

East 40 Advisory Committee

6 September 2024

Zoom Link: <https://northampton-edu.zoom.us/j/91361085534>

April Minutes

Participants: Kelly Allen, Alex Brands, Carol Burns, Robin Cunconan-Lahr, Catarina DiMaria, Rachael Gorchoy, Kegan Hilaire, Josh Holloway, Abby Michelin, Christine Pense, Nathan Ramos, Kate Scuffle, Gina Turner, Rodney Weems, Cindy Vojnovic

Kate, who is involved with the arts community in the Lehigh Valley, and is the host of WDIY's *Lehigh Valley Arts Salon*, was welcomed as a new committee member.

Agenda:

- Coordinator Update
Katelynn Erm will begin work on Sept. 23 as the East 40 Program Coordinator. She has a degree from Appalachian State (BS in Nutrition and Foods), and has been working at St. Luke's on the Anderson campus, running the day-to-day operations and working on projects for their Organic Farm.
- East 40 Residencies (Rachael)
Mike Lorenz, Anne Sipos working locally; Sasha Phylars-Burgess working remotely – doing surveys ([LINK](#)); Rachael can connect faculty/anyone with them; November – Amanda Thackray (2023 artist) has a show opening on campus; Kelly, Rachael, Anne and Mike did an [interview with WDIY](#); East 40 Poetry Walk was also mentioned. Mike is a musician, collecting sounds, creating music; Anne's original project took a turn and is now creating a rock poetry garden; Sasha, photographer – doing interviews/taking photos; it's a process. Each year the application process is getting more professional and attracting more candidates.
- Lenape Conference Recap
July 27 – 'smashing success'; originally scheduled for 120 – moved location to

Student Life, 170 folks. Multiple surveys – overwhelmingly positive, asking for next year – may be multiple days/fall semester/Pocono campus? An historic occasion – first time for Lenape people from the US and Canada to gather.

- East 40 Classroom Update

East 40 is not properly zoned for new building – also, current buildings are not in compliance. Working with Bethlehem Township Zoning Board to get East 40 included with the rest of the college’s zoning. Classroom funding will be ‘loaned’ for upgrades to Hartzell Hall (welding), reimbursed for our project. Still working with our architects, ReVision, on plans; may be locating building closer to Green Pond Rd. Work with grants office to potentially tie STEM funding to the building, math/science place-based learning.

- East 40 Strategic Plan

Tabled til this semester – who is interested in working on this (tell Kelly). Katelynn will work with this team. (Christine, Cindy have volunteered) We are a ‘very weird’ space – how knowledge is exchanged – this plan needs to put language to this weirdness. May align with Library / vision for arts “unscripted learning” students learning things that weren’t planned/make space for that – ‘wonder/delight’ will be reflected in plan.

- Farm Market

Growing every week – Culinary Dept’s baking/pastry students have been participating – great response. Student representation at market – should we solicit their involvement? Side project – Kopechek Hall’s small room on ground floor; potentially student café/”imagination station”; build furniture from reclaimed pallets (architecture students/Good Growers).

- Marketing and PR Update

Everyone encouraged to share newsletter, engage on social. Metrics will be shared next month.

- Clay Research and Ceramics Manager

Kelly shared that Walter Heath, who did a lot of work with our ceramics program, recently passed away. Cindy hired for a few hours a week to work on a completed ceramics area, utilizing clay from East 40 property.

- Community and Credit Education

Food Studies I class – full. How can Food Studies be declared a concentration in the global studies program in the World Studies project. A lot of credit classes are using space – counting monarchs, arts. Community Ed – Cindy offering another Natural Dye workshop. “Heavy lift” to get registration process – we’ll be meeting with folks to refine this process so we can offer our own workshops.

- Daydreams – “mull with Kelly”

- Summer camp for the arts and humanities

Model: Governor’s School of Fine Arts – offered in 80s/90s in PA – high school juniors/seniors work with professionals in summer camps. Funding cut in late 90s. East 40/NCC has infrastructure – need funding.

- Community college research assistants

Utilize students to do research projects (East 40-related; focus on work done/data); 4-6; need funds to fund scholarships to NCC. Lit reviews? Academic track – research methods; internship. Gina – tie to the Beacon Conference (regional competition)? Catarina – what data to collect? Kelly – measuring joy of learning. What are the other things we’re doing? Poetry Walk – Abby collecting data (web hits). How are we unique and how do we measure it?

- Autumn Equinox

Sunday, Sept. 22 – 3-5 pm – focus on storytelling, collaborate with NEH initiative – team up with Megan; session of story sharing

Questions:

Take aways:

Decisions made: