



## Friends of Music National Advisory Board 2019 Crown Council Report

### **Members**

Anita Young – *Co-Chair*

Jon Young – *Co-Chair*

Greg Aune - *Faculty*

Brandon Dean - *Faculty*

Michael Jorgensen - *Faculty*

Ruth Lin - *Faculty*

James Patrick Miller - *Faculty*

Scott Moore - *Faculty*

Karrin Meffert-Nelson - *Faculty*

Doug Nimmo – *Emeriti Faculty*

Dave Stamps- *Faculty*

Chad Winterfeld – *Chaplain's Office*

Alan Meier -- *Admissions*

Jennifer Vickerman – *Advancement*

Mara Klein – *Director of Fine Arts*

Julie Aune – *Parent*

Kurt Bachmayer - *Parent*

Diane Baron - *Parent*

Jeff Baron - *Parent*

Brit Barkholtz - *Alumni*

Cindy Bittner - *Friend*

Lisa Dalke - *Parent*

Steve Heitzeg- *Alumni*

Steve Hogberg - *Alumni*

Bruce Johnson - *Alumni*

Jon Kietzer - *Friend*

David Lim - *Alumni*

Connor Myhre - *Alumni*

Randy Schreiner - *Alumni*

Becky Weiland - *Alumni*

### **Friends of Music Mission**

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.

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.

### **Christmas in Christ Chapel Publicity**

- The advisory board helps spread the word to watch C in CC.
- Live stream reaches between 5000-10,000 viewers between the website and Facebook.
- Television broadcast showed significant increase from last year with the Nielsen market ratings showed 130,000 households watched (up from 80,000 in 2017).

### **Brahms Concert**

- Greg Aune and Michael Jorgenson retire at the end of the academic year and thus a major spring concert has been planned.
- A spring concert on May 18, 2019 in Christ Chapel will include 300 performers, including 140 alumni singers from Greg Aune's years as conductor.
- Dinner following the concert will be a time of fellowship for current students, parents, alumni, and friends.

### **Friends of Music Membership and Giving**

- The group continues to discuss ways to expand awareness and giving.
- FoM hosts a reception after each home concert and on Family Weekend.
- Conductors all talk about FoM from the podium at concerts and it is printed in the programs.

### **Alumni Engagement**

- A subcommittee of the advisory board is launching a summer project to update the graduates in music information compiled by Dr. Rick Orpen in 2009.
- This project will initially focus on gathering information from recent alumni from 2014 to 2019.
- It will also provide an opportunity to reconnect with alumni and invite them to join FoM.

### **Gustavus Choir International Touring**

- FoM helped raise funds to support the 2019 Gustavus Choir international tour. The effort brought in \$46,000 from 105 households.
- A new endowment also was established in 2019 with a goal to raise \$250,000, so far \$67,000 has been donated.

### **Report from Membership Subcommittee**

- Total members as of 4/25/19 = 166
- Total FY19 gifts to-date as of 4/25/19 = \$198,010
- FoM advisory board members contacted former FoM members inviting their renewal.
- The campaign to renew deeply lapsed members ended with 193 contacts and 23 renewals.

### **Brainstorming about Jazz at Gustavus**

- 2019-2020 is the 50th anniversary of the jazz program. Currently the jazz program has 75 students participating in 2 large jazz ensembles, 5 instrumental combos, and 2 vocal combos.
- Details are in the works to welcome alumni back to campus for a celebration sometime in the 2019-2020 academic year.
- The group discussed ways to advocate and lift up the jazz program.