Virginia Museum of Fine Arts

Minutes of the Education Committee Meeting

Wednesday, 13 December 2017, 2:00pm

Pauley Center and VMFA Studio School

There were present:

Terrell Harrigan, Chair

Jil Womack Harris, Vice Chair

Lynette Allston

Cindy H. Conner

Dr. Betty Crutcher

Martha Glasser

William A. Royall

Michael J. Schewel, Jr., Ex-officio

Absent:

Kenneth M. Dye

Anne Noland Edwards

Carolyn Garner

Rupa Tak

By Invitation:

Alex Nyerges, Director

Jeffrey Allison

Dr. Lee Anne Chesterfield

Celeste Fetta

**Cherry Gardner**

Jody Green

Mary Holland

Laura Keller

Cameron O’Brion

Frank Saunders

Dr. Michael R. Taylor

1. CALL TO ORDER

At 2:06pm, Chair Terrell Harrigan called the meeting to order. The meeting began with a tour of VMFA’s Studio School. Ms. Mary Holland, VMFA’s Studio School Director, led the group throughout the building as they discussed the space, needs, classes offered, and more.

1. MINUTES APPROVAL

**Motion:** proposed by Ms. Harrigan and seconded by Ms. Allstonto approve the minutes of the September 13, 2017 Education Committee meeting as distributed. Motion approved.

1. EDUCATION UPDATE: DISTANCE LEARNING

Chief Educator Celeste Fetta gave an update on the Evans 360 Distance Learning Program, noting that the pilot program launched in the fall of 2017. The official launch will be the fall of 2018. Through the pilot program, the Evans team is evaluating, testing, and tweaking the program as needed. Currently, the rollout aims to target 25 schools for the fall of 2018. Ms. Fetta noted that a demonstration would occur at the full board meeting on the following day.

Ms. Fetta also gave an update on VMFA’s educational web presence. VMFA’s new Collections webpage was recently rolled out. Objects will be automatically added from the museum’s database. There is a learn portal, which provides resources and valuable tools for students, teachers, and parents. The Collections website includes a gallery map, locations of artwork in galleries, photos, videos, books, and more associated with the works of art. Ms. Fetta also reported that stories have been built to feature objects as well. Additionally, the content is organized by concept, including an SOL theme. The website is currently in its quiet phase now but a press release will be forthcoming in early 2018. There also will be Visitor Services and Associate training on the collections page. Ms. Cherry Gardner then suggested that the museum send a memo to all superintendents, principals, and fine arts contacts regarding the page to promote its use by local educators.

Ms. Fetta then let the committee know that the orientation gallery was recently completed, and it includes 9 cards with ideas and instructions to better help engage visitors before they walk through the galleries.

1. VMFA ON THE ROAD UPDATE

Mr. Jeffrey Allison, VMFA’s Paul Mellon Educator & Statewide Programs Coordinator, noted that he will be interviewing Mr. Vince Gilligan—TV producer and writer, known for The X-Files, Breaking Bad and Better Call Saul—to promote VMFA’s fellowship program as Mr. Gilligan was a former recipient. The museum is working on a map showcasing fellowship winners across the state. Those who will be highlighted include Sally Mann, Cy Twombly, and Benjamin Wigfall. He also reported Former Governor Wilder is working on a video about Mr. Wigfall.

Mr. Allison noted that Museum Leaders in Training is expanding its information and resources. He also told the committee that Evans 360 will allow for distance learning to be completed within the VMFA on the Road vehicle. He hopes that there will be additional integration of social media so that the vehicle can also be a mobile hotspot.

1. OTHER BUSINESS/ADJOURNMENT

There being no further business, the meeting adjourned at 3:27pm.

Recorded by: Jody Green

Administrative Assistant, Director’s Office

and

Laura Keller

Assistant to the Secretary of the Foundation