

THE EDUCATOR

Neil Hoffman

PRESIDENT, MILWAUKEE INSTITUTE
OF ART & DESIGN

WITH THE INDUCTION of Neil Hoffman as the new president of the Milwaukee Institute of Art & Design, Wisconsin's only independent art college has changed.

Hoffman has an acclaimed history of building institutions, and in some cases, of saving them. He was recruited in 2007 to usher in a new era for MIAD. Once on board, he orchestrated a meeting that brought together the 140 people who make MIAD run, to establish a creative plan that could change the climate of the institution.

The strategy is working. The freshman class of 2009 is 34 percent larger than 2008's, and MIAD's overall enrollment is the highest it has ever been.

Another element of Hoffman's progressive vision

is for MIAD to partner with Milwaukee's artistic and creative organizations, such as the Florentine Opera and the Discovery World. He's also working with the Cultural Alliance of Greater Milwaukee to organize cultural planning for the city.

"We want to go outside the ivory tower and become part of the community," Hoffman says. "Milwaukee has a tremendous amount of talent in its cultural organizations." —Felisa Billet

PHOTOGRAPH BY KATIE DONOGHUE