

UNIVERSITY OF MASSACHUSETTS

AMHERST•BOSTON•DARTMOUTH•LOWELL•WORCESTER

**MINUTES OF THE MEETING OF THE
ADVANCEMENT COMMITTEE**

**Wednesday, November 18, 2009; 10:00 a.m.
Lowell/Dartmouth Room
225 Franklin Street – 33rd Floor
Boston, Massachusetts**

Committee Members Present: Chair Lawton; Trustees DiBiaggio, DeSisto, Karam, Koffman, Peters and Young

Committee Member Absent: Trustees MacAfee and Tocco; Chairman Manning

University Administration: President Wilson; Vice President Smith; Chancellors Holub, Motley, MacCormack, Meehan and Collins; Vice Chancellor Moloney

Advancement Staff: Mr. Leto, Vice Chancellor for Advancement, UMass Amherst; Mr. Byers, Vice Chancellor for Institutional Advancement, UMass Boston; Mr. Eatough Assistant Vice Chancellor for Institutional Advancement, UMass Dartmouth Foundation; Ms. Shorr, Vice Chancellor for Advancement, UMass Lowell; Mr. Pagnam, Vice Chancellor for Development, UMass Memorial Foundation; Mr. Milligan, Executive Vice Chancellor for University Relations, UMass Amherst

Faculty Representatives: Professor May, UMass Amherst; Ms. Gibbs, UMass Dartmouth

Chair Lawton convened the meeting at 10:05 a.m. and asked for a motion to **Consider the Minutes of the September 17 Meeting of the Committee.**

It was moved, seconded and

VOTED: To approve the minutes of the September 17, 2009 meeting of the Committee.

Chair Lawton noted that today's agenda includes reports on campus activities that have taken place during the first quarter of the year and those planned to take place during the balance of the year. We will also hear from the campuses about their fundraising performance for the first quarter of Fiscal Year 2010.

Chair Lawton then welcomed the newest member to the Committee, R. Norman Peters, Esquire, of Paxton, MA. Trustee Peters is the founding partner of the Worcester-based law firm Peters & Sowyrda. His practice is primarily focused in business, including real estate law. He serves on several corporate and non-profit boards among them, the UMass Foundation and the UMass Memorial Foundation which raises charitable funds from private philanthropic sources

Advancement Committee
November 18, 2009

on behalf of the UMass Medical School of which he is past Chair. In that role, he has been instrumental in identifying and introducing numerous leadership donor prospects to the Medical School. He also served as a member of the UMass Medical School Chancellor's Search Committee. The University of Massachusetts Medical School awarded Mr. Peters an Honorary Degree in June 2004.

The next item was the **President's Report**. President Wilson also welcomed Trustee Peters to the Committee. It has been a pleasure working with him over the last few years in a variety of areas primarily related to the Medical School, and looks forward to working with him to advance the University. He then reported that fundraising performance across the five campuses is rebounding during the increasing difficulty of this economic environment and commended and congratulated the Chancellors, Vice Chancellors, and their teams for their efforts.

The five campuses combined raised a total of \$18.2 million to date with UMass Amherst raising \$3.7 million or 14% of goal; UMass Boston raising \$2.8 million also at 14% of goal; UMass Dartmouth raising just over \$1 million also at 14% of goal; UMass Lowell raising \$3.2 million at 32% of goal; and UMass Worcester raising \$7.4 million at 25% of goal for the year.

Combined across the five campuses, this has been the best first quarter for new gifts and pledges in the last five years. The UMass Foundation Investment Committee continued to do extremely good work through the first quarter of the year. As of September 30, 2009 the investment performance on our endowment stood at 9.4%. We will have more robust information on our performance against our peer group in December when NACUBO issues its annual report. The market value of the UMass Endowment as of September, 2009 was \$404 million.

Asset allocation is again within policy range with Domestic Equities of 32.4%; Fixed Income: 40%; Alternative Investments: 18.5% (long term target is 23%); and Cash Equivalents: 9.1% (long term target is 5%).

