

# EXECUTIVE DIRECTOR'S REPORT

## SEPTEMBER 17, 2021 BOARD MEETING

### RESOURCES UPDATE

#### 1. NATIONAL ENDOWMENT FOR THE HUMANITIES

Overview: As one of 55 state humanities councils, Mass Humanities receives an annual base grant from NEH to support operations, grant making and programs. The total NEH budget includes a line item for the Federal-State Partnership, traditionally 30% of the total budget, distributed to the councils based largely on population. NEH receives its funding through the Dept. of the Interior. We lobby for NEH in general and in particular for the Partnership, under the guidance of the Federation of State Humanities Councils.

Budget FY20-21: \$951,660  
Updated Total: \$1,002,300  
SHARP Funds: \$1.035 million  
Budget FY21-22: \$1.1 million  
(includes \$50K RFDT grant)

Staff lead: Brian Boyles, supported by Deepika Fernandes, Diane Feltner, Katherine Stevens and Michelle Railsback Wilson.

Update: On Sept. 17, the Executive Committee will approve recommendations for \$987,679 in Sustaining the Humanities through the American Rescue Plan (SHARP) grants for COVID relief, through support provided by NEH. Applications for these grants opened on July 6, closed on August 4. We received 145 applications, and confirmed eligibility for 126. The grants will cover operational expenses, staffing needs, rebuilding audiences through new programs, training for staff, and organizational capacity building through planning, assessments, and research. This is a swift turnaround for an unprecedented amount of funding. Thanks goes to Katherine Stevens for establishing the process with consultant Meri Jenkins. The applications were designed to meet organizations where they are, and we will learn much from how the grantees implement their plans. We're also grateful to the members of the two review committees: past board chairs Ellen Dunlap, David Harris, and Laura Roberts; Clemente Course faculty members Jack Cheng, Ousmane Power-Greene, Amy Richter, and Victoria Stevens; former Program Officer Rose Sackey-Milligan; Greg Liakos, our former Mass Cultural Council board liaison; and Meghan Whilden, former Director of Cultural Develop for the City of Pittsfield. We will provide a breakdown by region, needs, and budget size following the confirmation of awards, and reach out to the Congressional delegation to coordinate announcements and public appearances.

The picture for FY2022 from Washington remains unclear, but likely includes an increase in NEH funding. Congress will need to produce a Continuing Resolution (CR) to keep the federal government operating at current levels for a specified period beyond the end of the current fiscal year on September 30. The current (FY 2021) level of funding for the National Endowment for the Humanities (NEH) is **\$167.5 million** with **\$51.576 million** allocated to the state councils. The House-passed version of the FY 2022 Interior, Environment and Related Agencies Bill carries **\$201 million** for NEH, including **\$61.836 million** for the councils. The Senate version of the Interior appropriations bill for FY 2022 has not been released.

**Our 5-year NEH site visit takes place virtually Oct. 12-14, 2021.** Our self-assessment, due to the site visit team ahead of their meetings, is nearly complete, reflecting our accomplishments since 2016 and our plans for the future. The site visit team, consisting of two humanities professionals and one NEH staff member, will meet with the Executive Committee, MH grantees, Reading Frederick Douglass Together sites, the Clemente Course project directors, and partners from MCC, MassCreative, New England Museum Association, Mass History Alliance, and several legislators. The site team collects its feedback and issues its own report, which is reviewed along with our self-assessment by the Office of the Chair and the National Council on the Humanities. We will receive the site review report and a letter that summarizes observations and comments of the readers. Over the following two years, Mass Humanities will submit two interim reports addressing how we have responded to NEH's recommendations. At this pivotal juncture for the organization, following an unprecedented period of change, I am confident we will benefit from all aspects of this process.

Board member opportunities:

- **Mass Humanities-funded events** (online and in person). If you are familiar with reps or their staff, inviting them to a MH-funded program in your region (or one hosted online by a local grantee) is invaluable. We need to thank them for the increased funding, especially via NEH/SHARP. Please send any leads and we can coordinate remarks and appearances. Visit [masshumanities.org/events](https://masshumanities.org/events) for upcoming events.
- **National Humanities Conference.** The annual conference takes place November 11-14, 2021. **Sadly, the Federation recently announced that the conference will take place virtually,** instead of in Detroit as planned, a smart decision. New members are especially encouraged to join us. MH can handle registration and fees. Please contact Diane Feltner if you are interested in attending.

