

New Mexico School for the Arts and School for the Arts – NM

MINUTES
Joint Board Retreat
Friday, August 28, 2009

Meeting was called to order by Sherry Thompson at 10:05 a.m.

In attendance were board members Catherine Oppenheimer, Garrett Thornburg, Julia Barnes, Tom O'Connor, J.D. Bullington and Sherry Thompson. Staff present were Consulting Head of School, James Ledyard, Administrator, Janey Potts and advisors Lee Berk and Annica Graham. Executive Director of Thornburg Foundation, Suzanne Barker Kalangis was also present.

- The minutes from of August 3, 2009 and August 12, 2009 were approved after a motion by Catherine Oppenheimer and second by Tom O'Connor.
- Lee Berk made a presentation of his work to date on the arts curriculum. Some discussion ensued and it was agreed everyone would read through the very thorough documentation presented and get back to Head of School by September 8th with any comments.
- Annica Graham presented demographic and other statistics on the Go-Beyond series. It was noted that we served 104 students in two congressional districts. It was agreed that the Go Beyond series would continue with one more master class series in Las Cruces in cooperation with Alma de Arte Charter School, likely in October.
- The marketing and recruitment issue was discussed at some length. It was agreed that a multi-pronged approach would be taken:
 - A “rifle shot” focused approach to Las Vegas, Silver City/Deming, Albuquerque and Gallup/Farmington.
 - Follow up with students of the Go-Beyond series, their families and teachers, including offering to attend and host small events where appropriate.
 - A more broad approach including billboards, radio and TV PSAs, efforts to get stories on local interest television and other public relations outlets, newspaper advertisements and postcard mass mailing to targeted geographic areas.
- Julia Barnes eloquently represented the Board’s commitment to ensuring access to the broadest possible spectrum of students, and members discussed how that would inform the curriculum, the recruitment efforts and student life issues.

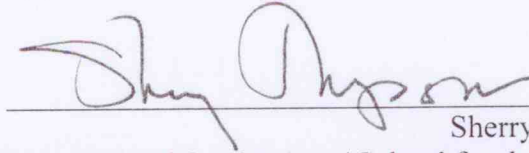
EXECUTIVE SESSION

Facilities
Personnel

Budget
Board Development

The meeting was adjourned at 3:30 PM

Submitted by:

A handwritten signature in cursive script, appearing to read "Sherry Thompson", written over a horizontal line.

Sherry Thompson
Chair, New Mexico School for the Arts / School for the Arts - NM