

**UNIVERSITY OF MASSACHUSETTS**

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

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

**Tuesday, February 14, 2006; 11:30 a.m.  
Woodland Commons Facility - Room Two  
University of Massachusetts  
North Dartmouth, Massachusetts**

**Committee Members Present:** Chair O'Shea; Chair Karam; Trustees King-Shaw and Makrez

**Committee Members Absent:** Trustees Mahoney and Pearl

**University Administration:** President Wilson; Chancellors Lombardi, Collins and MacCormack; Vice President Motley; 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. Andriolo, Associate Director of Advancement, UMASS Lowell (arrived late); Mr. Miller, Chief Executive, UMASS Memorial Foundation

Chair O'Shea convened the meeting at 11:37 a.m. and reported that he has visited three of the University campuses to discuss Development activities and opportunities and challenges that are unique to each campus, and how Trustees can help with Development efforts. He also reported that the Development Council led by Vice President Motley has been formed.

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

It was moved, seconded and

**VOTED:** To approve the minutes of the November 15, 2005 meeting of the Committee.

President Wilson then reported that the Development Council, led by Vice President Motley, has met twice since the last Board Meeting. The goal of the Development Council is to establish effective best practices, enhance communication and collaboration between the five campuses and more importantly create synergy.

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President Wilson announced that “UMass Honors” Night at the Pops for 2006 will be held on Wednesday, June 14, at Boston Symphony Hall. The evening will begin with a small reception at The UMass Club for our major benefactors.

President Wilson expressed excitement with events taking place at The UMass Club. Nearly every campus has gotten involved at some level. UMASS Boston held a tribute to *Globe* columnist David Nyhan and UMASS Amherst’s Commonwealth College recently hosted an event. There are Alumni and Business Community Advisory Board Meetings being planned for the Lowell campus, and UMASS Dartmouth has had a number of events.

The Search for an Executive Director for the University of Massachusetts Foundation is underway. The advertisement for the position has appeared in the Chronicle of Higher Education and other industry publications. Witt Kieffer has been retained as the Search Firm and an Advisory Group has been developed. President Wilson, Chair Karam, Trustees Mahoney and O’Shea, Roy Zuckerberg and Chancellor Lombardi will serve as members of the Advisory Group. Vice President Motley, Manny Berger and Gael McCully from Witt Kieffer will staff the Advisory Group.

Andrew Rudd was elected to the Investment Committee at the UMASS Foundation’s Annual Meeting on December 8, 2005. The University has endowed the Rudd Family Foundation Chair in Psychology which has been fully funded and stands at \$6.25 million (\$2.5 million from Andrew Rudd, \$2.5 million from the sale of the Nantucket land and \$1.25 million in State matching funds).

The Endowment performance continues to be strong, and the Investment Committee continues to be a jewel for the University.

Vice President Motley provided an **Update of the Glenn Strehle Report** and the **Search for a Director of the UMASS Foundation**. As a follow up to Glenn Strehle’s Report we are at the last stage of analyzing the action items regarding the Development process discussed at the last meeting of the Committee. With the Development Council moving forward, we have reviewed the comments made by Chancellor Lombardi regarding marketing and sales and how we can implement that into our processes.

The Search for a Director of the UMASS Foundation is underway. The campuses have been given the responsibility to clarify fundraising goals for interested candidates. Manny Berger has met with Chair Karam, President Wilson, and Trustees Mahoney and O’Shea to help define fundraising goals.

President Wilson indicated that Development is largely a campus effort and the Foundation should help to support that effort. We need to coordinate and provide reports in the area of Planned Giving. Another area where coordination is needed is with the flow of information. We

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need to be clear about the Development process and clear that the campuses are quite diverse and have diverse needs.

The next item was an **Update on the Development Council**. Vice President Motley informed the Committee that the Development Council has met twice since its last meeting on November 15. A report regarding the initiatives discussed is in process and will be sent to the Committee once approved by the Chair.

Vice President Motley, Consultant Glenn Strehle, Chancellor Lombardi, Vice Chancellor Elizabeth Dale, and the Development Council are working to develop an Action Plan to determine how to organize system-wide around the Development process for fundraising and stewardship from the President's Office, the Foundation, and throughout the five campuses.

