

UNIVERSITY OF MASSACHUSETTS

AMHERST•BOSTON•DARMOOUTH•LOWELL•WORCESTER

MINUTES OF THE MEETING OF THE
DEVELOPMENT COMMITTEE

Tuesday, November 15, 2005; 12:00 p.m.
Green Room – Mullins Center
University of Massachusetts
Amherst, Massachusetts

Committee Members Present: Chair O’Shea; Chair Karam; Trustees King-Shaw, Mahoney (via conference call), Makrez and Pearl

Other Trustees: Trustee Armstrong

University Administration: President Wilson; Chancellors Lombardi, Collins and MacCormack; Vice Presidents Motley, Julian and Lenhardt; Deputy Chancellor Stanton; Mr. Goodhue, Alumni Affairs

Development Staff: Dr. Dale, Vice Chancellor for University Advancement and Executive Director, UMASS Amherst Foundation; Mr. Byers, Vice Chancellor for Institutional Advancement, UMASS Boston; Mr. Wolfman, Vice Chancellor for Institutional Advancement, UMASS Dartmouth; Mr. Davis, Senior Director of Development, UMASS Lowell; Mr. Miller, Chief Executive, UMASS Memorial Foundation

Faculty Representatives: Professor May, UMASS Amherst

Chair O’Shea convened the meeting at 12:12 p.m. and thanked Trustee Mahoney for his past leadership as Chair of the Development Committee. He then welcomed Trustees Ruben King-Shaw and Heather Makrez from the Lowell campus to the Committee.

Chair O’Shea reported that today’s agenda includes an update of the Glenn Strehle Report. The Development Officers will report on the 2005-2006 Fundraising Results.

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 February 15, 2005 meeting of the Committee.

Chair Karam thanked Trustee O’Shea for taking on the role as Chair of the Committee.

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President Wilson then expressed satisfaction with the FY2005 Fundraising Results. He reported that the Glenn Strehle Report provides information relating to the fundraising efforts at the University. Efforts are underway for the search for a Foundation Director.

President Wilson reported that the Senate's supplementary budget includes a \$9 million item for the University. This \$9 million and the \$20 million from the Nantucket Conservation Foundation will help with fundraising efforts.

The next item was the **Update of the Glenn Strehle Report**. President Wilson reported on the findings of the Glenn Strehle Report. He noted that the report indicates that stewardship of donors, record keeping, outstanding experience, and professional fundraising leadership in the Foundation need improvement. Planned Giving is an important component of fundraising. A study of the University's fundraising indicates that compared to our peers, the University is behind in Planned Giving efforts. We need to work collectively with the Development Officers on improving our fundraising efforts.

Vice President Motley reported that the Glenn Strehle Report highlights the need for fundraising organization and communication with development efforts across the system. The report also highlights the need for collaboration across the campuses with fundraising efforts, improved record keeping, the need for an annual report on fundraising for the five campuses and the overall system, and the hiring of a director to take on the leadership role of the Foundation.

Trustee King-Shaw asked for clarification of individual campus campaigns versus the University system campaign. It was reported that there is a decentralized system. Fundraising takes place on the campus level. The campuses have individual initiatives and individual campaigns. The University campaign is the sum of the campus campaigns. It was also reported that regular management meetings are taking place among campus fundraising professionals to improve the coordination between the campuses.

Trustee Pearl asked for the time frame for hiring a new Director for the Foundation. President Wilson reported that a search is underway. Chair Karam reported that there needs to be a road map on how to coordinate fundraising efforts between the President's Office and the campuses.

Chair Karam requested a report on the goals and time frame for the process of hiring a new Director for the Foundation. Vice President Motley indicated that a report will be presented in 60 days.

Trustee Mahoney reiterated the importance of hiring someone that has strong fundraising credentials that includes bargaining, management and fundamental marketing skills. Chair Karam stated his belief that we need a strong sales manager in this position.

