



## Friends of Music Crown Council Report April 2015

### **Discussion Items**

#### Christmas in Christ Chapel Webcast

- The Friends of Music took the lead on an ambitious goal of live streaming Christmas in Christ Chapel by raising the remaining funds to augment a generous gift from Jon and Anita Young and Heroic Productions.
- VPs Tom Young and Tom Crady believe the webcast offers huge opportunity: “Admissions leveraged the streaming of Christmas in Christ Chapel by including information and a link in our email cycle out to every prospect or applicant -- approximately 60,000 people. For admissions, the streaming is worth its weight in gold. It's very helpful and beneficial, to showcase and connect potential students to a signature event on campus. ”
- 4 semi-trucks of equipment (more than the Nobel Conference), 9 cameras, 9.5 miles of cable from Christ Chapel through the tunnels to the command center in Old Main were used to make the production a reality
- 3,781 unique page views
- Conservatively, 7,500 actual viewers
- Around 40% watched via a mobile device, tablet, game console, or smart TV
- YouTube accounted for 2,134 viewing hours.
- Viewed from 24 different nations; 49 U.S. states (excluding Hawaii)
- Raised \$47,000 for the 2014 production

#### Music Department Plans and Priorities

For the first time since Friends of Music was created, the group heard from Music Department faculty about the opportunities, challenges, and visions for the Music Department.

The Department is asking itself:

- What singular, world-class value do we deliver? (Distinctive)
- What needs do/should we anticipate in a simple, intuitive way?
- How do we exceed expectations?
- How do we emotionally resonate with students? Others?
- How do we change lives for the better?

The faculty shared their goals of changing the curriculum to increase the number of majors and minors, increasing visibility of touring ensembles and special events, and increasing the level of student musicianship.

The biggest challenge for the Department is space. The program has significantly outgrown its facility, which is almost 45 years old and has not been remodeled.

#### Communication

Friends of Music is developing a communication strategy to keep current members better informed and more engaged. Some initial tactics are to have the Department send the student-produced Scherzo newsletter to alumni twice per year, send a monthly email to members with a list of the

upcoming Music Department events, and create one Facebook for Friends of Music and the Music Department.

### Fundraising

Friends of Music's mission is to raise funds to support the Music Department at Gustavus. The group discussed ideas on how to make a compelling case to current and potential donors to support touring and Bjorling Scholarships. The group agreed to add an option for members to support the C in CC webcast and also agreed to add web capability for members to make multi-year pledges and elect sustaining membership (monthly electronic draw).

### Membership

The group created the goals for 2015 of increasing adult memberships from 135 to 250 households and young alumni membership from 25 to 100 households. New graduates who took lessons or participated in an ensemble will receive a complimentary one-year membership.

### Fine Arts Award

From 1976-1996 a Fine Arts Award was presented. The group will discuss the idea of reinstating this award at the May meeting.

### **Members**

Brit Barkholtz  
Cindy Bittner  
Kate Challeen  
Jim Gale  
Sam Grace  
Steve Hogberg  
Bruce Johnson  
Jon Kietzer  
Connie Landreville  
Michael Landreville  
Jan Michaletz  
Greg Aune  
Ruth Lin  
Karrin Meffert-Nelson  
Michael Jorgenson

Scott Moore, Campus Facilitator  
Megan Myhre  
Doug Nimmo  
Paula O'Loughlin  
Randy Schreiner  
Tim Strand  
Anita Young, Chair  
Jon Young  
Jackie Peterson, Advancement Liaison  
Al Behrends