## 2. MASS CULTURAL COUNCIL

Overview: Mass Cultural Council issues funding to Mass Humanities each year under an arrangement updated in 2020. Mass Humanities lobbies on behalf of MCC throughout the budget season, participates in advocacy efforts under the direction of MCC and MASSCreative, and regularly connects legislators with grantees in their district through direct communications, social media, and reporting. The funding request originates with the Joint Committee on Tourism, Arts and Cultural Development, co-chaired by Rep. Carole Fiola and Sen. Edward Kennedy. Mass Humanities receives the equivalent of 3.77% of MCC's total annual budget, making us the agency's largest single grantee.

Update: On July 16, Gov. Baker signed the \$47.6 billion state operating budget for FY22, which includes \$21,375,000 for MCC, the state's largest allocation for culture spending since the late 1980s. On Aug. 23, MCC's governing council approved a FY22 spending plan that includes \$754,886 for Mass Humanities, the highest amount of state funding in our history. We are

Budget FY20-21: \$428,000

Updated FY20-21: \$686,000

Budget FY21-22: \$754,886

Staff lead: Brian Boyles, supported by Diane Feltner, Katherine Stevens, and Michelle Railsback Wilson

grateful for the many board members who contacted their legislators and the governor, posted on social media, and tuned in for committee meetings.

This week, we'll greet MCC Executive Director Michael Bobbit during his first tour of western Mass. We have made special efforts to include MCC and legislators in our outreach and publicity for the Smithsonian traveling exhibit. Following the approval of the SHARP and Expanding Massachusetts Stories (EMS) grants this month, we will send legislators emails notifying them of awards in their districts. I plan to conduct a new round of meetings with legislators during the coming quarter to brief them on our new strategic plan.

MCC's David Slatery joins us at the Sept. 17 board meeting for an update.

Board member opportunities:

- **Communications.** Be on the lookout for more sample social media posts you can share and tag your legislators to thank them for supporting MH and the EMS grants.
- **Introductions.** If you have a relationship with your local legislator, I would welcome an introduction. We can provide a list of grantees in your region to strategize about ways to present our impact.

**3. PRIVATE FUNDRAISING**

**Report by John Sieracki**

The table below shows that, between Nov. 1 and Aug. 31, we raised \$385,373 toward our goal of \$500,000 by fiscal year-end, Oct. 31. This includes all contributions received outside of our NEH and MCC annual grants, as well as pledges due to be paid by Oct. 31. We are 77% of the way to our goal; at this time last year, we had raised 65% of the total. We are looking to the Governor's Awards appeal to generate the balance.

<b>Mass Humanities</b>				
Charitable Contribution Fiscal Year Comparison				
Unrestricted and Temporarily Restricted				
Payments and pledges as of <b>AUGUST 31</b>				
	<b>2020</b>		<b>2021</b>	
<b>DONOR CLASS.</b>	<b>To date</b>	<b>Total</b>	<b>To date</b>	<b>Goal</b>
Corporations	10,970	6,750	10,000	40,000
Foundations	27,750	44,350	29,000	80,000
Individuals	245,960	408,371	295,718	320,000
Other	50,150	55,000	50,655	60,000
<b>TOTAL</b>	<b>334,830</b>	<b>514,471</b>	<b>385,373</b>	<b>500,000</b>
<b>APPEAL</b>				
Annual	171,495	204,425	198,398	160,000
Gov Awards	75,585	241,096	113,475	240,000
Proposals	17,750	51,350	63,000	70,000
Other	70,000	17,600	10,500	30,000
<b>TOTAL</b>	<b>334,830</b>	<b>514,471</b>	<b>385,373</b>	<b>500,000</b>

<b>PROGRAM</b>				
Unrestricted	179,793	350,639	231,806	350,000
Clemente	111,197	114,222	143,547	100,000
Other	43,840	49,610	10,020	50,000
<b>TOTAL</b>	<b>334,830</b>	<b>514,471</b>	<b>385,373</b>	<b>500,000</b>
At 83% into the FY:	65% of Total		77% of Goal	

