative Assistant and Receptionist, Office of the Director and Chief
Executive Officer