

UNIVERSITY OF MASSACHUSETTS

AMHERST•BOSTON•DARMOOUTH•LOWELL•WORCESTER

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

Tuesday, May 23, 2006; 12:00 p.m.

**Chancellor's Office
Golding Conference Room
University of Massachusetts
Worcester, Massachusetts**

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

Committee Members Absent: Trustee Mahoney

University Administration: President Wilson; Chancellors Lombardi, Collins, MacCormack and Lazare; Vice President Motley; 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 Foundation; Mr. Davis, Senior Director for Development, UMASS Lowell; Mr. Sleeth, Vice Chancellor for Development, UMASS Memorial Foundation

Faculty Representatives: Professor Tirrell, UMASS Boston

Chair O'Shea convened the meeting at 12:05 p.m.

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

It was moved, seconded and

VOTED: To approve the minutes of the February 14, 2006 meeting of the Committee.

Chair O'Shea indicated that the Committee had a full agenda and that numerous activities are taking place on the campuses and in the President's Office. The Development Council continues to meet monthly and the campuses are working hard on the Action Plan. President Wilson will update the Committee on the UMASS Foundation search for an executive director. The endowment performance at the Foundation continues to be strong. UMASS Honors Night at the Pops is taking place on June 14 at Boston Symphony Hall.

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President Wilson then reiterated that UMass Honors Night at the Pops will be held on Wednesday, June 14, at Boston Symphony Hall. The event will highlight and celebrate the University. The evening will begin with a Reception at the University of Massachusetts Club. The University will honor Boston's Mayor Thomas Menino and Philanthropists Andrew and Jinny Rudd who endowed the largest chair at UMASS Amherst last year.

President Wilson thanked the members of the Development Council for their time and dedication and their spirit of cooperation and collaboration. Over the past year, Keith Motley has been the leader of the Development Council. He has been very helpful with putting an Action Plan together.

Since the opening of the UMASS Club its membership has reached approximately 500-600 members. The campuses have been supportive of the Club and the business community is using it very heavily. The UMASS Club is an important part of our development effort.

The UMASS Foundation Search for an Executive Director is moving forward. We continue to work with the search firm Witt Kieffer. The Advisory Group consists of James Karam, Chair of the UMASS Board; Trustee Robert Mahoney; Investment Committee Chair Roy Zuckerberg; Chancellor John Lombardi of UMASS Amherst; Trustee William O'Shea, Liaison to the Trustee Development Committee; Vice President Keith Motley, Staff Liaison; Manny Berger and Gael McCully, Witt Kiefer Search Consultants.

Efforts are underway in creating a Fundraising Spreadsheet. Today's Committee of the Whole meeting will discuss a 'Dashboard of Indicators' of how the University is doing. The 'Dashboard' shows fundraising is up 39%. Endowment performance continues to be strong and the Foundation's market value is up \$226 million.

Trustee King-Shaw indicated that he was not clear on how the Club fits into the fundraising initiative. The Development Officers will discuss how they use the Club during their reports.

Vice President Motley indicated that Club use as part of the fundraising effort has been discussed and will be a part of the Action Plan as we go forward. President Wilson indicated that the Club will be used to reach alumni that have not been connected to the University, particularly focusing on the Boston metropolitan area individuals. Glenn Mangurian of FrontierWorks LLC is executing part of that strategy and is working with the campuses to identify all the key alumni who have the capability to be supporters of the University.

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

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Chancellor Lombardi from UMASS Amherst reported the following:

- UMASS Amherst is at approximately 98.5% of goal. Reaching the campus' goal would be a 13.3% increase over last year;
- A dinner was held last Thursday at the UMASS Club for the Parent Leadership Group. An initiative is underway to cultivate and identify parents who have a capacity to support the campus;
- A one page advertisement for the UMASS Club was included in the UMASS Magazine, and a Club solicitation was included in the Boston Campaign Newsletter. The Boston newsletter is part of the regionally targeted campaign communications strategy;
- The Club was also provided with 13,800 names/addresses/zip codes and 8,000 names supported by prime zip codes to help with solicitation activity and to generate Club membership;
- The campus will conduct a direct mail campaign to its most significant donors;
- The UMASS Club is used consistently for Boston based events that are fundraising in nature;
- Alumni club events are taking place in other cities. The goal of these events is to create an alumni network that is bigger and more effective than there has been in the past. One way to create a larger alumni network is to expand the alumni club in cities with reasonable amounts of alumni. Alumni events have taken place in Denver, Washington, DC, and Atlanta;
- A new Planned Giving brochure has been designed and will be mailed to alumni and friends of the campus.

