



Rothschild appointed MIAD Vice President of Development and Communications

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PRESS RELEASE

MILWAUKEE... Vivian M. Rothschild has been appointed **Vice President of Development and Communications** at the Milwaukee Institute of Art & Design, announced MIAD President Neil Hoffman.

“An expert in donor relations and organizational positioning, Vivian will continue her partnerships throughout MIAD, most especially with trustees, in building a culture of philanthropy that supports the college’s mission in art and design education and its role as an educational, cultural and economic resource in Milwaukee and beyond,” said Hoffman.

Rothschild, of Shorewood, has held leadership positions in MIAD’s Development Department and on MIAD Board Committees for eight years: as Interim Director of Development in 2014 and Director of Communications. In her tenure as Interim Director of Development, Rothschild partnered with trustees and donors to increase funds raised by 17%.

During her eight years at the college, Rothschild collaborated on grants with such foundations as the Bradley Foundation, Herzfeld Foundation, Northwestern Mutual Foundation and Great Lakes Higher Education Corporation; provided strategic direction and execution of MIAD’s direct mail programs; created the first marketing materials for corporate design partners; positioned and launched MIAD’s signature scholarship benefit – Creative Fusion – and the MIAD Creativity Series, both founded by Madeleine & David Lubar; and founded MIAD’s major social media programs and Parent Communication Program.

“Vivian has a deep, infectious passion and understanding of MIAD’s unique mission in professional art and design education,” said Madeleine Kelly Lubar, MIAD Board Chair. “Her appointment comes with the enthusiastic support of the Board of Trustees – whose members greatly respect her leadership and philanthropic skills.”

Rothschild’s extensive career spans development, communications, public relations and marketing expertise in non-profit, for-profit and academic organizations in the U.S. and overseas. Before joining MIAD in 2006, she was Strategic Communications Director and Executive Editor of the Wisconsin Jewish Chronicle for the Milwaukee Jewish Federation.

Rothschild graduated Phi Beta Kappa, summa cum laude, from Union College in Schenectady, N.Y., with a degree in American History and minors in English and German.

At the Milwaukee Institute of Art & Design, students driven to become creative professionals have the freedom to develop their talents beyond traditional boundaries while immersed in a transformative studio, academic and career-driven curriculum. On graduation, they join thousands of successful MIAD alumni whose applied creative talents are continuously in demand, and whose lifework is driven by the passion to inspire, problem solve and innovate for our economy and society.