Getting to these results, whether we are talking about fundraising or investments results, requires deeper engagement with alumni, parents, and friends and we have had several tremendous events in the first quarter that got more people more deeply engaged with the University. We were hosted by the Patriots organization in September at Gillette Stadium for UMass at U2, which—through the generosity of the Patriots Foundation and the Kraft family and the 1,600 alumni and friends of the University who attended—helped the University to raise a scholarship fund of almost \$100,000.

The first One Day UMass event was held in the Boston area and brought some of our most prominent and accomplished faculty members into a classroom setting for alumni and friends. Each campus identified at least one faculty member to deliver a mini-lecture on topical issues related to health, the economy, and culture. The event was very well attended and incredibly well-received. We plan to do more of this kind of programming that reconnects our alumni with the mission and current work of the University.

Advancement Committee
November 18, 2009

Under the **Chair's Report**, Chair Lawton indicated that there is continued collaboration amongst the Advancement teams to engage alumni participation in a variety of different ways. They continue to identify prospects and donors. We are focused on our responsibility to preserve and cherish the strength of our University.

There are great things happening at the University that should excite the passion of our alumni, the people in the Commonwealth, foundations, and corporations. As President Wilson indicated this year's U2 event was tremendously exciting. A number of events are underway which will continue mobilizing alumni.

Chair Lawton announced that a June event is being planned with Toby Keith, country western music singer-songwriter at the TD BankNorth. Further details on the event will be forthcoming.

Under the **Vice President's Report**, Vice President Smith thanked Chair Lawton for his enthusiastic support of Advancement efforts and for his leadership of this Committee, and thanked President Wilson as well as the Chancellors, Vice Chancellors and their teams for their diligent efforts. She reported that there are several UMass events planned over the course of the coming year, including events in June on the Cape, an April event in Washington DC, and an event in Florida.

Vice President Smith then asked the Vice Chancellors to comment on their **FY10 Q1 Fundraising Results** and their overall progress on goals to date.

Vice Chancellor Leto from the Amherst campus reported that while it is still early in the year there are many promising signs. Cash receipts are up 12% over last year, \$4.5 million; this is the second highest total over the last five years; donor confidence is returning with the number of donors up 70%; under Chancellor Holub's leadership and the generosity of faculty and staff there is a 73% increase in annual faculty and staff giving to date; as of November 15th, a total of \$782,000 in cash contributions and pledges has been received.

Progress has also been made in other key areas: the restructuring of the development area organizational structure is complete; the new campus-wide goal setting process has been implemented; committees and the focus of the UMass Amherst Foundation Board have been restructured; several key staff positions are expected to be filled within the next week or two, including a search for a Development Officer to focus in the Boston Area; discussions for a new campaign for the Amherst campus will be underway after the first of the year.

Chair Lawton asked if UMass Online contributes to increasing alumni participation, and identifying and increasing the number of donors at Amherst. Vice Chancellor Leto does not have that information on hand but will report on it at the next meeting of the Committee.

Vice Chancellor Byers reported that commitments at the Boston campus are down 15% from last year. This was due to gifts that were not closed in the first quarter and are now closing; there is an increase in the number of donors; there is a decrease in the number of staff but fully expect to make that up by the middle of the third quarter;

Advancement Committee
November 18, 2009

An event was recently held in New York in which three alums made \$25,000 gifts each; a \$250,000 gift was also closed on that night; contractual discussions are underway to close three seven-figure gifts by year's end.

A Retired Faculty Committee that focuses on working with retired faculty for major gifts of \$100,000 or more has been created; the campus also has a number of events lined up over the next several months; every day they are meeting new people through the mentorship programs of the various colleges.

Assistant Vice Chancellor Eatough from the Dartmouth campus reported that fundraising at the campus is up 33% over last year and is at 14% of goal.

A number of events have taken place over the past few months including the Ferreira Mendes Portuguese-American Archives Ribbon Cutting with 300 in attendance; an EMC Golf Tournament Benefit for the Engineering department, 288 EMC employees participated; and the Annual Blue and Gold Gala which raised more than \$30,000 for scholarships, and a \$300,000 gift from Charles Charlton for the Charlton College of Business.