Mr. Byers from the Boston campus reported the following:

- UMASS Boston has reached its goal for the year. This is a 32% increase from previous years;
- Corporate and individual sponsorships will be finalized for the 2006 Gala;
- The positions for Director of Prospect Research and Assistant Vice Chancellor of Major Gifts need to be filled;
- Wealth screening of the campus' entire database will soon be underway;
- A planned gift to establish a chair at the College of Science and Mathematics is in process;
- We plan to submit \$1 million in corporate and foundation proposals;
- We are meeting to organize the Boston State College 25 Year Reunion;
- Many of the Advisory Boards on the Boston campus have meetings at the Club including the College of Management, and Asian American studies. A Planned Giving seminar is planned for the fall.

Mr. Byers reported that UMASS Boston's campaign focuses on scholarships this year, particularly in the College of Management, the College of Nursing, and the College of Liberal Arts.

President Wilson noted that Joseph Abboud, one of the prominent alums from the Boston campus, is speaking at the UMASS Club on Thursday.

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Chancellor MacCormack from the Dartmouth campus reported the following:

- UMASS Dartmouth is at 89% of goal;
- The kick-off for the library mini campaign will be taking place. The campaign's goal is \$10M for major renovations of the library;
- Jeff Wolfman has been very active working to identify new donors and new alumni;
- A new Alumni Director has joined the development team. In 2007, two senior field fundraisers will be hired;
- An honorary degree recipient has given us a scholarship fund. This will be announced at the Honorary Degree Dinner on May 27;
- Making the alumni base and the on-going annual fund giving stronger, and increasing the pool of major donors is a major goal for the campus.

Mr. Davis from the Lowell campus reported the following:

- UMASS Lowell uses the UMASS Club extensively. The location of the UMASS club is fantastic, and the Club is a high level facility with the ability to cultivate people. UMASS Lowell's four highest level college based board meetings are held at the Club;
- On June 15 UMASS Lowell will have the Third Annual Finance Luncheon at the Club;
- UMASS Lowell continues to move successfully toward achieving its fundraising goals. At this point in the 4th quarter the campus is \$200,000 short of goal;
- Meeting trustee goal is a challenge given office restructuring and the loss of a few field people;
- The campus continues to market its PHEEIP State Matching program. The program continues to work well;
- Small building projects at the Lowell campus include the renovation project of the Allen House, the improvement project of the Costello Gymnasium, and the renovation of the main university theater;
- The Chancellor's Fund for Institutional Priorities is being completed;
- UMASS Lowell will announce the establishment of an endowment named for former congressman Brad Morse;
- A phonathon is underway to increase the percentage of alumni, friends and parent giving;
- There is support for the new nanotechnology initiative and the acquisition of equipment and resources;
- A lifetime giving seminar was held at UMASS Lowell.

Mr. Sleeth introduced himself as the new Vice Chancellor for Development at the UMASS Memorial Foundation.

Mr. Sleeth then reported the following:

- UMASS Worcester's organization is complicated working for both the Medical School and the associated hospital;
- The Kresge Challenge Grant was received in late March. The grant will be used to finish the hospital goal of \$40M;

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- UMASS Worcester is doing an excellent job working on research grants and building the endowment for the creation of chairs;
- The campus would have met its goal had it not been for a \$10M gift received through June of last year;
- UMASS Worcester will be shy of \$15M for its goal this year, but will continue to work hard on its fundraising efforts.

Chair O'Shea thanked the campuses for their reports and indicated that the progress they are making is good.

Vice President Motley then reported on the Action Plan Update. He began by thanking the Development Council for their hard work. He indicated that this is an update regarding the initiatives discussed at the November 15, 2005 meeting of the Committee. He is working with the Development Council to develop an Action Plan to determine how the University should organize as a system.

The Action Plan includes four items: define the goals of the Development Council; discuss the roles and responsibilities of all involved in the system-wide fundraising process; suggest ways that will allow the University to be more aggressive in its fundraising approach and stewardship; and suggest a process for evaluation and measurement for fundraising.

The goals for the Development Council include: to meet monthly to establish communication and collaboration focusing on how to share best practices; to develop an annual report; to discuss Planned Giving; to evaluate and improve the UMASS Foundation website; and to use collective energies on conditions like supporting the traditional UMASS Honors at the Pops.

There needs to be an understanding of the roles and responsibilities related to fundraising. Campus responsibilities in the development mission include: provide consistent, accurate and timely financial reports; provide performance measures that will stimulate success in fundraising efforts; identify key donor prospects providing opportunities for the President to meet with donors and/or attend special events; and develop a sense of urgency in fundraising and cultivate a commitment to fundraising.

There are opportunities for the UMASS Foundation to provide value to each individual campus in the following areas: accounting and reporting, management of endowment communications and data management, resources for planned giving, and regular continuing education for the advancement of staff.

There was a discussion on the roles and responsibilities for the President's Office. Further discussion is needed and President Wilson proposed that Chair Karam, Trustee O'Shea, Chair of the Development Committee, and interested Committee members meet to discuss and draft goals that work together for the President and the Trustees.

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Chair O'Shea asked the Committee to review the Action Plan and send any comments and /or recommendations to Vice President Motley.

There being no further business, the meeting adjourned at 1:31 p.m.

Zunilka Barrett
Staff Associate