



Hello!

My name is Caitlin Daly-Gonzales, and I serve as both the Education Director of the New Haven Symphony Orchestra, as well as the Lecturer for the Intro to Arts Management course at Southern CT State University. If you are receiving this attachment in an e-mail, it is because one of my students taking the Introductory course is interested in learning more about your organization's mission, programs, and overall ethos as they complete their midterm assignment over the course of the next few weeks. I wanted to take a moment and explain to you their assignment and give you a better overview of what they'll be doing.

We will be learning about different pillars of nonprofits, such as Development, Marketing, Community Engagement, etc. Students will be applying what we speak about in class by answering questions about your organization on a weekly basis. For example, when we discuss Marketing (which encompasses branding, social media, communications, etc.), they will be looking over your organization's website, social media accounts, etc. For their midterm, they will be answering the question "Does the organization that you're studying uphold their mission statement across all pillars?" They'll be looking at your 990s that they find online, learning about the programs you hold, and seeing what they can learn about your Board. They will also be conducting a SWOT analysis (looking over your organization's Strengths, Weaknesses, Opportunities, and Threats).

There is a requirement to either have a zoom interview with a member of your staff, or (hopefully!) be able to visit your office at least once. Feel free to use this visit to give a general overview of your organization, answer any questions (and ask your own questions!) and give guidance on their SWOTs. Other than that one required meeting, you can be as involved as much or as little as you'd like to be with this assignment.

I hope this has given you a bit of clarity around the assignment, and that you'll be just as excited to share your organization's mission with our students as they are about learning from you! Please don't hesitate to reach out if you have any questions or would like to schedule a meeting with me for any reason.

If you have read this letter and understand the assignment, please respond back to the student's e-mail in the affirmative and CC me. My e-mail is DalyC9@southernct.edu.

Warmly,

A handwritten signature in dark blue ink that reads 'C. Daly-Gonzales'. The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Caitlin Daly-Gonzales,
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