

**Crown Council Report
April 2013
Friends of Music National Advisory Board**

Summary of Discussion Topics and Objectives

Friends of Music NAB meetings focus primarily on:

- 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

Activities

Member Events

- Family Weekend pre-concert reception for Friends of Music members in October – high visibility
- Friends of Music Presents - Christmas in Christ Chapel preview event for Friends of Music members in December – relationship-building
- Swedish Vänner Och Musik - Friends of Music members' reception at American Swedish Institute in February – new connections
- G Choir and Wind Orchestra Home Concerts – missed opportunity

Membership Drive

- Homecoming Alumni Choir reception for new members -- visibility
- Fall mailing to music alumni and parents

Challenges

- Membership growth
- Expanding leadership within the NAB to meet needs triggered by growth
- Maintaining momentum
- Increasing (and measuring) engagement
- Communications – need overall strategy
- Reporting of results
- Engaging volunteers, identifying volunteer leaders, finding volunteers to coordinate logistics for various events and activities

Emerging Ideas/Future Discussion Topics

- Improved communications – more frequent touchpoints with members and prospects
- Social media strategy
- Targeted projects for the Department of Music
- Expansion of NAB
- Renovation of Schaefer Fine Arts

MAKE YOUR LIFE COUNT

Items to Move Forward to Board of Trustees

Largest needs

- Facility improvements
- Ensemble touring budget – FOM gifts intended to support promotion, not buy gas for buses
- 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.

NAB Members

Chair: Jon and Anita Young
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
Jackie Peterson – Campus Facilitator