<b>Top 10 donors so far, FY2021:</b>	
The Goizueta Foundation	\$75,000
John Burgess and Nancy Adams	\$57,500
Federation of State Humanities Councils	\$50,000
William and Lia Poorvu	\$35,000
Nancy Donahue	\$25,000
The George I. Alden Trust	\$15,000
Marcia Butzel	\$10,047
Al and Sally Griggs	\$10,000
Webber 1985 Charitable Trust	\$10,000
Stephen Rosenfeld and Margot Botsford	\$5,000
	<b>\$292,547</b>
Percentage of dollars raised so far:	76%
Percentage of donors so far:	5%

### **Governor's Awards**

In August, the Awards Committee decided to once again go all-virtual with this year's event, October 24, 5-7pm. The Kennedy Library informed us of a mask mandate in late July, and with mounting fear about the new strain of COVID, we decided this would be the safest route. This was about as late for the decision as we could get, considering the video production that now needs to take place before the event.

The awards show will culminate in a special conversation among the award recipients—John Burgess, Annette Gordon-Reed, Sonia Nieto, and Heather Cox Richardson—that Brian will moderate.

**So far, we have raised \$77,250 toward our goal of \$240,000.** Starting next week, the board will receive detailed weekly updates on our progress including guest and sponsor lists.

Individual tickets are \$300, which includes the livestream and breakout room "tables" afterward.

Sponsorship is available in tiers ranging from \$2,500-\$50,000, which come with tables, ads, and special recognition.

**Full details about the program, registration, and sponsorship can be found at this link:** <https://masshumanities.org/events/governors-awards-in-the-humanities-dinner/>

**An anonymous sponsor has committed \$50,000 as a challenge to former MH board member to give to the Awards.**

### Sponsors as of 9/9:

Laureate / \$50,000

Anonymous

Luminary / \$10,000

Lia and Bill Poorvu

Champion / \$5,000

Al and Sally Griggs, in honor of Sonia Nieto and Ron Hertel

Eastern Bank Charitable Foundation

New England Public Media

### **Bridge Street Friends**

The Friends group got a new web page over the summer:

<https://masshumanities.org/who-we-are/bridge-street-friends/>

They are planning events for the fall and the BSF committee is being tasked with helping to meet the Governor's Awards challenge mentioned above through individual contacts with former board members.

### **By and For the People: the 50<sup>th</sup> Anniversary Campaign for Mass Humanities**

The development committee has been working with the fundraising consultancy firm Copley Raff to assess our readiness for the fundraising needed to bring the strategic plan to fruition.

Full details of the campaign framework are contained in a memo to the board, attached. The board will be asked to approve and support the campaign, which will be followed up quickly with a case for support, training for board members, and the specific solicitation plan. The two main points are:

- 1- **A comprehensive campaign to raise \$3 million in 3 years, 2022-2024**
- 2- **Increased focus and resources for the major donor "pipeline," including new ways to acquire donors and more staff time devoted to identification, qualification, cultivation, and solicitation.**

## **KEY INITIATIVES UPDATE**

### **1. Smithsonian Exhibit: Catalyze partnerships for humanities-based discussions that bridge differences in Massachusetts communities.**

Mass Humanities will:

- Leverage the 2022-23 Smithsonian Museum on Main Street (MoMs) traveling exhibition to pilot this strategy.

- Provide grant opportunities that seed, nurture and sustain partnerships at the local level between organizations seeking to use the humanities to facilitate dialogue that identifies and addresses community needs.
- Develop the internal staff capacity of Mass Humanities to train organizations in facilitating humanities-based discussions.

**Staff lead:** Jen Atwood, Program Officer.

**Updates on Year 1 deliverables:**

Deliverables	Update	Upcoming
Award grants to 6 local institutions to serve as host sites for the traveling exhibit on rural America.	Applications opened Aug. 30, outreach via legislators, MCC, stakeholder groups; tour scholar, selection committee confirmed. Eligibility limited to orgs in towns with populations <12,000.	Selection committee selects sites in October, \$60K (6 host sites x grants of \$10,000) in NEH funds committed for grants in FY20-21
Identify a partner to lead facilitation workshops with 1) MH staff and 2) the six selected host sites.	Job description created, circulated to potential partners.	Target November to confirm partner; \$10K reserved in FY21-22 budget.
Host initial workshop with 6 grantees, Smithsonian, discussion facilitation training.	Jen is working with Smithsonian on dates, agenda for 1st workshop.	Once sites are named, confirm dates for 1 <sup>st</sup> workshop in Feb/March 2022.
Partner with the host sites to identify local partners to co-host minimum of 1 discussion program per site for the six-week exhibition stop.	LOI form includes question on potential partners.	Partnership ideas will be part of selection criteria provided to committee.

