

UNIVERSITY OF MASSACHUSETTS

AMHERST•BOSTON•DARMOOUTH•LOWELL•WORCESTER

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

**Tuesday, August 22, 2006; 12:00 p.m.
Green Room, Mullins Center
University of Massachusetts
Amherst, Massachusetts**

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

Other Trustees: Trustees Armstrong, Kulenovic and Leiblum

Committee Members Absent: Trustees Mahoney and Pearl

University Administration: President Wilson; Vice President Motley Chancellors Lombardi, Collins and MacCormack

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 O'Connor, UMASS Amherst

Guest: Katherine B. Smith

Chair O'Shea convened the meeting at 12:10 p.m. and noted that this is his last meeting as Chair of this Committee. Trustee King-Shaw will serve as the new Chair of the Committee.

Chair O'Shea indicated that the Committee has made great progress with Development efforts. The Development Officers will update the Committee with their fundraising progress. Today's agenda also includes updates on the Development Council, the UMASS Foundation Search for an Executive Director, and the Action Plan. The Development Council continues to meet monthly and Board participation is encouraged going forward. Vice President Motley should be commended for his work with the Development Council.

Trustee O'Shea also reported on the success of the UMASS Night at the Pops event in June at Boston Symphony Hall.

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Under the **President's Remarks**, President Wilson reflected on how far the University has come with its fundraising efforts, with the Development Council, and the National Search for an Executive Director. President Wilson thanked Vice President Motley for his help with the Development Council and the Search for an Executive Director. He then announced the selection of a new Executive Director for the UMASS Foundation and introduced Katherine B. Smith.

UMASS Night at the Pops was a successful event. The University honored Boston's Mayor Thomas Menino and Philanthropists Andrew and Jinny Rudd who endowed the largest chair at UMASS Amherst last year. The campuses have made great progress with fundraising efforts and we are focusing on the Foundation's performance.

Trustee King-Shaw indicated that he was impressed with the fundraising efforts and looks forward to working with the Committee and the campuses.

President Wilson thanked Chair O'Shea for his work. On behalf of the Development Council Vice President Motley then presented a gift (UMASS Lowell necktie) to Chair O'Shea thanking him for his work and support.

The next 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 May 23, 2006 meeting of the Committee.

The Development Officers then provided an update on the **2005-2006 Campus Progress Reports**. Highlights included:

UMASS Amherst (Elizabeth Dale)

- Total funds raised in FY2006 is a 30% increase over FY2005; and the number of donors has increased;
- Douglas Berthiaume made a \$5M commitment to the Isenberg School of Management;
- John and Elizabeth Armstrong have donated \$500,000 to establish the Armstrong Fund for Science;
- Jerome Paros made a \$1M gift to establish the Jerome M. Paros Professorship in Measurement Science;
- Jack Welch contributed an additional \$500,000 to the John & Grace Welch Scholarship Fund;
- A \$900,000 bequest was received to create the Stanley Jez Environmental Studies Scholarships;
- Twenty-one UMASS Amherst events were held at the UMASS Club, with over 1100 guests;
- 95,000 alumni are engaged with the Amherst campus;

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- Glenn Strehle visited the campus last week to review Planned Giving efforts;
- Quarterly Newsletters are being prepared for the campus' Boston, NY Metro and Washington DC markets. The Boston Newsletter is being used to promote the UMASS Club;
- Kenzie Thompson has been named Executive Director of Advancement;
- A number of new initiatives are also underway.

Chair O'Shea and Board Chair Karam congratulated the Amherst campus for their leadership efforts.

Chair O'Shea then introduced and welcomed Trustees Endich and Kulenovich to the Committee.

UMASS Boston (Darrell Byers)

- Total private support reached \$9.8M, a 77% increase over 2005. This represents the highest ever total achieved by the Boston campus;
- The Office of Institutional Advancement saw its giving increase to nearly \$3.1M with positive growth in all of its programs;
- Alumni participation rate increased from 6.0% to 7.4%;
- Alumni donors increased to 4,024 from 3,208 in 2005. This is the second time in UMASS Boston history that alumni donors topped 4,000;
- The Third Annual Scholarship Gala raised \$209,000, it highest total ever;
- The direct mail program was expanded, and in addition, two Flash e-mail solicitations were produced;
- A renewed emphasis on corporate and foundation giving yielded \$1M including a \$550,000 grant to establish an endowed scholarship for CNHS undergraduate students;
- Annual fund giving jumped 13% to \$1.5M as a result of new direct mail and electronic initiatives;
- 'UMASS Boston on the Move' sponsored a number of events in Boston, New York City, Washington, DC and Florida;
- Over the last year, several key positions were filled or added including leadership positions in planned giving, major gifts, corporate and foundation relations and prospect research;
- The fundraising goal for 2007 is \$12M, with a stretch goal of \$14M.

UMASS Dartmouth (Jeffrey Wolfman)

- The Dartmouth campus had a very good year;
- Efforts to build the campus' alumni relations base are underway;
- The fundraising goal for 2006 was \$5M;
- An Alumni Director and a Prospect Director have been added to the Advancement staff, and additional field fundraising staff will be added in the coming year;
- A number of initiatives are underway with a \$6M fundraising targeted goal for 2007.

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UMASS Lowell (John Davis)

- Brian Andriolo in the Development Office will be working with administrators and Trustees to create a scholarship fund in honor of Chancellor Hogan's service to the University;
- The renovation and reconstruction of the Costello Gymnasium has been completed. A rededication of the facility is scheduled for November;
- The Lowell campus has added to the campus' endowment using the PHEEIP program. Thirty-two new endowment accounts were created;
- A fundraising initiative is underway for a \$1M endowment for the Chancellor's Discretionary use. The fund would support areas of excellence in the campus academic programs;
- Construction of the new Art Gallery is underway;
- Renovation of the University Theaters is underway;
- The campus announced a \$1M fundraising effort to create the Bradford Morse Endowment for International Affairs and Peace;
- UMASS Lowell continues corporate fundraising to support the Nano-Technology Initiatives and NSF Centers on campus;
- The Advancement Office is in the process of hiring an Annual Fund Director and a Senior Major Gift Officer;
- University Advancement continues to prepare for a new Chancellor and will be developing a plan to 'role out' the new Chief Executive to key constituencies on and off campus.

UMASS Worcester (Walter Sleeth)

- An estimated \$650,000 was donated to cancer research;
- \$300,000 was donated to medical education;
- Half a million dollars was donated for a Center for Management;
- The Isadore and Fannie Foxman Chair in Cancer Research was created in June;
- The fundraising goal for 2007 is \$20M. The campus is enthusiastic about its goal.

Vice President Motley then thanked Chair O'Shea, the Development Council, the campuses, and Carol Kelley for their work and support throughout the year.

Vice President Motley reported on the **Action Plan and the Fundraising Spreadsheet**. The Committee's support in moving forward with the Action Plan is needed. He thanked Vice President Lenhardt for his support with developing the Fundraising Spreadsheet.

Vice President Motley welcomed Katherine B. Smith as the new Executive Director for the UMASS Foundation, and Trustee King-Shaw as the new Chair of the Committee.

Vice President Motley also reported that the **System-wide Integrated Marketing Plan** is underway and the report will be presented to the Committee in October. He thanked Ms. Granese and Vice President Gray's group for their assistance with revamping the University's

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website. Trustee King-Shaw then requested a meeting with the Integrated Marketing Consultants.

Chair O'Shea thanked Vice President Motley and the Development Officers for their reports.

The meeting adjourned at 1:25 p.m.

Zunilka Barrett
Assistant Secretary to the Board