

UNIVERSITY OF MASSACHUSETTS

AMHERST•BOSTON•DARTMOUTH•LOWELL•WORCESTER

MINUTES OF THE MEETING OF THE  
ADVANCEMENT COMMITTEE

Wednesday, May 25, 2011; 10:00 a.m.  
Lowell/Dartmouth Room  
225 Franklin Street – 33rd Floor  
Boston, Massachusetts

**Committee Members Present:** Chair Lawton; Trustees DiBiaggio, Fox, Peters and Reid

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

**University Administration:** President Wilson; Vice Presidents Goodhue and Gray; Chancellors Holub, Motley, MacCormack, Meehan and Collins; Vice Chancellors Leto, Capello, Eatough, Chiu, and Pagnam; President-Elect Caret

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

Chair Lawton convened the meeting at 10:12 a.m. and welcomed President-Elect Caret to the Committee. He then asked for a motion to approve the **Minutes of the Previous Meeting.**

It was moved, seconded and

**VOTED:** To approve the minutes of the February 9, 2011 meeting of the Committee.

Chair Lawton indicated that a proposal to adopt a new uniform set of metrics for FY2012 will be presented to the full Board for approval before year's end.

Under the **President's Report,** President Wilson noted that this would be his final report to this Committee and thanked each Advancement professional and every donor for the great progress made in Advancement during his Presidency.

In his first year as President, FY2004, the University reported to this Committee having raised \$63,007,981 collectively. Last year, double that amount was reported. This year through March 31, 2011 we are reporting \$83,102,489 of the goal of \$100,000,000. To date, gifts have been received from 54,618 individuals and 3,177 from corporations, foundations and other organizations.

Also in his first year as President, the endowment stood at \$143M. At the end of the most recent quarter ending March 31, the endowment has grown to \$522M. The investment performance to date for this year is 15.28%. The Investment Committee led by Roy Zuckerberg,

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UMass Lowell alum, through December 2009 and since then by Ed D'Alelio, a graduate of UMass Boston, has done a superb job managing the endowment.

Alumni events this spring included the annual trip to Florida, highlighted by a reception hosted by UMass Lowell alum and benefactor, Joe Day, and attended by well over 100 alumni and friends of the University; and two events with the Boston Red Sox. The first event was hosted by UMass Boston before the Red Sox vs. Pirates game; the second, a Red Sox night at Fort Myers hosted by the University that was attended by over 300 alumni and friends. President Wilson also participated in the Annual St. Patrick's Day Parade in Naples.

Under the **Vice President's Report**, Vice President Goodhue reported on efforts to develop new gift counting rules. Current cash gifts need to be the point of emphasis in the Committee's reports. An internal committee has been formed to revise the fundraising reports and will report to the Committee at the September meeting with a revised suite of reports that reflect the best practices of the fundraising community, emphasizes cash contributions to the University, and recognizes the various categories of fundraising activity.

Vice President Goodhue thanked President Wilson for his commitment and support.

There was a round of applause.

He announced the Tribute to President Wilson taking place on June 1<sup>st</sup>, 2011 at the UMass Club. All proceeds from the event will go to the Jack M. Wilson Presidential Scholarship which was established with proceeds from President's Wilson's Inaugural.

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

Interim Vice Chancellor Capello provided highlights of the Boston campus fundraising activity which included the 7<sup>th</sup> Annual Scholarship Gala, honoring Robert Sheridan. Proceeds from the Gala will support the Robert and Jean O'Hara Sheridan Scholarship Fund; UMass Boston Alumni Board of Directors \$1M donation to the campus over a 5-year period; Board of Visitors first Committee/Board meetings; a partnership that was established with Mentor National Mentoring Partnership of Washington, DC; and emphasis placed on building the Board of Advisors for the Colleges of Nursing and Health Sciences, College of Management and the College of Liberal Arts.

Giving highlights included an NIH \$3.2M grant secured by Professor Suzanne Leveille from the College of Nursing and Health Sciences; a \$1.1M grant awarded to Cedric Wood, Director for the Institute for New England Native American Studies for the Native Tribal Scholars Program; a \$420,000 gift received by the UMass Foundation to be transferred to the Boston campus; and a \$250,000 grant from Special Olympics.

Vice Chancellor Leto provided highlights of the Amherst campus fundraising efforts including cash and bequest contributions; aggressively improving the Planned Giving program; and increasing marketing efforts. Giving highlights included a \$10M bequest intention received;

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\$3M raised to-date for scholarships; \$1.75M received for an endowed professorship; \$1M secured for a scholarship fund; and \$5M received for a faculty endowment.

Assistant Vice Chancellor Eatough provided fundraising highlights for the Dartmouth campus including an additional \$550,000 in grants received; improving donor parents area; seeking traditional and alternative methods to cultivate donors such as alumni trips and release of the ‘Meet the Faces of Dartmouth’ video series.

Giving highlights included a \$219,000 realized bequest; a \$150,000 pledge for the College of Nursing; \$100,000 from Tufts for the educational programs of the South Coast community; scholarship donor luncheon attended by 170 individuals; June 15 event to be held at the Law School with former Governor Dukakis; Blue and Gold Gala to be held on September 24; and a Pawtucket Red Sox event to be held in June.

Chancellor Meehan commented on a \$5M secured commitment for the College of Management from Robert Manning, UMass Lowell Alum and former Chairman of the UMass Board of Trustees.

Vice Chancellor Chiu then provided fundraising highlights for the Lowell campus including \$20.9M in gifts and pledges secured; endowment building continues to be a key priority—19 new endowments established; secured \$4.5M for the Emerging Technologies and Innovation Center; Commencement Eve Celebration scheduled on May 27—\$650,000 raised for scholarships so far; constituent engagement and key events are areas of focus for the year.

Vice Chancellor Pagnam indicated that bequest intentions should be actively pursued by development officers. Fundraising highlights for the Worcester campus included alumni having the best year ever; alumni giving continues to be a focus; 2011 class gift participation increased; spring activity included a parents dinner and the Development Council’s 3<sup>rd</sup> meeting; former Governor Paul Cellucci announced that he is raising money for an endowment at UMass Medical School that will fund ALS research.

A brief discussion ensued about fundraising efforts and the process of cultivating major donors.

The meeting adjourned at 11:18 a.m.

Zunilka Barrett  
Assistant Secretary to the Board