The Development Officers then provided an **Update on Campus Fundraising**. Highlights included:

**UMASS Amherst (Elizabeth Dale)**

- UMASS Amherst has fully implemented the suggestions made as a result of Glenn Strehle's visit to the campus;
- A distinctive website that profiles Professorships and their donors has been developed;
- Endowment reporting efforts have been reviewed and revised;
- For the first time an Annual Report for donors and volunteers has been produced;
- The UMASS Magazine circulation to 210,000 individuals included a 1 page Ad for the UMASS Club;
- UMASS Amherst is on track with the implantation of its campaign plan;
- Two \$1 million gifts were closed during the last week of December. One million dollars to develop the Direct Mail Campaign for the Student Emergency Relief Act, and a \$1M donation from Paul Carney for the Carney Auditorium in the Isenberg School;
- The campus has done a good job of educating its donors about the Matching Program.

President Wilson congratulated the campus for a job well done. He indicated that Vice President Julian is presently at the State House because amendments to the Matching Program were taking place today.

**UMASS Boston (Darrell Byers)**

- As of January 31<sup>st</sup> 2006 UMASS Boston total funds, including cash, gifts, and pledges, is \$1.9M. This is a 78% increase over FY05;
- Relationships with key alumni and retired faculty are being re-established;
- UMASS Boston is in the early stages of laying the foundation for a capital campaign. The creation of Advisory Boards across the campus is underway;
- Fully staffing the Office of Institutional Advancement is a priority;
- UMASS Boston is working to fully develop a Planned Giving Program. Approximately 15,000 of its 77,000 alumni are considered to be in the target age group;

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- Another part of the Development strategy is to build the Annual Fund through increased alumni participation, the establishment of a Parent/Family Fund, and segmenting appeals by colleges;
- In fall 2006, UMASS Boston will celebrate the 25<sup>th</sup> anniversary of one of its predecessor schools, Boston State College;
- Another fundraising activity includes an Annual Giving Expansion. This will help grow annual giving contributions from alumni, parents, friends, and corporations;
- UMASS Boston will continue to focus on student scholarships with a Scholarship Gala in April at the Campus Center.

Chair Karam thanked Mr. Byers for his presentation. He suggested that for future meetings the Development Officers provide a clearer format of their reports for Committee members.

**UMASS Dartmouth (Jeffrey Wolfman)**

- As of December 31, 2005 the Annual Fund has raised 77% (\$177,028) over last year's total;
- Faculty and staff campus campaign participation has increased significantly;
- The Advancement office has identified prospective alumni and non-alumni donors. The Foundation is beginning to electronically screen these prospects to identify top prospects through segmented appeals;
- UMASS Dartmouth is in the process of organizing a capital campaign for its library;
- Ten new top prospects for a variety of projects have been identified and the potential donors are in the cultivation phase;
- Attaining double-digit growth will be a challenge for the Dartmouth campus.

**UMASS Lowell (Brian Andriolo for John Davis)**

- UMass Lowell continues to move successfully toward achieving its FY2006 campus fundraising goals;
- In the area of cash/pledges/grant activity, the Lowell campus was at 52% of goal as of the end of the second quarter;
- UMass Lowell recently completed a \$10 million, five-year campaign for the 50<sup>th</sup> Anniversary of the Plastics Engineering Program.
- UMass Lowell has lost 50% of its major gift field staff in a five-month period including the departure of the Director of Development in spring 2005;
- The Lowell campus will seek to add over \$1,100,000 in new gifts to the campus endowment using the PHEEIP state Matching Program;
- Last year's cash figures were "spiked" to some degree by a one-time \$700,000 estate gift and several other one-time gifts at the conclusion of the Plastics Engineering campaign.

**UMASS Worcester (Rod Miller)**

- Rod Miller is now the Vice Chancellor for National Research Advancement;
- The level of fundraising has increased by 20% at the Worcester campus;
- A greater emphasis has been placed on donor recognition. A Charlie Group has been created to recognize donors who have made contributions of \$100,000 or more;

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- Planned Giving seminars have been created;
- The Worcester campus is in the process of researching new sources of giving, particularly parents of medical school students located in the Boston area;
- An Annual Fund for patients has been created in appreciation of the special care given by their doctor. This new initiative will recognize patients who have donated \$1,000 or more. A reception for the doctors and patients who make a gift will take place on March 22;
- Development efforts are on target and negotiations for a \$1M gift are underway.

Deputy Chancellor Stanton provided clarification of Rod Miller's new position. The new position of Vice Chancellor for National Research Advancement will focus on national research and its ability to generate income from outside sources. Rod Miller will have an opportunity to work with Jim Watson on the first campaign for research. President Wilson then expressed support for the new position.

The meeting adjourned at 12:53 p.m.

Zunilka Barrett  
Staff Associate