

# PROGRESS REPORT

**Working Group Name:** Heritage, Culture, and Arts Assets at Texas A&M

**Working Group #:** 8

**Chair:** Susan Ballabina

**Date:** February 25, 2022

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## **Update on Actions Taken Since Last Report:**

This is the initial report of WG8. The 1<sup>st</sup> meeting of the members of the working group who could attend was held on February 7, 2022, followed by a 2<sup>nd</sup> meeting on February 24<sup>th</sup>. Recurring future meeting dates and locations will be set next week, following the timeline for completion of WG8 deliverables.

At the 1<sup>st</sup> meeting, after introducing themselves to each other and guided by the convener/facilitator, attending members had an opportunity to discuss their initial intellectual, emotional, and instinctual reactions (i.e., from the mind, heart, and gut), to the four focus areas of the charge of investing in cultural components: **(1)** identification and prioritization of opportunities for four new cultural components; **(2)** identification of opportunities for increased support of existing units; **(3)** recommendation of marketing strategies for comprehensive promotion of cultural assets; and **(4)** production of a white paper on development of an on-campus museum.

At the 2<sup>nd</sup> meeting, the discussion centered around discussion from WG8 members for each cultural component (i.e., performing arts hall, campus museum, teaching gardens, and hospitality center). This input centered on addressing the charge with specific focus on the vision of planning, designing, building, and operating/maintaining a given component.

## **Next Major Issue to be Addressed:**

The 3<sup>rd</sup> meeting will continue to address the charge of the group through probing questions that help solidify the vision, opportunities, and challenges associated with investing in cultural assets to enhance the university and enrich the community.

## **Barriers Encountered and Solutions Identified:**

WG8 has not encountered any barriers to date. However, a main concern raised and shared by several members is: "*Can WG8 get a better-defined baseline/point of departure in the execution of its charge?*" Susan Ballabina will lead a discussion on this question at the next meeting.

## **Deliverables Completed:**

Deliverables are in progress.

**Timeline for Completion of Remaining Deliverables:**

WG8 will comply with the timeline set for the final deliverable of June 1, 2022, or earlier if possible (May 15, 2022).