

**UNIVERSITY OF MASSACHUSETTS**

**AMHERST•BOSTON•DARMOOUTH•LOWELL•WORCESTER**

**MINUTES OF THE MEETING OF THE  
DEVELOPMENT COMMITTEE**

**Thursday, January 22, 2004; 10:00 a.m.**

**Knapp Room  
One Beacon Street – 26<sup>th</sup> Floor  
Boston, Massachusetts**

**Committee Members Present:** Vice Chair Austin

**Committee Members Absent:** Chair Mahoney; Trustees Fatemi, Giblin and Rainey

**University Administration:** President Wilson; Mr. Cofield, Executive Vice President, UMASS Foundation; Ms. Wilson, Consultant; Chancellors Gora and MacCormack; Mr. Goodhue, Alumni Affairs

**Development Staff:** Dr. Dale, Vice Chancellor for University Advancement and Executive Director, UMASS Amherst Foundation; Dr. Fisher, Vice Chancellor for Institutional Advancement, UMASS Boston; Mr. Ramsbottom, Executive Director, UMASS Dartmouth Foundation; Mr. Eynon, Executive Director, University Advancement, UMASS Lowell; Ms. Bartram, Interim Vice Chancellor for Development, UMASS Worcester; Mr. Sherman, University Relations, UMASS Worcester

**Faculty Representatives:** Professor May, UMASS Amherst; Professor Schwartz, UMASS Boston

Vice Chair Austin convened the meeting at 10:07 a.m. in the absence of Chair Mahoney.

The Development Officers then reported on the **2004 Development Reports thru Q2.**

**UMASS Amherst**

- The Amherst campus is preparing to launch its fundraising campaign;
- The computer system has been upgraded to the latest version of the ADVANCE system;
- Seventeen fundraisers were hired in the past 6-7 months;
- The UMASS Amherst Foundation Board will approve the selection of a Campaign Consultant on February 23<sup>rd</sup>;
- The Amherst campus hopes to exceed the fundraising goal of \$25 million.

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**UMASS Worcester**

- The Worcester campus ended the second quarter at \$9.9 million versus its fundraising goal of \$25.2 million;
- The \$20 million Emergency Care Campaign for a new Emergency Department on campus is moving forward. This year's Emergency Care Campaign goal is \$10 million;
- Alumni Giving has increased about 40%;
- The Worcester campus is in the process of Benchmarking with peer institutions.

**UMASS Boston**

- The Boston campus is half-way through its fundraising goal;
- Staffing continues to be an issue for the Advancement Office. Six people have been added to the Advancement staff;
- The Boston campus hopes to close down its VSR/VAX computer system by June 30<sup>th</sup> and convert to the Millennium system;
- Preparations for the opening celebration of the Campus Center, which will be held on Monday, April 26, 2004, from 6:00 to 9:00 p.m., are in progress. Alumni honorees include Mayor Thomas M. Menino, Reverend Kathleene Card, and Clayton H. W. Turnbull. The event's co-chairs are UMASS' Chair Grace K. Fey and Trustee Robert Mahoney, and George Russell of State Street Bank.

Professor Schwartz asked if progress had been made in the naming of the new Campus Center. Dr. Fisher indicated that negotiations are ongoing.

**UMASS Dartmouth**

- The Dartmouth campus is behind in its fundraising efforts, however, the campus anticipates exceeding its \$4.3 million goal;
- Negotiations for several planned gifts and an Endowed Chair for Middle Eastern Studies are ongoing;
- The search for a permanent Vice Chancellor for Advancement will be in place by July 2004;
- Searches will begin for 1-2 Major Gifts Officers once the Vice Chancellor for Advancement position is filled;
- Strategic fundraising plans are underway;
- The Annual Fund is complete and will exceed last year's total;
- The Parent's Association will exceed last year's total;
- The Campus Campaign for Employees is up 54%;
- A College Annual Fund Campaign is underway;
- The Annual Gala will take place the evening before Commencement.

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**UMASS Lowell**

- The Lowell campus saw a surge in its fundraising efforts during the second quarter;
- Cash gifts increased dramatically to \$1.3 million. Total cash is \$200,000 ahead of last year;
- Chancellor Hogan has assigned a \$28 million goal for gifts-in-kind and company product;
- There was a surge in alumni and donor donations;
- The Lowell campus stands at 43% of Chancellor Hogan's cash goal of \$3.1 million;
- Cash and pledges are at 65% of the overall goal of \$3.85 million;
- Unrestricted gifts are ahead 33%. The Lowell campus is almost at 80% of the Chancellor's goal of \$280,000;
- Gift to endowment are 62% ahead of last year;
- The PeopleSoft system conversion in the Advancement Office is in progress and will go live on August 1<sup>st</sup>. Chancellor Hogan hopes to convert the entire campus to the PeopleSoft system by January 2005;
- Searches for five positions in the Advancement Office are underway.

The next item on the agenda was **Reporting to Endowment Donors, UMASS Amherst**. Dr. Dale indicated that a copy of the presentation is available on the web site <http://umass.edu/ua/Jan22.ppt>. She reported on Donor/Prospect Communications. Highlights included:

- As resources decrease the need to communicate with donors/prospects has increased;
- Institute a policy to review all school/college/unit publications and written communications with alumni;
- Coordination of messages, themes, and mailing schedules;
- Creation of a Visual Identity Guide for publications;
- Establishing a committee with campus-wide representation to develop a professional Public Relations effort. Robert Connolly, Associate Vice President for University Relations and Communications, is assisting in the effort;
- The alumni publication called "*Connections*" is now included in the "*Alumni Magazine*" and shared with all alumni to build stronger communications and programming;
- Communications are targeted to specific groups;
- A publication called "*Foundations*" has been developed for the top 300 major gifts prospects;
- The Endowment Report has been redesigned.

There was a brief discussion on 'How to Better Market the University'. President Wilson reported that funds have been allocated from the UMASS Foundation for a marketing campaign, which would include success stories from the campuses. He indicated that Robert Connolly has been working with the campuses on this initiative.

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The next item on the agenda was **Proven and Unique Stewardship Tools: How are you Communicating with Major Donors? What has been Particularly Effective?** Highlights included:

**UMASS Worcester**

- The Worcester campus is in the process of revamping its newsletter called "*The Benefactor*".

**UMASS Boston**

- Donors receive a copy of a newsletter Chancellor Gora sends to faculty and staff members about conditions on campus;
- A personalized Thanksgiving holiday card from Chancellor Gora was sent to donors;
- The back of the "*Alumni Magazine*" consists of a full-page feature called "Generous Friends";
- A system is needed to address regular connections with smaller groups;
- "*Celebrating Excellence*" a publication sent to major donors, talks about the role of the Boston campus in the Commonwealth.

Vice Chair Austin suggested that the campuses invite their top 20 donors to major events, such as UMASS' Night at the Pops, and the upcoming Tribute Dinner to former President William Bulger.

**UMASS Dartmouth**

- A "*UMASS Dartmouth Alumni Magazine*" has been produced;
- In the past, major donors paid for two chartered America's Cup Sailboats, which resulted in an endowed chair for the School of Marine Science;
- All donors are invited as guests to all major events on campus.

**UMASS Lowell**

- The Committee was referred to a handout, which captures most of what is being done with donor relations on the Lowell campus.

Vice Chair Austin thanked everyone, and asked that 'How the Trustees can be of help to the Development Officers' be considered a possible discussion item for the next meeting.

The meeting adjourned at 11:20 a.m.

Zunilka Barrett  
Staff Associate