



**Friends of Music National Advisory Board  
2018 Crown Council Report**

**Members**

Anita Young – *Co-Chair*

Jon Young – *Co-Chair*

Greg Aune - *Faculty*

Michael Jorgensen - *Faculty*

Ruth Lin - *Faculty*

James Patrick Miller - *Faculty*

Karrin Meffert-Nelson - *Faculty*

Doug Nimmo – *Emeriti Faculty*

Dave Stamps- *Faculty*

Chad Winterfeld – *Chaplain’s Office*

Alan Meier -- *Admissions*

Jennifer Vickerman – *Advancement*

Barb Larson-Taylor – *Special Events*

Mara Klein – *Director of Fine Arts*

Julie Aune – *Friend*

Diane Baron - *Parent*

Jeff Baron - *Parent*

Brit Barkholtz - *Alumni*

Al Behrends – *Alumni*

Cindy Bittner - *Friend*

Sam Grace - *Alumni*

Steve Heitzeg- *Alumni*

Steve Hogberg - *Alumni*

Bruce Johnson - *Alumni*

Jon Kietzer - *Alumni*

David Lim - *Alumni*

Megan Myhre Grace - *Alumni*

Randy Schreiner - *Alumni*

**Friends of Music Communication Strategy**

Working with the Office of Marketing and Communication to develop messages to convey the FOM story better and a strategy for when and how to connect with constituents.

Gustavus Friends of Music Tagline

*Music for Life / Connected for Life*

Who we are

Gustavus Friends of Music support, celebrate, and advance student and faculty musicians for the College. Our mission is to ensure the strong tradition of music excellence at Gustavus and provide opportunities for all students who want to express themselves through music.

What we do

Friends of Music members do three things:

1. Through annual memberships and other financial gifts, we provide essential funds for music scholarships and ensemble tours.
2. We actively engage in music at Gustavus and support these talented musicians by attending their performances and recitals, traveling on ensemble companion tours, and mentoring current students.
3. We advocate by sharing information about performances and Friends of Music with our networks, bringing friends to concerts, and telling prospective students and their families about

the unique music opportunities for all students at Gustavus, regardless of their primary field of study.

### Marketing and Communication Objectives

1. Build awareness in the Gustavus community
2. Recruit new members
3. Engage, inform, and retain current members, and increase their engagement over time
4. Engage and inform current students so they become advocates

### **Ensembles Updates**

- Gustavus Choir is anticipating the retirement of Greg Aune in spring 2019 – a major opportunity for outreach to alumni
- Gustavus Wind Orchestra celebrates its 140<sup>th</sup> Anniversary May 11-13, 2018 and is doing a “140 for 140” campaign with the goal to raise 140 gifts of \$140, \$1400 or \$14,000. To date we have received 17 gifts, including a \$14,000 match. Over \$10,000 was raised in assistance for the Sweden/Norway tour
- Jazz changed its name to Gustavus Jazz Ensemble. The first Gustavus Jazz Jamboree was held this spring with guest artists and 5 guest high school ensembles.

### **Sub-Committee Work**

#### Mentoring

The NAB is now working with the new coordinator of the mentoring program to help promote the program among students and recruit alumni mentors.

#### FoM Membership and Giving

The National Advisory Board assists in recruitment of members, and in the fundraising for Christmas in Christ Chapel Live Stream. A new Membership Subcommittee has been formed to generate more ideas and on-going recruitment activities. This spring we are implementing a two-pronged communication strategy designed to recruit seniors to join upon graduation and ensure underclassmen understand what Friends of Music is and what we do on their behalf.

### **Christmas in Christ Chapel 2017**

- Over 5,000 people watched on YouTube from 22 countries.
- Over 80,000 households watched the TPT broadcast, which was an edited recording of the 2016 service.
- The group believes that the livestream and TPT broadcast increase the visibility and reputation of the department to alumni, parents, and friends as well as prospective students. The hope is this will boost Friends of Music memberships.