

UNIVERSITY OF MASSACHUSETTS

AMHERST•BOSTON•DARMOOUTH•LOWELL•WORCESTER

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

**Wednesday, November 17, 2010; 10:00 a.m.
Lowell/Dartmouth Room
225 Franklin Street – 33rd Floor
Boston, Massachusetts**

Committee Members Present: Chair Lawton; Vice Chair DiBiaggio; Trustees Fox, Peters, Reid and Tocco; Chairman Manning

Committee Member Absent: Trustees Karam and MacAfee

University Administration: President Wilson; Vice Presidents Goodhue and Gray; Chancellors Holub, Motley, MacCormack, Meehan and Collins; Vice Chancellors Leto, Capello, Eatough, Chiu, and Pagnam; Ms. Symington, Executive Director, UMass Amherst Alumni Association

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

Chair Lawton convened the meeting at 10:06 a.m. and asked for a motion to approve the **Minutes of the Previous Meeting**.

It was moved, seconded and

VOTED: To approve the minutes of the September 15, 2010 meeting of the Committee.

The next item was the **President's Report**. President Wilson reported that the University is off to a great fundraising start. This follows the best fundraising year in UMass history. The campuses have set a fundraising goal of \$100,300,000 for this fiscal year. As of the end of the first quarter, the combined development efforts of the campuses have resulted in gifts totaling \$33,455,651, one-third of the way to our goal.

These fundraising results are highlighted by the performance of Chancellor Meehan and his team at Lowell having already achieved 60% of their goal. Chancellor McCormack and her development group at Dartmouth are having another great year with 1st quarter results at almost 50% of their goal. Chancellor Collins and the Medical School are also off to a great start having reached almost 40% of their goal for the year.

President Wilson commended the continuing fine work of the UMass Foundation's Investment Committee chaired by UMass Boston alum Ed D'Alelio. The Investment Committee has followed their outstanding performance of FY10 (12.35%) with a great first quarter. The

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return for the first quarter of FY11 is 7.29%. The total value of the endowment as of 9/30/10 was \$482,867,836.

Each of the campuses continues to work hard to engage and involve their alumni. The UMass Foundation continues to support alumni efforts by funding the online community at four of the campuses. Recently, after an exhaustive vetting process, the Foundation entered into a contract with a new vendor, iModules, for the online community. iModules has emerged as the technological leader in this field and its software will interface with the Advance II Constituent Relations Management software being introduced on the campuses.

President Wilson then commended the campuses for their support of the UMass Amherst football team and the Minuteman Marching Band at Gillette Stadium in October. While the result of the game was not what we had hoped, the exciting atmosphere surrounding the game and the great support for the team was a tribute to UMass Amherst and its athletic program. Each of the campuses rallied support for the game.

Under the **Chair's Report**, Chair Lawton commented that in the face of global economic times the past year provided some very interesting times and challenges with the value of the University's endowment, retention in the climate of philanthropy, and the demands for more financial aid for the University in view of state budget cuts. Some of these challenges have been addressed by the President's Office and the Administration.

At the last meeting of the Committee, Trustee Fox asked for an update on the role that student associations and alumni play in fundraising. Two years ago Former Trustee Bharath Nath from the Worcester campus conducted a study on this, the importance of a student's experience and engaging students to become lifetime contributors of UMass.

One initiative that came out of the study was to identify outstanding and distinguished alumni and have each Student Trustee work with their campus advancement teams to bring those alumni back to the campuses and engage them in mentoring programs and get students involved with alumni events. This will also provide an opportunity to cultivate alumni and reconnect them with the University. Chair Lawton has discussed this with Vice President Goodhue and further information will be shared with the Student Trustees.

Under the **Vice President's Report**, Vice President Goodhue commented on the ongoing **Constituent Relations Management Software Project**. This project is funded by the Foundation and is a partnership between the campuses, the Foundation, University ITS and SunGard. Changes were recently made to the UITS leadership team. In early spring the Boston campus will move forward with its conversion, followed by the Dartmouth and Lowell campuses. The CRM database is a critical resource to fundraising work on the campuses.

As President Wilson mentioned, the online community is changing to iModules for the Boston, Dartmouth, Lowell and Worcester campuses. This valuable tool will give alumni the ability to update personal information online, and will interface with Facebook and other social media.

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He then commented that the UMass Foundation's Endowment Spending Rate Policy will be revised. The policy was established in December 2008 to address the financial meltdown at that time. The policy which went into execution on June 30, 2010 presents some stewardship issues. The revisions have been discussed with the Vice Chancellors and will be reviewed in the spring by University leadership and the Investment Committee. The policy will come before the Foundation's Board for approval at its annual meeting on December 17th.

