



Arts Education Committee meeting
Tuesday, May 19 from 1:30-2:30pm
BCA Center

Agenda:

1:30pm-2:00pm- Education updates in 3rd floor classroom
2:00pm- 2:30pm- BCA gallery tour with Melinda (a fun opportunity to experience our gallery education program in action)

BCA Arts Education Committee

The Arts Education committee is an important advisory and advocacy group focused on BCA's education department. The committee reviews current programs, helps to brainstorm program ideas and marketing strategies, connects BCA staff with community professionals, sets up relevant site visits, and helps to fundraise and promote BCA education with the larger board, donors and the public. The Art Education Committee meets before BCA board meetings (usually scheduled every other month).

Notes:

Attendees:

Melissa Steady, Kiersten Williams, Katie Corliss, Michael Metz, Rachel Kahn-Fogel, David Lustgarten, Judy Kelly

- Melissa Steady, BCA Education Director presented class data and stats including:
 - Comparison of fiscal year FY'14 to FY'15
 - 24% class/camp revenue increase from FY'14 (has met edu team's goal of \$170-\$175k in class registrations)
 - Summer Camp '14 (wks 3-8) revenue up \$19,800 from previous year

Question was asked by committee members why camp revenue was down in 2013?
Melissa suggested that it could be a few factors, but noted that she was on maternity leave during Camp '13 planning and this could have been a factor.

 - Fall '14 session up \$8,000 from previous year
 - Winter Spring '15 up \$9,000 from previous year

- Question was asked by committee member how can we continue this success and grow? Kiersten and Melissa responded that more dramatic growth would be very challenging with current space limitations and current education staffing.

-Melissa would like to improve tracking and yearly comparison of contracted classes to other years. There's many contracted classes and community programs that are subsidized and how do we better track this? (For ex. See! Think! Do!, IAA Arts Connect residencies and other community projects)

-Group discussed how new facility for education studios could greatly aid in efficiency for education team. Will need 30-40hrs of administrative help in education to keep up with more community engagement projects and running our classes and community programs.

-Judy Kelly posed the question of how the Education Committee could help?

- Judy offered her help with asking large companies (for example Dick Blick) for donations of art supplies

- Kiersten and Judy will set up meeting to discuss material needs; potentially for next camp season

-Group discussed potential of Memorial Auditorium as possible site for education studios

-Group asked Melissa and team to develop a pie chart depicting all the programming that education does

-Meeting concluded with group visit to BCA Gallery and met with Melinda about BCA's Gallery Education program