



Town of Arlington
Office of the Town Manager

Adam W. Chapdelaine
Town Manager

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MEMORANDUM

DATE: October 16, 2018
TO: Board Members
SUBJECT: Appointment to the Commission for Arts and Culture

This memo is to request the Board's approval of my appointment of Janet Oberto, Arlington, MA, to the Commission for Arts and Culture, with a term expiration of 6/30/2021.

A handwritten signature in cursive script that reads "Adam Chapdelaine".
Town Manager

JANET OBERTO

225 HATHORN STREET

Arlington, Massachusetts 02474

PROFESSIONAL PROFILE

Experienced external relations professional. Strategic thinker with high-energy and an unfailing positive attitude grounded in critical thinking, creativity, and curiosity. Generous, patient listener and mentor with a proven ability to work collaboratively. Effective leader who works to vision while adept at managing change. Relationship builder across diverse constituencies and organizations. Ability to inspire and convene. Steadfast character and integrity with a bias to action. Dedicated to achieving inclusive process to insure confident conclusions and communications.

BACKGROUND

A champion for advancing mission with expert communications skills; oral, visual, contextual. Experience in higher education, not-for-profit sector, and mission-driven organizations. Highly analytical and resourceful problem solver with the ability to conceptualize cost-effective solutions to challenging situations. Detailed understanding of public media. Proven experience working with and advising leaders in senior positions.

Proven track record utilizing multiplatform media to achieve strategic goals, with experience working in complex technical environments, within exhibitions, programming and outreach to internal and external audiences. Demonstrated ability to direct outside business partners and service providers.

EXPERIENCE SPD

Selbert Perkins Design Collaborative, Arlington MA

2015 – present

Director of Client Relations

Responsible for strategy, development, and project initiation for the Boston office of Selbert Perkins Design, a global, multidisciplinary, international design firm that has created some of the world's most notable environmental design, public art, and branded communications programs.

- Attract and initiate new projects, convene design teams, collaborate daily with **brand strategists, graphic and environmental graphic designers, artists, illustrators, writing teams and copywriters, interactive designers and user-experience developers** for on-going projects across media at all scales. Author proposals and grant applications.
- **Develop partnerships** to initiate and launch **experiential design projects** within higher education, cultural organizations, civic and urban settings, and clients including: healthcare, corporate, transportation, sports, entertainment, mixed-use and other.
- **Sustain and enrich government and funder relations** with City officials in Boston, Cambridge, Worcester, Commonwealth of Massachusetts, cultural foundations and more. Attend key public planning meetings, community events.

EXPERIENCE
BAC

The Boston Architectural College

2004 – 2014

Vice President of External & Government Relations

Responsible for leading a dynamic **external relations, public relations, and communications** team in support of key areas of the College: institutional identity, engagement with and development of internal and external communities, institutional advancement initiatives, and support for enrollment management. Worked directly with students, faculty, alumni, and the public; proactively engaged with educators and the design professions locally, nationally, and internationally (Great Britain, Italy, Netherlands, Cuba, Turkey, Pakistan, etc.) Direct report to the President, member of the Senior Council.

In this strategic role, successfully promoted The Boston Architectural College, a practice-based, independent design college founded in 1889, in a multitude of ways resulting in **increased rankings to within the top 20**, affirming a reputation for academic excellence.

- Served as **Director of the McCormick Gallery**, establishing the gallery as the heart of the College. Leading a collaborative process with four Deans, developed the mission for the gallery related to pedagogy. Established an inclusive **Exhibitions Committee**. Worked proactively to attract, create, curate, and design exhibitions while also welcoming internal and external submissions. **Created vibrant public programming and events for each exhibition** to engage the BAC extended community and the public. Exhibitions and related activities provided evidence of the quality, and the delight, associated with a BAC education to a **wide range of constituents, including accreditors and donors**. Welcomed in and engaged many new visitors with the mission of the College, onsite and with a **wide range of digital and print communications and press**.

- **Publisher/Editor-in-Chief of *Practice Magazine***, a 64 page College Magazine, distributed in print and digital form. *Practice Magazine* told the essential stories of experiential learning at the only fully concurrent, practice-based design school in the United States, including coverage of the McCormick Gallery programming and related educational material.

- Led the design and championed the implementation of a refreshed, evolved, articulated identity/brand for the College. Provided **oversight for consistency of messaging and brand integration** across key departments. Fostered an exchange of best practices throughout campus, insuring ownership for all.