The Vice Chancellors then reported on their Quarterly Fundraising Reports and Student Alumni Activity.

Vice Chancellor Leto reported that because of last year's record-breaking gift the Amherst campus set a very impressive goal with a 10% growth for this year. Total commitments of \$5.9M is the second highest in the last five years. Priorities this year include an increased focus on Planned Giving, strengthening the Principal Giving Program, and a focus on Corporate Giving. Fundraising priorities continue to include a focus on scholarships, faculty support, and increasing the endowment.

Vice Chancellor Cappello reported a fundraising goal of \$14.5 million for the Boston campus, a 31% increase from last year. Conversations are underway for an endowed chair to support youth mentoring, and also to support research projects related to poverty and early education. The Institute for Oceans, Climate and Security is being recruited by a national Foundation to be a major collaborative partner of a \$10M grant. The Boston campus entered into a partnership with the Nantucket Conservation Foundation.

Project ALERTA, an enrichment program for struggling Latino students and English-language learners in the Boston Public Schools received the 2010 National Arts and Humanities Youth Program Award—the highest honor an after-school program can receive. First Lady Michelle Obama honored the program at a White House ceremony. Only 15 programs are chosen from 458 nominations nationwide. It is the only program in Massachusetts to win this year.

Student alumni programs include the UMass Boston Entrepreneur Alumni Program, student yearbook pick-up party, enhancing social media, Career Symposium, Mentoring Program, Student Magazine, and Leadership Awards Program.

Vice Chancellor Eatough reported a fundraising goal of \$13.4 million for the Dartmouth campus. In addition to the in-kind gift of the Law School, the campus had a number of major gifts including \$210,000 from former Trustee Charlie Hoff. A number of events were held last quarter including a SMAST event featuring Dean Farrington, the annual Blue and Gold Gala, and the Alumni and Family Weekend. Lori Jakes was recently hired as Director of Alumni Relations.

Student alumni activity include alumni lecture series, basketball and hockey games, and a theatre event. Annual Fund activity includes a phone-a-thon, and the release of four videos featuring alumni and Law School students.

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Vice Chancellor Chiu reported a fundraising goal of \$11 million for the Lowell campus. Tracking the Major Gift Fund has ensured nearly \$1 million in new major gift commitments. A \$4 million gift-in-kind was received with \$1 million going towards the Emerging Technologies Program, six new endowments have been established totaling \$116,000, and \$3.6 million has been raised for the Emerging Technologies Building. Donor count is up over 200 donors, an 11% increase from this same time last year, and online solicitations continue to show strong results.

A new emphasis is being put on students and their alumni programming. Plans are underway to expand the student master program and to showcase the Alumni Speaker Series to engage current students in the fundraising process. Efforts to build the Advancement team will continue along with a focus on several key building initiatives, increasing major gift activity, donor constituency and alumni participation.

Vice Chancellor Pagnam reported a solid fundraising performance for the 1st quarter at the Worcester campus. This was a record-breaking year for alumni participation. This fall student volunteers, staff and alumni participated in a number of alumni events including phone-a-thons, donor-parent events, Convocation, Investiture Ceremony, White Coat Ceremony, and the Annual Alumni Scholarship Dinner. Efforts to promote financial aid will continue.

Three major trips are planned for early next year—one on the West Coast, and two in Florida. Capital campaign planning is underway. New commitments this week included a \$500,000 gift from a current parent, a \$250,000 gift from a patient, and a \$250,000 gift from a Worcester resident towards the Chancellor's House.

Trustee Tocco asked if major campaigns are coordinated throughout the University system and how are the efforts coordinated. President Wilson indicated that the Advancement and Management Councils are looking to address this issue.

Vice Chair DiBiaggio commented that the fundraising results are encouraging. Development efforts are important and many resources will be needed in years to come.

Trustee Fox asked what kind of networking efforts with alumni are the campuses focusing on. Ms. Symington, Executive Director of the UMass Amherst Alumni Association commented on extensive programs at the Amherst campus based on tradition, career readiness and philanthropy. The Alumni Association is building on old and new traditions such as Commencement Ball, the possible return of Convocation and partnering with Athletics; preparing students to be career ready by providing intensive resources such as student meetings, conducting webinars and social media training; and maximizing the online community to educate students about philanthropy.

Trustee Peters briefly commented on the concerted effort between Chancellor Collins and the Worcester community to purchase the Chancellor's House.

The meeting adjourned at 11:21 a.m.

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Zunilka Barrett
Assistant Secretary to the Board