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The next item was the **Formation of a Development Council – President’s Office.** Vice President Motley reported that the Council has met twice sharing information on best practices; a report is forthcoming. Chair Karam would like the report to include the goals of the Council and a time frame for reaching such goals.

The Development Officers then provided an update on the **2005-2006 Fundraising Results.** Some of the highlights included:

UMASS Amherst (Elizabeth Dale)

- Fundraising is on pace to meet its goals for FY06, the first year of The Campaign for Amherst. Gifts and commitments received through November totaled more than \$5,407,860, a 17% increase over the prior year;
- The Amherst campus is in the second fiscal quarter of the first year of a two-year Leadership Phase within a seven year campaign. More detailed information about the campaign can be found at <http://www.umass.edu/campaign/>;
- Amherst campus development strategies include: gifts to honor retiring Deans; this will provide an opportunity to recognize past achievements through philanthropic support; Discovery Program which will organize and recruit development officers who will specialize in discovering new major prospects through extensive field work;
- Campus Funding opportunities include capital projects, faculty enhancements, student support and programmatic initiatives;
- If the economy remains stable and the Amherst campus continues to increase its rankings, the campus could record double-digit growth this fiscal year.

UMASS Boston (Darrell Byers)

- Fundraising goals for FY06 is \$2.7 million;
- Fundraising totals are expected to rise in FY06 through annual giving, major gifts, corporations and foundations, alumni(ae) participation;
- Some of the Boston campus development strategies include: the hiring of a senior fundraising and an assistant Vice Chancellor for Planning Giving (in progress) as well as an Assistant Vice Chancellor for Corporations and Foundations, Director of Stewardship and Director of Prospect Research; creation of a parent/family fund; major gifts officers will be divided by college; major gifts officers will operate from a ‘moves management system’ and the creation of a corporate annual giving program.

There will also be Chancellor’s dinners segmented by college, a giving program for donors and friends and the use of email solicitations will be expanded. The Development office will screen the entire database and correct address changes as well as conduct a survey of the entire alumni base.

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UMASS Dartmouth (Jeffrey Wolfman)

- The change from a computer campus to a resident campus has enabled stronger bonding of new alumni to the campus;
- Strong community ties (fisheries, the Visual and Performing Arts Campus, National Textile Center, National Botulinum Center) support annual research funds;
- Alumni giving trends: 12% of undergraduate alumni give (\$600,000 last year, \$416,000 in FY01); Accessible alumni (80% live in Massachusetts);
- The expectation of significant growth in 07 is due to the “alumni maturing”;
- Some of the Boston campus development strategies include: new staff (fill open alumni director post, establish research-prospect management position and establish phone-a-thon coordinator; begin search for two major gift officers; different ways of engaging alumni; engaging faculty and connecting to regional, state and national needs.

UMASS Lowell (John Davis)

John Davis introduced himself as the Senior Director of Development for the Lowell campus.

- The Lowell campus celebrated the 50th Anniversary of its Plastics Engineering Program, completing a \$10 million mini campaign in Plastics Engineering;
- The Lowell campus targets three areas from a development standpoint: the School of Management, the Sciences, and Engineering;
- In terms of the development process: strategies are underway to improve major gifts efforts; the Lowell campus is going to online giving concentrating on mid-level donors; alumni giving slightly dropped from 14% to 13%;
- Two major initiatives on campus to support major gift efforts include the Nanotechnology initiative and the new College for School of Health Environment initiative.

UMASS Worcester (Rod Miller)

- The John and Ali Pierce Chair in Pediatric Hematology Oncology and the Gretchen Cook Chair in Biomedical Science are among endowments included in fundraising activities;
- Stewardship activity on the Worcester campus is in very good shape;
- Some of the Worcester campus development strategies include: hiring a Director of Planned Giving, communication incubators, working with Trustees and increasing the volunteer pool available, focusing on new donor sources, and capitalizing on the Medical School and Hospital synergy.

The meeting adjourned at 1:42 p.m.

Zunilka Barrett
Staff Associate