

UNIVERSITY OF MASSACHUSETTS

AMHERST•BOSTON•DARMOOUTH•LOWELL•WORCESTER

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

**Wednesday, February 9, 2011; 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 and Reid

Committee Member Absent: Trustees Karam, MacAfee, Reville and Tocco

University Administration: President Wilson; Vice Presidents Goodhue, Gray and Connolly; Chancellors Motley, MacCormack, Meehan and Collins; Associate Vice Chancellor Thompson; Interim Vice Chancellor Capello; Assistant Vice Chancellor Eatough; Vice Chancellor Chiu; Vice Chancellor Pagnam

Faculty Representatives: Professors Adrion and May, UMass Amherst; Ms. Gibbs, UMass Dartmouth

Chair Lawton convened the meeting at 10:15 a.m. and asked for the **Consideration of the Minutes of the November 17 Meeting of the Committee.**

It was moved, seconded and

VOTED: To approve the minutes of the November 17, 2010 meeting of the Committee.

The next item was the **President's Report.** President Wilson reported that at the halfway point of the Fiscal Year the University's fundraising efforts are well on their way to reaching FY11 goal of \$100,300,000. To date, the combined efforts of the campuses have resulted in total gifts received to date of \$65,503,440, nearly two-thirds of goal. This tremendous effort follows last year's record breaking total of \$131,466,706. He commended each of the Chancellors and their fundraising teams for their outstanding results in these difficult economic times. Special recognition goes to the UMass Amherst team for already raising \$24,171,972 towards their goal of \$29,400,000, 82% of goal. This is a great achievement only surpassed by the UMass Lowell team having raised \$10,304,126, which is 94% of its goal of \$11,000,000.

As of December 31, 2010, the UMass Endowment surpassed the \$500,000,000 mark for the first time in history. The endowment stands at \$506,703,741. The Investment Committee led by UMass Boston Alum, Ed D'Alelio, has delivered a return of 12.3% for the first half of the fiscal year. Their return for the calendar year that just ended was 11.63%.

Advancement Committee
February 9, 2011

To put this in perspective, NACUBO and the Commonfund Institute recently released the endowment results for market value and percentage change from FY09 to FY10. The growth rate of the University's endowment during that one year was 23.4% which is second only to Syracuse University in percentage of total growth of endowment market value during that period among the top 200 endowments. The UMass Foundation now ranks 137th in the size of its endowment, \$459,368,000 as of June 30, 2010, which puts the University just ahead of Florida State and Arizona State Universities and just behind the Universities of Georgia and Arizona. We have a long way to go to reach the top 100 endowments; the University of Miami currently stands at 100 with a market value of \$618,236,000 as of June 30, 2010.

Chair Lawton then commented that President Wilson is at the end of his tenure at the University and he has done a tremendous job with development across all five campuses. The new President will have the benefit of working with five great Chancellors and development teams.

Vice President Goodhue then announced arrangements are underway for a celebration event honoring President Wilson on June 7, 2011 at the UMass Club. All proceeds from the event will go to the Jack M. Wilson Presidential Scholarship that was established with the proceeds from President's Wilson's Inaugural.

The Vice Chancellors then provided their **Quarterly Fundraising Reports**.

Ms. Thompson, Associate Vice Chancellor of Advancement first commented that Chancellor Holub and Vice Chancellor Leto are in Florida at fundraising events and where the UMass Amherst Foundation Board will meet tomorrow.

Cash receipts are up 20% over six months ago last year, endowment gifts are up 27%, commitments are up 17%, donor count is up 5%, alumni participation on campus is at 11% and Planned Giving is being promoted at Amherst. The campus received the largest bequest gift, in its history, of \$10M from a donor. The Senior Class Giving Program is looking to extend to juniors and eventually to all students. There are several student-run projects including the Senior Class Ball which started several years ago. Trustee Fox commented that the Senior Campaign is highly visible and a broad range of students volunteer and participate in it. Phone-a-thons also take place throughout the year.

Interim Vice Chancellor Capello reported that the Boston campus received a \$13.7M grant from NIH to extend its partnership with the Dana Farber/Harvard Cancer Center. This will allow UMass Boston to continue supporting research in cancer treatment while addressing health disparities in minority populations and increasing community outreach and education. A \$1M commitment was also received from Mentor Inc. to establish a chair in mentoring. A partnership was established with Mentor National Mentoring Partnership for the UMass Boston Mentor Research Alliance. This institute will support youth mentoring at certain schools. Dr. Jean Rhodes will serve as the institute's first chair.

Advancement Committee
February 9, 2011

Last week the Massachusetts Life Sciences Center announced a \$2M capital grant to establish the Center for Personalized Cancer Therapy at UMass Boston. This funding is part of a planned investment totaling \$10M.