Other major gifts received include a \$100,000 commitment for Indic Studies and an endowed \$30,000 for Electric Theory. A Bequest Society was also established. Dartmouth is also working on many of its primary goals which include using greater technology in its fundraising efforts and continued work with alumni.

Chair Lawton asked if UMass Online has an impact on recruiting alumni. Assistant Vice Chancellor Eatough does not have that information on hand but indicated that the campus has been very effective at using technology. National trends indicate technology is being used as a timeline method of communicating and as a way of soliciting individuals. UMass Dartmouth has been using technology as a way to attract individuals to the campus and to events.

Chair Lawton also asked what the campus is doing to engage incoming freshmen with the Alumni Association. A Homecoming weekend event is held to engage parents and students, which helps them develop a connection with the institution. In relation to increasing affinity via the Alumni Association, there is room for improvement.

Vice Chancellor Shorr reported that UMass Lowell's performance was up, and the first quarter was positive and exceeded all expectations. This is as a result of gifts and support from corporations, foundations, other organizations, and several in-kind gifts for plastics engineering, and sound recording technology. Cash gifts were also slightly up over last year.

UMass Lowell's emerging work in developing international partnerships was discussed at the September meeting of the Committee. The former Dean of Engineering is heading this effort and has raised almost \$500,000 in gifts and verbal commitments to support the partnerships with engineering education.

Advancement Committee
November 18, 2009

The Annual Giving program has been revamped and is expected to take off in the second quarter. A report on the results will be presented to the Committee next year. We are pleased with the level of continued support from alumni and parents.

Plans for the upcoming year include: The campaign for technology and engineering innovation which Chancellor Meehan announced at a gathering of 250+ engineering alumni, and faculty in October; in the past few months there has been a number of activities around the program; the campaign goal is \$10 million. Work on the College of Management and the feasibility study has begun; substantial fundraising efforts are underway to reach the management goal. The Lowell campus is also working on fundraising opportunities that present themselves around the Tsongas Arena, and a new academic building that will go up on the South campus.

Two Major Gifts Officers will be hired to support Advancement efforts; a Planned Giving Society has been created; Heather Makrez has been hired as Associate Director of Alumni Relations; and plans are under way for a Student Giving Program.

Vice Chancellor Pagnam from the Worcester campus reported that first quarter results were the best in five years at \$7,410,000; new cash, new pledges and private grants were all over \$2 million; the \$2 million commitment for the Cancer Center of Excellence will provide some match money for the Foundation. Cash totals are down almost 50%, but new cash gifts are up, the highest in a five-year period; the goal of \$30 million remains on target.

Several meetings with Chairs have been held on campus to discuss doing more with national foundations; an alumni participation goal of 25% is off to a good start; the transition to Advance has been completed and IT system response has been on target; the inaugural meeting of the Development Council took place in October.

All of the campuses need to have more donors in their pool. While we are all working on that, the ability to attract new donors has slowed as a result of the economy and national trends indicate that it is harder to get in touch with potential donors.

Chair Lawton thanked the Vice Chancellors for their reports and commended the goals for 2010.

Trustee DiBiaggio asked what else can Trustees do in relation to enhancing alumni participation. UMass Worcester is reaching out to alumni and working to get students more engaged. Vice Chairman Karam indicated that Trustees need to know the cost of what it takes to get to the next level. That information will be available at the next meeting.

Suggestions included focusing on student connectivity; having a class chair; engaging students early; using social networking tools; bringing back the alumni speaker series; changing the culture of philanthropy; students need an accessible point person; having a \$5 senior gift pledge program; looking at ways to cultivate leadership; balancing the state funding message; having senior class agents who issue letters of solicitation; increasing giving amongst University employees.

**Advancement Committee
November 18, 2009**

Chair Lawton and President Wilson both commended the Chancellors for their efforts in cultivating, over a period of time, large gifts and building the development efforts.

The meeting then adjourned at 10:58 a.m.

Zunilka Barrett
Assistant Secretary to the Board