

**Friends of Music National Advisory Board  
2016 Crown Council Report**

**Members**

Anita Young - <i>Chair</i>	Sam Grace	Alan Meier -- <i>Admissions</i>
Scott Moore – <i>Campus Facilitator</i>	Steve Hogberg	Megan Myhre
Greg Aune	Bruce Johnson	Doug Nimmo
Brit Barkholtz	Michael Jorgensen	Jackie Peterson
Al Behrends	Jon Kietzer	Randy Schreiner
Cindy Bittner	Connie Landreville	Tim Strand
Kate Challeen	Mike Landreville	Jon Young
Jim Gale	Ruth Lin	Jennifer Vickerman -- <i>Advancement</i>
	Karrin Meffert-Nelson	

The main purpose of Friends of Music is raising funds to support the Music Department. The group also provides input on ways to communicate with and engage music alumni.

**Christmas in Christ Chapel Live Stream**

Members contributed about \$11,500 to support the cost of the 2015 live stream, helped to spread the word about watching the live stream, and provided insights on the overall viewer experience. Overall the group felt the C in CC service was outstanding and the live stream was spectacular. Ultimately the College wants the live stream to:

- Increase the national and international visibility of the college
- Increase awareness of the excellence of the music program to a broader audience
- Influence prospective students to choose Gustavus
- Increase gifts to Gustavus and the Music Department

There were over 5,500 unique page views, which is a nearly 50% increase from 2014. Based on the registration form there were between 3457 – 6466 viewers.

**Friends of Music membership and giving**

The goals are to double the number of members and dollars raised over two years. In FY2015 we raised \$43,900 and membership is currently 150 households. The group has recently begun encouraging the transition of members to sustaining memberships instead of annual renewals as a means to retain members – in 2015 we added 50 new households and lost almost as many due to nonrenewal. FOM is also working to engage graduating seniors during spring semester to build the young alumni network and keep new grads engaged.

At its January meeting, the NAB discussed needs and benefits for Friends of Music members and how FOM can better meet needs and wants of the members:

- FOM members want to know: Information about the ensemble they were a part of, information about the Music Department, and that their gift is helping students.
- FOM members want to receive: A best of the Music Department CD, concert schedules, connection to people in the arts community, relationships with Gustavus alumni, live stream of Gustavus concerts.

- FOM members want events where they can participate as a musician.

The NAB will continue to work with the Music Department and Advancement Office to build on these learnings.

For the last two years, FOM has tried to leverage the C in CC live stream to build membership, financial support and engagement. In January, the NAB agreed they wanted to identify another significant project and discussed a number of ideas.

### **Renovation of Room 106**

The music building is over 40 years old and there is need for an overall renovation and expansion. Until major funds can be raised for this project, Friends of Music would like to work with the Advancement Office to raise funds for smaller projects within the building. The music building has one designated rehearsal room, room 106. Conversations are currently underway to determine if this could be the first small fundraising project.

### **Alumni/Student Mentoring**

At the April meeting the group discussed how to start a mentoring program similar to the initiative in other departments.