

**UNIVERSITY OF MASSACHUSETTS**

**AMHERST•BOSTON•DARMOOUTH•LOWELL•WORCESTER**

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

**Monday, September 12, 2011; 10:00 a.m.  
Lowell/Dartmouth Room  
225 Franklin Street – 33rd Floor  
Boston, Massachusetts**

**Committee Members Present:** Vice Chair DiBiaggio; Trustees Peters and Schock

**University Administration:** President Caret; Interim Executive Vice President Goodhue; Senior Vice President Gray; Chancellors Holub, Motley, MacCormack, Meehan and Collins

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

**Document Used:** Fiscal Year 2011 4<sup>th</sup> Quarter Fundraising Results, Doc. T11-069.

Vice Chair DiBiaggio convened the meeting at 10:25 a.m. and commented on the importance of Trustee participation at Committee meetings. Advancement is an important process and the Committee meetings present an opportunity to learn about the University.

The Vice Chair welcomed President Caret and Peter Schock, UMass Dartmouth Student Trustee to the Committee, and 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 May 25, 2011 meeting of the Committee.

President Caret gave the **President's Report**, announcing the Governor's appointment of six new Trustees and reappointment of Chairman Karam. The President stated he looks forward to their participation at future meetings.

President Caret went on to highlight this year's accomplishments reporting gifts received of \$110,300,000 of the goal of \$100,300,000. To date, gifts have been received from 77,000 individuals, an increase of 22,000 over five years. President Caret indicated that he will focus on fundraising efforts and increasing alumni participation.

The Committee will be considering a new reporting system that streamlines the Trustee reports and emphasizes cash gifts. This is as a result of the work and partnership of former Advancement Chair Rick Lawton and the Vice Chancellors from each of the campuses.

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The investment return on endowment for FY11 was 15.73%, the second best ever; total endowment as of June 30, 2011 was \$527,000,000 up from \$459,000,000 at end of FY10; and the University's Intermediate Term Fund return on investment was 12.67%. President Caret thanked Ed D'Alelio and the entire Investment Committee for this outstanding performance.

The Vice Chair thanked the Chancellors for a good fundraising year, despite the tough economy. He also thanked former Chair Lawton for his service to the University over the years and his recent work with the campus reports.

The Vice Chancellors for Advancement each reported on **Fiscal Year 2011 4<sup>th</sup> Quarter Fundraising Results**. (Doc. T11-069)

Vice Chancellor Leto provided highlights of Amherst's fundraising efforts noting activity over the last fiscal year including cash receipts totaling \$28.5M, the highest over a 5-year period, and \$31.6M gift receipts. He noted that a search is underway for an Executive Director of Alumni Relations. This upcoming year Amherst will focus on increasing alumni participation, donor support, planned giving and marketing efforts.

Vice Chancellor Cappello highlighted Boston's efforts and increased fundraising over the past fiscal year. She noted that FY11 Advancement giving total increased 5.5%. She noted that Robert Sheridan's Scholarship Gala was extremely well attended as was the Nantucket Field Station gathering. The UMass Boston Alumni Board of Directors donated \$1M to the campus over a 5-year period and a partnership was established with Mentor Inc. Moving forward, the focus is to increase the planned giving society as well as a student giving society.

Vice Chancellor Eatough reported on Dartmouth's year and highlighted \$14.2M in commitments raised as well as a \$443,000 bequest for the Chemistry department. CASE presented the campus with a gold medal for its video series featuring alum Don Wood. The campus has partnered with the Boston and Lowell campuses to host a number of events together. The annual Blue and Gold Gala will be held on September 24<sup>th</sup> and the EMC Golf Tournament will be held in October.

A Trustee asked whether Dartmouth solicits a senior class gift, in order to raise student participation. It was mentioned that a senior class gift program is something the campus hopes to develop within the next year.

Vice Chancellor Chiu highlighted Lowell's achievements including \$15.2M raised in gifts and pledges which exceeds the FY08 record. Outreach efforts and solicitation activity increased; new equipment was secured for the Emerging Technologies and Innovation Center, and a greater effort was placed on student involvement by developing peer outreach. He stated that this year's focus will be on outreach efforts in planned giving.

Vice Chancellor Pagnam provided highlights for Worcester and commented that FY11 fundraising efforts were better than previous years. He noted that Worcester will continue to improve outreach efforts to all its communities; the Winter Ball has proven to be a good fundraising/outreach conduit and the "Grateful Patient" program has been increasing.

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Vice Chair DiBiaggio commended the Vice Chancellors on their fundraising efforts in such a tough economic climate.

Vice President Goodhue gave the Vice President's Report and thanked the Vice Chancellors, former Chair Lawton and Sandy Owen, Deputy Chief Operating Officer for their participation in the revision of the new reporting system. He turned the discussion of the Adoption of the Policy for Trustee Report on Fundraising Results over to Ms. Owen.

Ms. Owen reported that the goal of the revision was to make the reports more transparent for the readers, while still maintaining a focus on cash and new pledges. She noted that the length of the report was shortened and definitions were also revised. Additional statistics on alumni participation and a count on student donors have also been added to the reports.

President Caret and Trustee DiBiaggio thanked the Committee for their hard work.

It was moved, seconded and

**VOTED:** To recommend that the Board take the following action:

To adopt the Policy for Trustee Report on Fundraising Results contained in Doc. T11-069.

The meeting adjourned at 11:09 a.m.

Zunilka Barrett  
Assistant Secretary to the Board