- Led and managed centralized **communications marketing team** including evaluation of staffing needs and efficiencies against the goal of providing a proactive, client-focused resource for the College's departments. Authored multi-year Communication/PR plan including quarterly assessment.

- Designed and implemented **communications campaign that resulted in top national rankings and supported accreditation** for multiple college programs.

- Served as the lead planner for **educational conferences** including international educators and innovators, including sponsorship sales and donor opportunities.

- Sustained relationships with elected officials in local and national government offices, with arts and culture, planning authorities, departments of environment, transportation and infrastructure to represent the College's interests.

- Supported the Office of the Provost and individual Deans of Schools with report preparation and **gallery exhibitions of student work for accreditation visits** related to accreditation in four disciplines with distinctly different standards.

**EXPERIENCE
BAC (CONT.)**

- Worked directly with the Board of Trustees, Alumni Association leadership and select Donors. Led and served on multiple college committees, including Strategic Planning and Institutional Advancement.
- Acted as **spokesperson for the College**, including periods of crisis management.
- Provided communications and logistical support for **public appearances** for the President, Deans, Senior Administrators and Faculty. **Published results.**
- Participated in the creation of and publicized the **Diversity Action Plan**. Prepared the submission that resulted in receipt of American Institute of Architecture Diversity Action Award, **donor and grant-funded support.**
- Oversaw the **design and implementation of the College's website**. Worked with key individuals and departments to create a web maintenance and advancement plan. Created and provided oversight for a staffing model to best support and manage quality control and workflow across departments including nearly thirty web providers, embedded in departments, with a centralized publishing team of three. Tracked and assessed ongoing analytics, including integrated social media accounts.
- Implemented a **central communications system** that allowed for independent use within departments, while maintaining brand and tracking list usage and audience response using **Campaign Monitor**.
- Led the Implementation of **Third Light IMS library**, a digital asset management system that allows users across the College to access and properly use an extensive library of College images on demand.
- Developed a robust **digital marketing strategy** that deepened the College's engagement with its constituents, prospective students, donors and strategic partners. Evaluated and advanced existing digital initiatives and campaigns.

EDUCATION

Boston College, Chestnut Hill, Massachusetts, NCSH
Bachelor of Arts
Concentration in Fine Arts, Sociology, English

**SERVICE
CURRENT**

United States Tennis Association New England Strategic Planning Committee
Fenway Cultural District District Placemaking Initiative

AFFILIATIONS

Boston Society of Architects, Member
Urban Land Institute, Member

**SERVICE
RECENT**

United States Tennis Association New England Board of Directors
Fenway Alliance Board of Directors, FA Celebrates Exceptional Spirit (FACES) Committee,
Tedx Fenway, Juror Evans Way Park installation
City of Boston, Boston Planning and Development Agency *IDEAS: Innovative Design Alternatives Summit* Symposium Planning, Production, Publication
Design Futures Council - World Council Forum & Biennale Architettura, Rome
Boston Society of Architects SPACE Exhibitions Committee
ProArts Consortium VP's Marketing Communications Committee

**PERSONAL
INTERESTS**

Voracious reader, writer, photographer, traveler, explorer of re-emerging American city districts, landscapes and museums; American craft, gardener, tennis player

REFERENCES

Karen Nelson
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The Boston Architectural College
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Dr. Theodore C. Landsmark
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Additional references available upon request.

OFFICE OF THE SELECT BOARD

DANIEL J. DUNN, CHAIR
DIANE M. MAHON, VICE CHAIR
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TOWN OF ARLINGTON
MASSACHUSETTS 02476-4908

October 11, 2018

Janet Oberto

Arlington, MA 02474

Re: Appointment: Commission for Arts and Culture

Dear Ms. Oberto:

As a matter of the standard appointment procedure, the Select Board requests that you attend a meeting of the Select Board at Town Hall, Select Board Chambers, 2nd Floor, 730 Massachusetts Avenue, on Monday, October 22nd at 7:15 p.m.

It is a requirement of the Board that you be present at this meeting. Your presence will give the Select Board an opportunity to meet and discuss matters with you about the area of activity in which you will be involved.

Please contact this office to confirm the date and time with either Fran or Ashley at the above number.

Thank you.

Very truly yours,
SELECT BOARD

A handwritten signature in cursive script that reads "Marie A. Krepelka".

Marie A. Krepelka
Board Administrator

MAK:fr