

Planning Committee Meeting 5/2/17

Regional Work Update:

Using Eastern PA as our “pilot” location of regional work, we have taken the following steps:

Building network in arts education field:

- Designated staff time to building our network in arts education in the region (P Jones), attending networking functions
- Hired 2 staff who live in Philadelphia; both are working teaching artists and P/T YA staff
- Voting on new Trustee currently working in the field in PA (Michelle Cash)
- Class of 17 Trustee Amanda Newman Godfrey on faculty at Moore
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Building school relationships:

- Designated staff time to building school relationships in the region
- Visited MD office to see how they do regionalization; modeled our proposed outreach events for Eastern PA from their success. Included the outreach work in a proposal. Attempted to do outreach this spring but timing was difficult. Looking to fall 2017 to do outreach events in PA.
- Voting on new Trustee who lives in PA and whose children attend school in Yardley (Michelle Thompkins)

Board Development & Donor Cultivation:

- New trustees with work/life connections to PA (above)
- Donor cultivation event in Philadelphia in June
- Current trustees “shaking the trees” for connections in PA
- Two trustees in Philadelphia resigned (MMT, LC); difficulty keeping commitment to role
- Use of videoconferencing available for trustee and committee meetings

Considerations

- Relationship building takes time. We are making strides and taking appropriate steps but there is a time factor that has to be considered. We can’t get there overnight.
- What do we know about donor cultivation that we could apply to school relationship building?
- Our primary tools for building the region:
 - Staff time
 - In person events to get to know YA better
 - Referrals and networking
 - Question—how can we amplify that work and do more/better?
 - How can/does technology support this growth?