**Notes:** Program Officer Jen Atwood joined Mass Humanities in August and has hit the ground running as the MoMs coordinator. Applications opened on August 30. A review committee, with representatives from the Rural Policy Advisory Group and Mass Cultural Council, tour scholar Dr. Leo Hwang of UMass-Amherst, and board members Lennie Alickman, Bruce Grinnell, and Yves Salomon-Fernandez (thank you, all!), will meet in October to select the six sites.

**Board member opportunities**

- Encourage a local organization to apply. Deadline is 9/30!
- Stay tuned for site selection for more ways to support this initiative.

**2. Expand Massachusetts Stories Grants.** Create learning networks of grantees to share wisdom, identify needs, and shape new grant opportunities that elevate the stories of Massachusetts residents.

Mass Humanities will:

- Prioritize grant funding for projects that surface new narratives about the past, present, and future of Massachusetts, with an emphasis on the voices and experiences of historically marginalized communities.
- Establish and fund a network of past and current grantees with experience in storytelling and story sharing to share best practices, identify challenges, and incubate new grant making opportunities.
- Develop content platforms and media partnerships to share with the public and civic leaders the stories generated through funded projects.

**Staff lead:** Katherine Stevens, Director of Grants, supported by Program Officer Jen Atwood

**Updates on Year 1 deliverables**

Deliverables	Update	Upcoming
Launch new grant opportunity to support projects that collect, interpret and disseminate new narratives about Massachusetts. (\$300K total, MCC funding, launch June 2021)	At the Sept. board meeting, we will present funding recommendations for the first round of Expand Massachusetts Stories (EMS) Grants totaling \$364,364, our largest grant round ever.	Notify applicants, announce publicly via all media platforms, establish grants calendar with deadline for 2 <sup>nd</sup> round of EMS grants.
Convene and fund learning network of grantees with relevant experience to identify best practices and needs of the field to shape funding opportunities for year 2.	The EMS grants serve as first step in developing the network.	Staff will spend the next two months reviewing data, projects, and reaching out to funders with cohort models. FY2022 budget includes funds for workshop, stipends to participants.
Staff professional development	The EMS grants serve as first step in identifying needs for skill-building.	We will develop opportunities in response to grantee feedback; FY2022 budget includes funds for

		additional prof. dev., retreats.
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**Notes:** The Grants Review Committee, chaired by Lee Heald, reviewed 30 applications and recommended 22, in a conversation that was enlightening and engaged. Thanks to Lyell Franke, Larry Hott, Gage McWeeny, Marita Rivero, and Erin Williams for your participation. The recommendations are attached to this report.

Gratitude and credit goes to Katherine Stevens for directing this new initiative while still onboarding new staff and managing the SHARP process, a significant accomplishment by any measure. At the close of a fiscal year in which we will award \$1.7 million in 240 grants, staff plans to dedicate substantial time in the next quarter to analyzing the data and final reports from FY20-21 before announcing a new grant opportunity.

### Mass Humanities FY2020-22 grant-making

REGION	TOTAL \$	% OF TOTAL	# AWARDED	% OF #
Berkshires	\$142,886	8%	20	8%
Cape and Islands	\$113,945	7%	17	7%
Central	\$130,912	8%	21	9%
CT Valley	\$287,034	17%	35	15%
Greater Boston	\$375,375	22%	50	21%
Metro West	\$172,054	10%	26	11%
Northeast	\$213,392	13%	35	15%
Southeast	\$264,385	16%	37	15%
<b>TOTAL</b>	<b>\$1,699,983</b>	<b>100%</b>	<b>241</b>	<b>100%</b>

GRANT LINE	TOTAL \$
Digital Capacity Grant	\$251,499
Bridge Street Sponsorship	\$66,000
Reading Frederick Douglass Together	\$30,440
Expand Massachusetts Stories	\$364,365
SHARP	\$987,679
<b>TOTAL</b>	<b>\$1,699,983</b>

