

Virginia Museum of Fine Arts
Draft Minutes of the Education Committee Meeting
Tuesday, December 3, 2024, 10:00am
Claiborne Robertson Room

There were present:

Jil Harris, Co-Chair
Betty Neal Crutcher, Co-Chair
Ken Dye
Emily Franklin, *virtual (personal-residence)*
Marcia Gilliam
Marianne Little, *virtual (personal-residence)*
Amanda Qreitem, *virtual (personal-residence)*
Anne Smith
Michel Zajur
Lynette Allston, Trustee President, Ex-officio

Absent:

Gil Bland
Rooz Dadabhoy
Anne Noland Edwards
Ann Goettman
Kirsti Goodwin
Bill Keyes
Rupa Tak

By Invitation:

Jeffrey Allison
Dayal Baxani
Maura Bisceglia
Nan Boyd, Council of VMFA President
Caprice Bragg
David Cary
Stephanie Cooperstein
Celeste Fetta
Cherry Gardner
Carolyn Garner, Foundation Liaison
Jan Hatchette
Karen McGill
Sally Marvin
Whitney Murphy
Marie Royce
Michael Taylor
Iya Tsykot

I. CALL TO ORDER

Co-Chair Jil Harris called the meeting to order at 10:03am.

II. MINUTES APPROVAL

Motion: Proposed by Dr. Betty Neal Crutcher and seconded by Ms. Anne Smith to approve the minutes of the June 12, 2024 Education Committee meeting as distributed.
Motion carried.

II. STATEWIDE UPDATES

Mr. Jeffrey Allison, Virginia Museum of Fine Arts's (VMFA) Manager of Statewide Programs and Exhibitions and Paul Mellon Collection Educator, reported that since July, *VMFA on the Road* had several successful residencies serving over 275,000 people, including Day of the Dead in Hampton and the annual Powwow at Genworth Financial Headquarters in Richmond. Other artmobile news included a fond farewell to driver, Mr. Chris Harriston, who is now the Coordinator for VA 250's mobile museum program, which is set to launch in early 2025. The museum is grateful to Chris for agreeing to stay on as adjunct faculty to ferry the artmobile to residencies and train a new driver. Additionally, Mr. Allison shared that VMFA's Fellowship Program received over 400 applications and winners will be announced in February. Also in February, Fellowship Exhibitions onsite and at the Airport will rotate.

The 8th annual Pocahontas Reframed Film Festival (PRFF) returned to VMFA's Cheek Theater on November 22nd and 23rd. Ticket sales across the festival's two venues (VMFA and VHMC) saw a 31% increase for a total audience for film portions of over 500 people. New this year was a Family Powwow co-hosted by PRFF and VMFA, which drew 4,000 visitors.

III. EDUCATION UPDATES

Ms. Celeste Fetta, Joan P. Brock Director of Education and Assistant Deputy Director for Education, Statewide and The Library, reported that through a sustained effort by the Tour Services team working closely with Visitor Services and Exhibition Graphic Design, VMFA is now recognized as an Autism Friendly destination, certified by the Autism Society of Virginia. A refreshed Access page on the website, including an access guide and sensory map, as well as additional information for a range of audiences on visiting the museum is now available.

VI. AAMD INTERN SURVEY

The committee was introduced to and participated in a visitor research activity, led by VMFA's Association of Art Museum Directors (AAMD) Intern, Mr. Zac Van Schenck. He is VMFA's first AAMD intern, a placement only given to ten museums in the country each year. Mr. Van Schenck's project focused on the best way for the museum to communicate the importance and expectation of not touching works of art to families with young children. Based on his work with Early Childhood Education classes and observation and interviews with families and VMFA Museum Associates, Mr. Van Schenck presented the following recommendations on improving access and communication with this demographic: increase

moments of exhibition interactivity throughout the galleries; increase/move security staffing closer to entrances; increase/make more prominent signage; and offer family-focused training for museum associates.

VII. OTHER BUSINESS/ADJOURNMENT

There being no further business, a motion to adjourn was made, seconded, and approved by the committee at 11:03am.

Recorded by: Stephanie Cooperstein,
Executive Administrator