**ITALIAN ART SOCIETY AD HOC COMMITTEE ON MEMBERSHIP, OUTREACH, AND DEVELOPMENT**

**February 2014**

**Committee members:** Sheryl Reiss (Executive Vice President and Chair), Anne Leader (Webmaster), Heather Graham (Social Media Coordinator), Alison Perchuk (Treasurer and Membership Coordinator), Janis Elliott (Awards Committee Chair), Frances Gage (Nominating Committee), Rebekah Perry (Program Committee), Sarah Wilkins (GSESC).

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Following the IAS annual business meeting at CAA in February 2013, this ad hoc committee was established to explore ways in which the IAS can increase membership and visibility, reach out to scholars in underrepresented areas of Italian art such as Ancient and Modern, enhance our relationships with associates in Italy, and establish ties with other Italian cultural organizations. Preliminary thoughts and suggestions proposed by committee members were presented at Kalamazoo Iast year. It is hoped that a permanent committee will be formed to further the work of this ad hoc committee.

**MEMBERSHIP**

In addition to strategies already utilized such as the distribution of flyers at conferences and in our sessions, the ad hoc committee recommends the following:

* Putting out calls for membership on the listservs of other organizations
* Contacting art history graduate programs with information about the IAS (this could be facilitated by using CAA’s list of graduate departments)
* Reaching out to lapsed members
* Regularly planning for sponsored social events such as the very successful get-together at RSA last year
* Regularly sending out recruiting information via social media, the website, monthly notes, and the newsletter
* Clearly defining the benefits of membership and surveying members about their satisfaction with the IAS and areas for improvement
* Establishing categories for lifetime, dual, and honorary memberships
* Expanding and publicizing the Member Publications section of the website
* Publicizing the IAS on the websites of affiliated groups
* Encouraging all members to speak with colleagues in underserved areas such as Ancient and Modern and working to sponsor panels in these areas.

Committee members do not recommend establishing our own listserv

**OUTREACH IN ITALY, TO OTHER CULTURAL INSTITUTIONS, AND TO SISTER ORGANIZATIONS**

In addition to successful programs such as the Kress IAS lectures, the ad hoc committee recommends the following:

* The appointing of “point people” in various Italian cities or regions
* The possible establishment of a committee made up of members residing in Italy
* Posting flyers at research intuitions in Italy such as the Villa I Tatti and the Kunsthistorisches

Institut in Florence and the Bibliotheca Hertziana and American Academy in Rome

* Reaching out to -- and perhaps co-sponsoring events with -- scholarly institutions in Italy

(both Italian and foreign) and with American university programs in Italy

* Seeking to establish ties to institutions such as the Italian Academy at Columbia
* Sponsoring panels or study days in association with important exhibitions of Italian art
* Increasing the numbers of reviews published and possibly establishing an on-line journal or

other publication

* Seek out collaborations with sister organizations such as the Historians of Netherlandish Art.

This could include joint sponsorship of events such as receptions and/or sessions

**DEVELOPMENT**

* Increase fundraising activities -- both from foundations and from individuals
* Institute a capital or endowment campaign possibly associated with upcoming thirtieth anniversary

**OTHER ITEMS**

* How to address concerns of members not using social media
* Institute IAS Fellows?
* Are we doing too much and not serving our core constituency?
* Should there be a permanent Committee on Membership, Outreach, and Development?
* Would an Events Committee facilitate outreach?