Virginia Museum of Fine Arts

Minutes of the Education Committee Meeting

Wednesday, 13 June 2018, 2:00pm

Theater Level Conference Room #1

There were present:

Terrell Harrigan, Chair

Jil Womack Harris, Vice Chair

Lynette Allston

**Maura Bisceglia**

Dr. Betty Crutcher

Kenneth M. Dye

Anne Noland Edwards

Cherry Gardner

**Carolyn Garner**

Martha Glasser

Michael J. Schewel, Jr., Ex-officio

Absent:

Rupa Tak

By Invitation:

Alex Nyerges

Jeffrey Allison

Celeste Fetta

Jody Green

Cameron O’Brion

Dr. Michael R. Taylor

Lulan Yu

1. CALL TO ORDER

At 2:01pm, Chair Terrell Harrigan called the meeting to order.

1. MINUTES APPROVAL

**Motion:** proposed by Ms. Edwards and seconded by Ms. Biscegliato approve the minutes of the March 13, 2018 Education Committee meeting as distributed. Motion approved.

1. EDUCATION UPDATE: EVANS 360

Chief Educator Celeste Fetta provided an update on the Evans 360 Distance Learning Program, noting that 1600 students have already been served through 74 sessions. This includes 6 middle schools, 11 high schools, and 2 colleges. She noted that Education expects to receive a feedback report from Randi Korn this summer. In response to a question from President Michael J. Schewel, Ms. Fetta noted that during the pilot process, two hours are spent assessing specific class needs with additional time spent building content and about 40 minutes dedicated to the actual session with the students. She noted that the goal is to reach 25 schools in the fall.

President Schewel suggested that this would make the audience size too small and it might be better to have planned or stock lessons. Ms. Fetta responded that the program is student centered and takes a different approach to learning. The idea is to have a dialogic method with a framework but knowing that each end product is tailored to the specific student group. This allows the students to cultivate skills based on learning and provides them with visual literacy. President Schewel asked how many students the program intends to serve, to which Ms. Fetta responded that the program intends to quadruple its numbers in the first year from the 1600 already served by encouraging teachers to participate in multiple sessions. She noted that VMFA is one of only two museums doing this in the United States with the other being the Amon Carter Museum in Fort Worth, TX.

Ms. Fetta then showed a video posted online by Hanover Middle School after they had participated in an Evans 360 program. Ms. Fetta noted that it illustrates the goals of helping students and teachers use art as a method of teaching and learning.

1. VMFA ON THE ROAD UPDATE

Mr. Jeffrey Allison, VMFA’s Paul Mellon Educator & Statewide Programs Coordinator, provided an update on VMFA on the Road. He reviewed the vehicle renderings and designs with the committee and noted that it is on schedule to open to the public in Fredericksburg, VA, on October 30, 2018, where the former iteration of the ArtMobile debuted in 1953. Mr. Allison also noted that a soft opening of the ArtMobile will be held during the Fine Arts and Flowers Gala.

Funding for VMFA on the Road was included in Virginia’s State Budget with a total of $377,542 in funding to be distributed over the next two fiscal years. Funding will also assist with staffing the vehicle with two coordinators, for which VMFA received 88 applicants. Mr. Allison then reviewed the samples of digital content, noting that there would be didactics for teaching visitors about the VMFA Fellowship Program, a gallery with 12 works of art from VMFA Fellowship artists, and a video interview with former fellowship recipient, Emmet Gowin. He then showed several examples to the committee.

In response to a question from Chair Terrell Harrigan, Mr. Allison noted that the digital content will be adapted to different age groups. Additionally, there will be a standard tour that is offered and tailored to these groups as well. The two educators will offer lectures about artists in the exhibition and travels to classrooms as well. Mr. Allison reported that approximately 27 people will be allowed to enter at once with the ArtMobile being onsite for about two to three days; for some festivals, this time may be longer. He expressed that the truck would be outfitted and conform to museum standards for artwork. Additionally, he reported that the schedule is sketched out through November 2019, but there are certainly gaps to fill.

1. FAMILY DAYS UPDATE

VMFA’s Education Programs Manager Lulan Yu reviewed an organizational chart of the Education Programs team. She then noted that Family Days are free events presented three to four times annually, that celebrate world cultures by offering multi-generational visitors the opportunity to explore authentic works of art, create and build with hands-on art making activities, and experience and participate in live performances of music, dance and theater. Attendance in FY17 was 12,289 while FY18 was 15,550 with FY19’s budget set at $68,700. These special events include coordination and collaboration with representatives from statewide arts and civic organizations, community partners and local businesses. The usual schedule includes ChinaFest (February), African American Family Day (June), Latin American Family Day (September), and Native American Family Day (October).

Ms. Yu noted that VMFA continues to develop its relationships with community partners to bring in more diverse audiences for these events. She then reviewed the visitor data for these events, which revealed diverse attendance and many first time visitors to the museum. She reported that upcoming Family Days would be Sat, June 16, 2018: *Celebrate African and African American Art: Ethiopia;* Sat, Sep 15, 2018: *Celebrate Latin American Art: Patagonia*; Sat, Feb 15, 2019: *ChinaFest: Year of the Earth Pig*; Sat, June 8, 2019: *Celebrate African and African American Art: Mali*; and Sat, Sep 14, 2019: *Celebrate Latin American Art: Andean*. She expressed that working with community partners has generally been the best for publicity of these events. Ms. Cherry Gardner suggested that VMFA draft a memo to the Superintendent of Public Instruction who could personally send out invitations to Family Days.

1. TEACHER PROGRAMS

Ms. Celeste Fetta reported that VMFA’s Teacher Programs Coordinator Twyla Kitts has laid the groundwork for VMFA’s engagement with teachers. Currently VMFA has 46 on-site programs and 12 off-site programs (supporting VA SOLs) with 2,167 teachers served and an estimated 43,340 students impacted. Programs included in this are two teacher open houses, 10 monthly themed workshops, two Saturday intensives, a three-day institute, and 15 in-service days for teachers across the curriculum. VMFA has also formed a Teacher Advisory Council made up of 40 teachers who serve as bridge between museum and school systems, enhancing awareness of VMFA educational materials and programs; and keep the Museum informed about developments within the school system that might have an impact on Museum programs. Ms. Gardner noted that she had hoped to help pass a line item in the budget that would allow funding for 4th-7th graders to visit the Museum as a cultural event; she was not able to get it passed but continues to push for this as an important step for the education system. Ms. Fetta noted that the Museum is indebted to the Department of Education for their partnership and help and thanked Ms. Gardner for her service. She then reviewed the 2018 formative learning lab and teacher program goals for the coming year. Director Nyerges noted that VMFA sent an email out to every state employee and educator in Virginia to come to visit *Napoleon: Power and Splendor* for free as a thank you for their service.

1. OTHER BUSINESS/ADJOURNMENT

There being no further business, the meeting adjourned at 3:06pm.

Recorded by: Jody Green

Administrative Assistant, Director’s Office