REGION	Total Digital Capacity, Bridge Street, Douglass	EMS	Total Grants (MCC funds)	SHARP-NEH	GRAND TOTAL
Berkshires	\$32,765	\$28,750	\$61,515	\$81,371	\$142,886
Cape and Islands	\$27,310	\$0	\$27,310	\$86,635	\$113,945
Central	\$20,400	\$20,000	\$40,400	\$90,512	\$130,912
CT Valley	\$60,708	\$141,570	\$202,278	\$84,756	\$287,034
Greater Boston	\$88,890	\$76,645	\$165,535	\$209,840	\$375,375
Metro West	\$28,110	\$35,400	\$63,510	\$108,544	\$172,054
Northeast	\$47,376	\$20,000	\$67,376	\$146,016	\$213,392

Southeast	\$42,380	\$42,000	\$84,380	\$180,005	\$264,385
	\$347,939	\$364,365	\$712,304	\$987,679	\$1,699,983

REGION	Total Digital Capacity, Bridge Street, Douglass	EMS	MCC TOTAL	# REC SHARP	GRAND TOTAL
Berkshires	11	2	13	7	20
Cape and Islands	9	0	9	8	17
Central	11	1	12	9	21
CT Valley	19	8	27	8	35
Greater Boston	28	5	33	17	50
Metro West	14	2	16	10	26
Northeast	20	1	21	14	35
Southeast	17	3	20	17	37
	129	22	151	90	241

### Board member opportunities:

- Serve on Grants Review Committee, chaired by Lee Heald. Each member is asked to serve at least 1 year on the committee. We will call on GRC members to assist in the realignment of the grants program with our strategic plan.
- Encourage a local organization to apply for a Mass Humanities grant. Stay tuned for new deadlines.
- Spread the news announcing EMS grants later this month. We will provide sample social media posts to all members.

### 3. Clemente Course in the Humanities. Scale up the Clemente Course for civic engagement.

Mass Humanities will:

- Advance the Clemente Course by creating opportunities for students and graduates to engage digitally.
- Create opportunities for students to participate in humanities-based programs and skill building that amplifies their voices in their communities.

**Staff lead:** Gina Ocasion, Clemente Coordinator.

### Update on Year 1 deliverables

Deliverable	Update	Upcoming
Staff program with 50% of program officer position to support traditional and bridge courses	Gina Ocasion joined the staff in August as part-time Clemente Coordinator.	Gina will conduct monthly calls with individual sites, attend orientations for new

		courses, and create resource-sharing tools for faculty.
Secure a partner to conduct an assessment of five host sites for growth potential and challenges for civic engagement, retention, and curricula.	The current focus is on starting this year and ensuring digital capacity, safety protocols. We've received and welcome additional suggestions from board members on assessment partners.	\$25K included in FY21-22 budget for assessment. We will collect feedback to create job description for a search in spring 2022.
Host "bridge courses" for graduates that produce print and online publications.	4 summer courses were completed this year, with final reports still under review. We will publish a print volume of the civic engagement essays in September.	Gina will work with sites this fall to establish planning timeline, guidelines with sites.
Host 1-2 local legislator events to connect Clemente students to civic officials.		We will target graduations in May/June 2022 for these opportunities.

**Notes:** Our focus is on stabilizing the courses after a difficult 20-21 academic year that saw two of the sites (Dorchester and Worcester) reduce their offerings to one semester as they coped with the virtual environment. This month we also received word that Stonehill College will not support the Brockton course this year, meaning we need to find another accreditation partner and fiscal agent. The Brockton course has changed partners several times but had recently improved its numbers. Clemente Coordinator Gina Ocasion joined the staff last month, continuing in her role as Academic Director for the Springfield course and taking on responsibility for communicating with the other 4 sites. We conducted an engaging summit with faculty on August 19, where there was interest in continuing coordination between sites, sharing syllabi and resources, in particular creating Clemente Course Catalogue. Orientation for the other fall classes begins this month.

