

150 YEARS AND COUNTING

**Crown Council Report
May 2012
From the Friends of Music National Advisory Board**

Department/Program

Goal: Engage a network of alumni, parents and friends to help secure the future of music at Gustavus Adolphus College

Objectives: Raise dollars for Jussi Bjorling scholarships, ensemble touring, other projects as needed.

of staff –

Primary: Jackie Peterson (Office of Institutional Advancement), Dr. Douglas Nimmo (Department of Music/Faculty Liaison)
The Department of Music

Physical space – Schaefer Fine Arts Complex

Programs - Friends of Music currently levers events that are already built into the Gustavus Fine Arts Calendar to connect with all three target constituencies (Alumni, Parents, Friends) to increase membership in FOM and engagement with the Department of Music and the College in general.

- Family Weekend
- Christmas in Christ Chapel
- Touring
- Home Concerts

Friends of Music National Advisory Board Overview

NAB Members –

Chair: Jon and Anita Young.

Other board members: Sam Grace, Dave Dahlgren, Terri Delebo, Brian & Betty Falk, Wally & Yvonne Guphill, Steve Hogberg, Jon Kietzer, Jan Michaletz, Megan Myhre, Randy & Cindy Bittner Schreiner, Tim Strand.

Type of people/dynamic of the group – Both the NAB and broader membership consist of those with an interest in supporting music at Gustavus: alumni, parents, friends

Meeting times – NAB meets twice a year (August and January). Small group meetings and conference calls are used as needed.

Summary of Discussion Topics

Friends of Music NAB meetings focus primarily on:

MAKE YOUR LIFE COUNT

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- Membership - number of members and donation total for current fiscal year
- Upcoming projects - discussion of how to divide and work on upcoming events
- Debrief past projects – what would we do differently
- New ideas

Emerging Opportunities, Challenges, Future Discussion Topics

Opportunities

- Reach out to alumni in the Twin Cities area – New tactic for this year; hosting two small Gustavus ensemble or solo performances at ASI
- Support targeted projects for the Department of Music
- Update website to improve communication with members and raise awareness of *Friends of Music*
- Reinstate the “Fine Arts Medal”
- Sponsor the Music Showcase and present it every year (commission a new work for each international tour)
- Expand and remodel rehearsal space for choir and orchestras
- Renovate Bjorling Concert Hall (facelift)

Challenges

- Membership growth
- Expanding leadership within the NAB to meet needs triggered by growth
- Maintaining momentum
- Increasing (and measuring) engagement

Future Discussion Topics

- Targeted projects for the Department of Music
- Expansion of NAB
- Renovation of Schaefer Fine Arts

Recommendations for Board of Trustee Consideration

Largest needs

- Facility improvements
- Ensemble touring budget
- Faculty support

What is priority/timing of Schaefer renovation? With 30% of students involved in music, it’s critical that we remain competitive in this area. If facilities are weak, it undermines our ability to recruit quality faculty as well as quality students.

Ideas for Collaboration with other NABs

None at the moment

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NAB Operational Highpoints or Challenges

Our Hallmark: The C in CC event on Sunday with program notes by music faculty and delivering the recording of C in CC in time for Christmas. Even we weren't sure we could do it!

Jon and Anita Thomsen Young Distinguished Endowed Chair in Music

Ensemble touring endowment match - where we realized this thing called *Friends of Music* might actually work. A 1999 graduate, (who wishes to remain anonymous), really wasn't involved with the College in any way. After trading emails and a phone conversation, they joined FOM. A year later there was willingness to meet and talk about their passion for music and needs of music at Gustavus. This conversation led to a \$10,000 match/challenge. If we can raise \$10,000 by September 1, it puts the ensemble touring endowment in place.

Academic Year	# of Members	Dollars raised
2010-2011	100	\$20,000
2011-2012	135	\$60,000