



Memorandum of Agreement
Between
Fitchburg State University
&
the Fitchburg Art Museum



Purpose and Scope

The purpose of this document is to redefine an agreement to establish an integral and sustainable relationship between Fitchburg State University (Fitchburg State) and the Fitchburg Art Museum (FAM). This relationship is intended to directly benefit Fitchburg State students, alumni, faculty, staff, parents, and FAM audiences, as well as communities in the City of Fitchburg and North Central Massachusetts.

Background

Fitchburg State University, located in Fitchburg, Massachusetts, is a public institution dedicated to integrating high-quality professional programs with strong liberal arts and sciences studies. Founded in 1894, the university now has more than 30 undergraduate degree programs and 22 master's degree programs, and 7,000 full and part-time students of which are equally divided between residential and commuter.

Fitchburg State is committed to excellence in teaching and learning and blends liberal arts and sciences and professional programs within a small college environment. Our comprehensive public university prepares students to lead, serve, and succeed by fostering lifelong learning and civic and global responsibility. A Fitchburg State education extends beyond our classrooms to include residential, professional, and co-curricular opportunities. As a community resource, we provide leadership and support for the economic, environmental, social, and cultural needs of North Central Massachusetts and the Commonwealth.

The Fitchburg Art Museum is one of the most treasured cultural institutions in Central New England, and serves the Cities of Fitchburg and Leominster, and surrounding communities in North Central Massachusetts and Southern New Hampshire. FAM was founded in 1925, and its four-building complex, with over 20,000 square feet of exhibition space, features exhibitions from its art historical collections as well as special loan exhibitions focused on New England contemporary art. Collection strengths include 19th Century American Art, American photography, African Art, and Egyptian Art.

FAM plays a vital role in the cultural life of the region. Area schools, community groups, and artist organizations organize shows for FAM's Community Gallery, and the museum maintains active educational partnerships and programs. FAM also participates in efforts to stimulate the local creative economy. FAM is an engine for creativity, education, community building, and fun!

Institutional Responsibilities

Under this Letter of Agreement, Fitchburg State and FAM agree to engage in activities that are mutually beneficial, as well as activities that help support the economy, livability, and quality of life in the City of Fitchburg and North Central Massachusetts. Moreover, Fitchburg State and FAM will work to sustain and improve this relationship so that the Fitchburg Art Museum becomes the *de facto* art museum for the Fitchburg State University campus.

The Fitchburg Art Museum agrees to:

- Offer free admission to all Fitchburg State students, faculty, and staff during regular open museum hours.
- Make its professional staff, exhibitions, and collections available to Fitchburg State students, faculty, classes, and ALFA program.
- Provide opportunities for high-quality immersive, intentionally-focused internships for Fitchburg State students in the areas of management, curation, collections care and management, exhibition planning, museum education, installation, membership and marketing.
- Provide expert consultation on arts, culture, civic and community engagement issues, and on-campus exhibit spaces and installations.
- Provide free event rental in FAM galleries for Fitchburg State programs, when available.
- Participate in strategic, institutional, and academic planning at Fitchburg State.
- Collaborate with Fitchburg State and other partners on community development programs, cultural festivals, creative economy initiatives, and broad-based education initiatives. They include, but are not limited to, the Fitchburg Plan committee, ReImagine North of Main, Fitchburg Transformative Development Initiative (TDI), Fitchburg Arts Community, and the Theater Block.
- Engage in collaborative programming, public relations and marketing.
- Prominently display Fitchburg State University graphic logo at entrance and in promotional materials and advertising.
- Provide three high profile, sponsorship opportunities during the museum calendar with appropriate privileges for speaking at openings.

Fitchburg State University agrees to:

- Provide FAM with occasional administrative, development, and information technology support.
- Provide FAM with access to faculty and professional staff for consultation on exhibition and program development.
- Provide free meeting space when available.
- Provide free classes to FAM staff for professional development and discount 50% for any campus based (not on-line) graduate degree programs.
- Market and make visible as a distinction of the university the fact of a fully-accredited museum as a lab and locus of undergraduate and graduate study.
- New program development at the undergraduate or graduate levels, with FAM as the applied-learning context. For example: a 4+1 in Arts Management or Museum Studies, an MA in Cultural Heritage Management, or a Graduate Certificate in Digital Curation (see Appendix B).
- Allow free use of the campus Guest House to FAM professional visitors, when available.

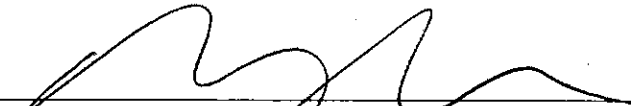
- Provide FAM with annually negotiated financial support to help defray costs of free admission program and FAM staff time for Fitchburg State classes and programs.
- Participate in FAM strategic and institutional planning.
- Have the University President, or a direct report to the President, serve on the FAM Board of Trustees.
- Collaborate with FAM and other partners on community development programs, cultural festivals, creative economy initiatives, and broad-based education initiatives. They include, but are not limited to: the Fitchburg Plan committee, Relmagine North of Main, Fitchburg Transformative Development Initiative (TDI), Fitchburg Arts Community, and the Theater Block.
- Engage in collaborative programming, public relations and marketing, and distribution of the FAM e-newsletter to the campus community, exhibit announcements on the website and electronic message boards.

Mutual Understandings:

- Fitchburg State and FAM leadership shall meet regularly to sustain and improve this partnership.
- This Agreement may be supplemented, amended, or modified only by mutual agreement of the parties. No supplement, amendment, or modification of this Agreement shall be binding unless it is in writing and signed by both parties.
- Either party may terminate this Agreement with or without cause by giving the other party sixty (60) days prior written notice of its intention to do so.

Effective Date and Signatures

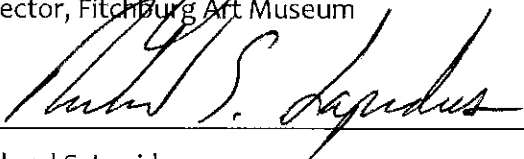
This Memorandum of Agreement shall be in effect upon the signatures of authorized officials of Fitchburg State University and the Fitchburg Art Museum.



Nicholas J. Capasso
Director, Fitchburg Art Museum

4/29/2021

Date



Richard S. Lapidus
President, Fitchburg State University

4/29/2021

Date

Appendix A: Additional FAM Consideration

- Participate in class/curriculum planning for Fitchburg State programs in Art, Art History, Business Administration, Communications and Media, Computer Science, Education, Game Design, History, the Honors Program, Humanities, Industrial Tech, Music, Pre-Law, World Languages, and other relevant disciplines.

Appendix B: Additional FSU Consideration

- Coursework related to innovations in information, digitization, and communication technologies (AR/VR).
- Coursework related to cyber-security.
- Coursework related to management practices.
- Multi-disciplinary approach to use of space, permanent collections, and rotating exhibits.
- Develop class/curriculum collaborations with FAM in Art, Art History, Business Administration, Communications and Media, Computer Science, Education, Game Design, History, the Honors Program, Humanities, Industrial Tech, Music, Pre-Law, World Languages, and other relevant disciplines.
- Spanish and Heritage Language programming.
- Arts Criticism as Advanced Writing in Honors.