Giving highlights included: second quarter overall giving increased 31.5% and total giving from individuals increased 13.5% from last year; individual donor giving increased 8%; alumni giving increased 1.5%; total giving from friends increased 21% and unrestricted giving increased 13%; Alumni participation is 6.5%; corporate and foundation giving was down this quarter in comparison to last year, however several million dollars in private grants are pending, a 5-year commitment from the Boston Foundation was recently received and also a \$1M mentoring private commitment; contributions from retired faculty and staff increased 4%, contributions from current faculty and staff increased 11%. UMass Boston held its first ever faculty and staff donor recognition event, and secured 3 new members to its society; Louis Landau Searches has been selected to search for a Vice Chancellor for Advancement.

Assistant Vice Chancellor Eatough reported fundraising efforts for the Dartmouth campus currently at 61% of goal. Receipt of new cash and pledges are up over last year, overall total giving continues to rise. There was a slight decrease in private grants, but a number of grants from corporations and Foundations are pending. Dartmouth received a few individual gifts of \$25,000, \$50,000 and \$100,000. Alumni engagement continues to be the most critical area going forward—Lauri Jakes was recently hired as Assistant Vice Chancellor for Alumni Relations and Chad Argotsinger as Director of Alumni Relations.

Two new videos were released, one featuring alumnus Don Wood and another featuring James Chisholm, a Law School student—these two videos are the first of four videos being released this year. The third video featuring a SMAST professor is set to be released the 3rd week of February. A \$25,000 pledge was made two days after the Law School video release. The videos can be viewed online at <http://www.umassd.edu/advancement/media>.

Other fundraising activities include: receipt of \$200,000 for a scholarship and an additional \$110,000 received for the Center for Indic Studies. A number of other giving proposals are underway. In the area of alumni relations, there are plans to increase the use of technology such as Facebook and You Tube. The Blue and Gold Gala was held on September 25th for the Law School. UMass Dartmouth is working hard to increase its development staff hiring a new senior philanthropic officer for the Charlton College of Business, and plans are underway to hire a major gifts officer for the Law School.

Vice Chancellor Chiu reported that the Lowell campus is on record for securing \$10.3M in gifts and pledges; this is more than an 80% increase over last year. This momentum seems to be attributed to increased activities in alumni engagement and fundraising efforts. Chancellor Meehan secured a \$5M commitment from the Merrimack Valley Sandbox. This is one of only 3 initiatives that the Commonwealth established with the Merrimack Valley Center for Innovation and Entrepreneurship at UMass Lowell.

A \$240,000 donation, the largest library gift in Lowell's history, was received towards the University Library online periodical purchases. Fifteen new endowments were established this year totaling over \$1M in gifts and pledges. New cash, gifts and pledge payments are up over

Advancement Committee
February 9, 2011

\$206,000, a 12% increase over this time last year, and over \$2M in major gifts funding to-date has been secured. A Director of Annual Giving has been hired, an alumni annual giving campaign is underway, mail solicitations are up 23% over last year and online giving is up 18%.

Continued focus will remain on the expansion of constituent engagement and outreach programs to increase alumni participation. The expanded Student Ambassador Program has received positive feedback. Plans are underway to create a more comprehensive Senior Class Giving Program. A Rhodes Scholar initiative is underway. Alumni online communications continue.

Vice Chancellor Pagnam reported a busy fall for fundraising efforts including Convocation and Investiture Ceremony, ending with a Winter Ball on December 10th. Commitment totals through December were at a 5-year high with \$22M. New cash gifts are down slightly but the new pledge total is at a 5-year high with just over \$8M. Alumni giving continues to grow. Total commitments from the foundation are also at a 5-year high. New commitments from friends are lagging. Cash totals through December are slightly up from previous years. The number of new cash gifts are down from the prior year, but the campus is on track to meet and surpass all alumni participation goals.

The process of reorganizing the School of Medicine's Alumni Association is underway, efforts to increase the quality and quantity of alumni communications continue, efforts to build the financial aid endowment also continue, the Development Council continues to take shape, work continues to integrate the Advance software. A full schedule of events is scheduled for the spring including the Third Annual Mentoring Event.

Trustee Peters acknowledged that the Winter Ball, which raised \$650,000, was an outstanding event. This event should serve as a fundraising model for all of the campuses.

Vice President Goodhue then notified the Chancellors that the Foundation has completed its estimates for the FY12 endowment disbursements—those figures will be sent to Chancellors on Monday, February 14, 2011, after one final review. This important information aids with recruitment and scholarships.

Vice Chair DiBiaggio commended the Chancellors and their development teams for their efforts and commented that the University has great needs. All Trustees have to participate and attempt to assist with fundraising efforts because without resources the quality of the programs cannot be maintained. Trustees should be called upon if there is anything they can do to help.

Trustee Peters commented that alumni participation is an untapped area that some effort should put into; Trustee Reid noted the importance of student alumni interactions; Trustee Fox restated emphasis of student stories.

Chair Lawton then commented that discussions for adopting a University- wide policy for the Reporting Format will take place at the next Development Council meeting.

The meeting adjourned at 11:07 a.m.

Advancement Committee
February 9, 2011

Zunilka Barrett
Assistant Secretary to the Board