**Enrollment and retention for Clemente sites 20-21 academic year**

Site	Enrolled	Graduated	Credit
Worcester	16	10	10
Brockton	26	15	15
Springfield	19	13	10

New Bedford	12	9	9
Dorchester	12	11	9
<b>Total</b>	<b>85</b>	<b>58</b>	<b>53</b>

**Board member opportunities:**

- Visit a class. We're happy to connect you with faculty, and the virtual environment makes it even easier to experience Clemente first-hand.
- Clemente publishing. We are interested in ideas or contacts to support the publication and distribution of Clemente writings in print and online.

**4. Reading Frederick Douglass Together: Expand digital presence and deepen partnerships.**

Mass Humanities will

- Engage the wisdom and expertise of our Reading Frederick Douglass Together partners to develop a digital platform that centralizes resources for facilitated discussions, innovative events, and multilingual readings.
- Document and increase recognition of the shared reading tradition.
- Generate more events in Massachusetts and around the nation.

**Staff lead:** Katherine Stevens, Director of Grants

**Update on Year 1 deliverables**

<b>Deliverables</b>	<b>Update</b>	<b>Upcoming</b>
Convene RFDT project directors to identify needs and best practices in shared readings and discussions.	Due to the volume of work in the Grants Dept., we limited coordination between sites to group emails, publicity coordination, and recaps.	Staff will set a date for a spring 2022 workshop. The FY21-22 budget includes \$3,600 for this purpose.
Enter into partnership agreements with sites to maintain consistency, position these partners to serve as teachers to new sites, and contributors for digital resources.	\$50K grant from NEH will allow us to create these partnerships with stipends, additional funds for grants.	These partnerships will be a central topic in the spring workshop. We also budgeted \$5K for marketing materials to raise our visibility at the events.

Establish our goals for the website.		This work will begin at the workshop.
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**Notes:** This summer marked a high point in terms of events and turnout for RFDT, with 21 events held around the state, including MH partner events in Northampton and Boston. Despite dreary weather, many sites reported their highest attendance ever, with some first time hosts stunned at the response. This month we received word from NEH that our \$50K application to support 2022 RFDT events and workshop was funded through the “A More Perfect Union” initiative.

**Audience numbers in final reports to date:**

Organization Name	Attendance	
Marion Art Center, Inc.	150	
Historic Northampton	165	
Community Action Agency of Somerville	12	
South Congregational Church	300	
Historical Society of Old Newbury	40	
Somerville Museum	50	
Swampscott Public Library	50	
Norwood Old Parish Preservation Volunteers	100	
City of Newton Cultural Development Department	75	
Forbes House Museum	85	
Worcester Roots	75	
Cape Cod Cape Verdean Museum and Cultural Center	35	
Sharon Historical Society	200	
Oak Bluffs	300	* TV broadcast
<b>Total</b>	<b>1,637</b>	

**Board member opportunities:**

- **Attend a reading.** We appreciate any feedback on the presentations, discussions, and audiences at these events.

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**5. Advocacy:** Build legislative champions and appreciation for the humanities  
Mass Humanities will:

- Engage legislators and other elected officials in conversations and convenings with grantees to increase recognition of the humanities as resources in decision making at the local level.

**Staff lead:** Brian Boyles, supported by Diane Feltner, Executive Assistant, and Michelle Railsback Wilson, Assistant Director of Development

**Update on Year 1 deliverables:**

Deliverable	Update	Upcoming
Partner with MCC and MASSCreative to identify best practices, target issues, and opportunities for collaboration	We worked closely with both partners during the budget season.	Staff to schedule meetings, provide timeline.
Identify legislative allies and plan 1-2 regional events.	We focused on outreach for the Smithsonian tour, with at least 10 legislators assisting thru social media.	Notify of EMS, SHARP grants to begin planning.
Host grantee event at State House with Smithsonian host site grantees		Pending reopening of State House and selection of six sites.

**Notes:** Our advocacy partners continue their efforts to secure substantial funding (\$500 million) from the state’s allocation of American Rescue Plan funds. We will support their messaging via social media and in conversations with legislators. We see the Smithsonian sites as a key point for legislative outreach in 2022. The EMS grants, with their local focus, will also help secure the allies and plan events this year.

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**6. Communications: Become the authentic, inclusive source for stories about Massachusetts.**

Mass Humanities will:

- Create a new brand and donor engagement strategy for Mass Humanities as the go-to organization for engaging with the stories of Massachusetts.
- Develop media partnerships, online programs, and the production of original content
- Build capacity to harness, package and distribute the stories generated through grants and programs.

