

UNIVERSITY OF MASSACHUSETTS

AMHERST•BOSTON•DARMOOUTH•LOWELL•WORCESTER

MINUTES OF THE MEETING OF THE
ADVANCEMENT COMMITTEE

Wednesday, November 16, 2011; 10:00 a.m.
Lowell/Dartmouth Room
225 Franklin Street – 33rd Floor
Boston, Massachusetts

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

University Administration: President Caret; Interim Executive Vice President Goodhue, UMass Foundation; Chancellors Holub, Motley, MacCormack, Meehan and Collins; Vice Chancellors Leto, Capello, Eatough, Chiu, and Pagnam

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

Document Used: Fiscal Year 2012 1st Quarter Fundraising Results, Doc. T11-088.

Chair Peters convened the meeting at 10:05 a.m. and thanked Chairman Karam for appointing him as Chair of the Committee. He welcomed James Tarr, UMass Lowell Trustee and Peter Schock, UMass Dartmouth Trustee to the Committee.

Chair Peters 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 12, 2011 meeting of the Committee.

Chair Peters commented on a recent meeting with Vice President Goodhue. He commented on the importance of Trustee participation and noted a fundraising goal of gaining 100% Board participation. He discussed the three components of fundraising: Major Gifts, Annual Fund, and Planned Giving, and how they can expand and improve upon existing programs at each campus.

President's Report:

President Caret recognized the importance of the three parts of fundraising and the need to encourage giving. He noted that we are moving in the right direction and are largely on target for this year's \$100M goal.

President Caret provided an update on his recent four-day, statewide bus tour. The 400-mile listening tour received tremendous positive feedback. He also commented that the President's Inaugural was well done.

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Alumni events are being planned in Florida this spring, highlighted by a Reception and Red Sox Game and an UMass Golf Tournament.

Chair Peters referenced a recent Pomona College Annuity Giving advertisement in the *Wall Street Journal*. 'The Pomona Plan' is widely successful and we should consider taking a look at this model. A copy of the advertisement was distributed.

Vice President's Report:

Executive Vice President Goodhue noted that the Alumni events being planned for Florida hinges on the Red Sox's schedule. He also indicated that the annual UMass Dartmouth St. Patrick's Day parade will be in Naples. Planning for the Golf Tournament is underway.

The investment return on the University's endowment for the first quarter of FY'12 was -8.22%. The results through October 31, 2011 have not yet been tabulated, but it is likely that much of this loss has been recovered. The UMass Foundation's Investment Committee continues to work on the management of the endowment. Measures are being taken particularly in regards to the European markets as we are working within the framework of a new economy.

The Advancement Committee fundraising report is now in its new format summarizing the information on the first page of the report. One suggestion for improving the report was that the font size be increased.

Vice Chancellors Reports: Year-to-Date Fundraising Results (Doc. T11-088)

The Vice Chancellors from each campus summarized activities on their campuses regarding fundraising, alumni, and other development efforts during the last year. Reports were provided by Vice Chancellor Leto from Amherst, Vice Chancellor Cappello from Boston, Vice Chancellor Eatough from Dartmouth, Vice Chancellor Chiu from Lowell, and Vice Chancellor Pagnam from Worcester.

There was a discussion about what is happening with alumni giving. It was mentioned that the economy as well as the timing of marketing efforts is a factor in building participation and that giving should be a factor in the appointment of the Board of Trustees.

Chair Peters emphasized the need to have 100% giving participation rate from the Board for FY'12.

The meeting adjourned at 11:05 a.m.

Zunilka Barrett
Assistant Secretary to the Board