

**UNIVERSITY OF MASSACHUSETTS**

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

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

**Tuesday, November 9, 2004; 2:30 p.m.  
Room 3215, Campus Center  
100 Morrissey Boulevard  
Boston, Massachusetts**

**Committee Members Present:** Chair Mahoney; Vice Chair O'Shea; Chair Karam

**Committee Members Absent:** Trustees Fey and Labrecque

**University Administration:** President Wilson; Chancellors Lombardi and Motley; Mr. Goodhue, Alumni Affairs

**Development Staff:** Dr. Dale, Vice Chancellor for University Advancement and Executive Director, UMASS Amherst Foundation; Mr. Fencil, Acting Vice Chancellor for Institutional Advancement, UMASS Boston; Mr. Ramsbottom, Executive Director, UMASS Dartmouth Foundation; Mr. Eynon, Executive Director, University Advancement, UMASS Lowell; Mr. Miller, Chief Executive, UMASS Memorial Foundation

Chair Mahoney convened the meeting at 2:36 p.m.

The first item on the agenda was **Consideration of Minutes of the Prior Meeting of the Committee.**

It was moved, seconded and

**VOTED:** To approve the minutes of the July 22, 2004 meeting of the Committee.

President Wilson then provided an update on the last meeting's discussion on Matching Funds/Request to have matching funds available.

President Wilson announced that Joseph Cofield has resigned from his position as Executive Director of the UMASS Foundation. He also announced that Kathleen Phelan will become Assistant to the President for University Relations in support of development efforts.

President Wilson indicated that there will be a Search to replace Joe Cofield. He indicated that a study has been prepared by a consultant and a proposal has been made to assess what the next steps should be.

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There was then a discussion on the new position to be created in-light-of Joe Cofield's departure. Highlights from the discussion included:

- It is important to hear input from the Chancellors and Trustees on the expectations for the new position;
- How can the President's Office provide support for the different campuses with fundraising/development efforts?
- The campuses have campus-specific needs;
- The role of the President is to work with the campuses as a team with fundraising efforts;
- Joe's replacement should be an individual with a marketing strategy.
- The basic steps of marketing are not taking place on the campuses. The marketing system is broken and it has to be re-created;
- How can we set goals to use the President's prestige and power, Trustee resources and existing friends to link and network with possible donor prospects?
- The vast majority of sales come from volunteers and our development model does not have enough volunteer involvement;
- Trustees have indicated that they are not asked to help with fundraising efforts;
- There is reluctance by the campuses to work with Trustees;
- We have several models, what can be done collaboratively to fill some of the holes?

Chair Mahoney then proposed organizing a breakfast (possibly 25 people), to help with development efforts. The breakfast would include Chair Karam, Trustees, and 2-3 friends of the individual campuses donor base to discuss a list of possible donor suspects and corporate hunches.

The next item on the agenda was **Status of Fundraising Goals for 2004-2005 - First Quarter**. Chair Mahoney reported that \$71 million was raised last year in totals and \$63 million in cash, pledges and grants. To date we are at 15% of the 2005 goal.

The Development Officers then provided an update on the **Status of Fundraising Goals for 2004-2005 - First Quarter**.

**Amherst (Chancellor Lombardi)**

- UMASS Amherst is low in the first quarter. It is holding on for one of its donor to get the matching program in place;
- Another \$2.5 million has been raised against the state program;
- There is a \$1 million commitment through the Nantucket Fund.

**Boston (Mr. Thomas Fencil)**

- UMASS Boston's 2005 goal is 30% higher than last year;
- There is an umbrella proposal with the Yawkey Foundation;
- Confident that the 2005 goal will be met.

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**Dartmouth (Mr. Donald Ramsbottom)**

- UMASS Dartmouth is working on three 7-figure gifts;
- Confident that the 2005 goal will be met;
- Chancellor MacCormack has announced the hiring of the Vice Chancellor for Institutional Advancement prior to January 1<sup>st</sup>;
- Chair Karam and Trustee Mahoney want to meet the finalist.

**Lowell (Mr. Matthew Eynon)**

- UMASS Lowell received \$660,000 cash gift today;
- The 2005 goal is the same as last year;
- UMASS Lowell has \$1.2 million in Major Gifts and Pledges;
- UMASS Lowell has \$1.3 million in incoming Gifts;
- UMASS Lowell has a large Gift-in Kind from Exxon Mobil.

**Worcester (Mr. Rod Miller)**

- UMASS Worcester is a bit ahead of last year;
- UMASS Worcester has received a \$500,000 gift for the Emergency Care Campaign;
- Grants are slightly down;
- UMASS Worcester is working on two 7-figure gifts.

Chair Mahoney then announced that he and/or President Wilson will follow-up on the breakfast for volunteerism.

The meeting adjourned at 3:52 p.m.

Zunilka Barrett  
Staff Associate