**Staff lead:** Brian Boyles, supported by HEARD Strategy

**Year 1**

Hire Media Director to coordinate all aspects of this strategy.	Funds for this position, to be raised from private sources, are included in FY21-22 budget.	We will confirm job description and aim to post the position in January, fill by April.
Seek media partnership that presents stories and events of MH grantees to wider audience.	We joined GBH on an NEH grant application aimed at making MassMoments content available to educators. Notification is due in December.	Once the six Smithsonian sites are confirmed, we will move forward with efforts to partner with public media to promote the tour.
Create publishing partnership to ensure consistency, quality and distribution of the Clemente publications in print and online.	For the next print volume, we hired professional copy editors and a designer to improve quality.	Confirm timeline for summer courses; conduct additional outreach to potential partners; promote new print edition.
Continue to build online programs focused on audience engagement, with special opportunities for donors.	We plan to restart these programs following the Governor's Awards. The FY21-22 budget includes \$10K for honoraria.	<b>Discuss restarting MS+MA series for 2022 w/Miss. Humanities Council; identify grantees for Bridge Street Fund events.</b>

**Notes:** The Media Director hire is crucial to implementing this strategy. We will post the position in January, giving the current team time to stabilize and discuss the needs of this position. In the meantime, we are working with HEARD to develop a new communications plan that sets goals and tactics for each of the 4 programmatic key initiatives. Thanks to Denise Kaigler for her foundational work as chair of the Communications Committee, and to Larry Hott for taking up the chair in 2021-22.

**Social media stats**

Platform	Followers 9/9/21	Followers 6/9/21	% increase
Facebook MH	3,048	2,972	2.5%
Facebook MassMoments	5,817	5,466	9%
Twitter	3,458	3,377	3%
Instagram	1,035	987	5%

**Board member opportunities**

- **Communications.** Be on the lookout for more sample social media posts you can share and tag your legislators to thank them for supporting MH and the EMS grants.
- **Introductions.** If you have a relationship with your local legislator, I would welcome an introduction. We can provide a list of grantees in your region to strategize about ways to present our impact.

## 7. #MH50: A humanities festival to celebrate our 50<sup>th</sup> anniversary in 2024

Mass Humanities will:

- Celebrate the 50<sup>th</sup> with a humanities festival in western MA.
- Elevate the community-based humanities projects and organizations supported by MH in 2021-2024 three years of changing the face of the humanities, presenting people working on the local level in Massachusetts.
- Produce a 50<sup>th</sup> anniversary report for use in fundraising.

**Staff lead:** John Sieracki

### Update on Year 1 Deliverables

Deliverables	Update	Upcoming
Create planning committee	The Bridge Street Friends group has accepted the invitation to serve as this committee.	Set goals for BSF research, planning timeline; identify possible partners in region.
Research comparable events		BSF will take on this goal.

**Notes:** We're grateful to the Bridge Street Friends for kicking off these efforts. As we launch the three-year fundraising campaign, we will continue to seek out feedback and sponsors for this initiative.

**Board member opportunity:** We need one member to serve as a representative on the Bridge Street Friends group, which holds regular meetings and plans online events. Contact John if you are interested.

## ADMINISTRATION UPDATE

I am pleased to report that we have filled four positions, with an additional Program Officer and a Media Director slated for FY2022. The resumes of the new staff members are included in the attachments.

In the next two months, we plan to phase out our engagement with CliftonLarsonAllen's (CLA) HR consultant, and reduce work with their financial team to the preparation of quarterly statements and possibly our audit prep for this year. Deepika Fernandes will report to Enix Zavala, leading the monthly process established by CLA's new manual. We are also grateful for the support of the FAIC and Personnel Committees over the last year, as we have restructured.

The FY21-22 budget includes funds for professional development and quarterly staff retreats. We will hold our first in-person staff field trip on Sept. 24 with a visit to Old Sturbridge Village. After several months of understaffed, I am thankful to welcome new team members Jen Atwood, Diane Feltner, Gina Ocasion, and Enix Zavala. They join four consummate professionals, John Sieracki, Deepika Fernandes, Katherine Stevens and Michelle Railsback Wilson, who worked tirelessly this quarter to deliver on our mission and grow our impact.

