

**UNIVERSITY OF MASSACHUSETTS**

**AMHERST•BOSTON•DARTMOUTH•LOWELL•WORCESTER**

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

**Wednesday, September 5, 2012; 11:00 a.m.  
Lowell/Dartmouth Room  
225 Franklin Street – 33<sup>rd</sup> Floor  
Boston, Massachusetts**

**Committee Members Present:** Chair Peters; Trustees Campbell, Encarnacion, Furman and Marvel

**Committee Members Absent:** Vice Chair DiBiaggio; Trustees Carpman, Geoffrey, Reville and Xifaras

**University Administration:** President Caret; Interim Executive Vice President Goodhue, UMass Foundation; Chancellors Motley, Grossman, Subbaswamy, Meehan, and Collins; Vice Chancellors Leto, Cappello, Eatough, Chiu and Pagnam

**Faculty Representatives:** Professors Adrion and May, UMass Amherst

**Documents Used:** -Fiscal Year 2012 4<sup>th</sup> Quarter Fundraising Results, Doc. T12-061

Chair Peters convened the meeting at 11:08 a.m. and welcomed the new Chancellors: Dr. Kumble Subbaswamy, UMass Amherst and Dr. Divina Grossman, UMass Dartmouth. He also welcomed the new Student Trustees to the meeting: Alexis Marvel, UMass Boston and Joshua Encarnacion, UMass Dartmouth.

Chair Peters then asked for a motion to approve the **Minutes of the Prior Meeting of the Committee.**

It was moved, seconded and

**VOTED:** To approve the minutes of the May 23, 2012 meeting of the Committee.

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**Reports:**

**Chair's Report:**

Chair Peters began the meeting by emphasizing the importance of Trustee giving and encouraged 100 percent participation. He stressed that the amount was not important. Trustee Furman asked about giving to a particular campus and Chair Peters responded that Trustees should give to a campus of their choosing.

Chair Peters commented that alumni donors were very important to the campuses, but the campuses have had challenges garnering substantial alumni support. Chair Peters shared an article from Boston University's August 9<sup>th</sup> Campaign Newsletter, Issue 1, "Alumni participation: BU bucks the trends," looking at the ways in which Boston University reaches out to alumni for support. He added that it was the responsibility of the campuses to give alumni opportunities to become engaged and it is important to dedicate resources to that effort.

Chair Peters noted that UMass Lowell beat their participation goals this year because Chancellor Meehan dedicated both resources and time to the effort. Chancellor Meehan commented that it was a challenge to educate alumni that the University is subsidized but not fully supported by the state. Chair Peters agreed that it was an important message and added that increasing alumni participation rates was an opportunity with over 440,000 alumni across the system.

**Vice President's Report:**

Interim Executive Vice President Goodhue reported that the Foundation endowment performance was flat as of the end of the fiscal year in the middle of the pack when compared to other similar university foundations. Despite flat returns, he noted that the \$565 million endowment grew by \$36 million. He added that the first two months of the current fiscal year were good and he is optimistic for the year.

He also commented that the investments are properly diversified—a key for long term goals. He reported that there are approximately 75 higher education endowments that are over \$1 billion and that the University is aiming for that goal. The University's endowment falls just under that of Florida State and just above the University of Arizona. The University ranks #140 in size for endowments, while UConn ranks #215.

Interim Executive Vice President Goodhue praised the Foundation Board for its professionalism and dedication, including Trustee Furman, who is also a member of that Board. Trustee Furman noted the article shared by Chair Peters and commented that strengthening the alumni associations of each campus was critical and that some associations were more successful than others. She suggested that there might be an opportunity for a more coordinated effort across the campus associations to share information, best practices and even events in the Boston area.

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Interim Executive Vice President Goodhue noted that the alumni directors on each campus are meeting as a group for the first time in recent history on September 17<sup>th</sup>. He added that the Foundation is supporting this coordinated effort in hopes of developing the UMass Club as a “hub” for alumni groups and encouraging cross-campus alumni collaboration and support.

Chair Peters noted that President Caret recognizes the importance of his involvement in fundraising and the position of Vice President of Advancement, once filled, will also help to develop new prospects. He commented that there were tremendous opportunities with regard to alumni outreach and cited UMass Lowell as an example of progress—hiring 14 staff in support of this effort in the last two years.

Trustee Marvel noted that while there has been an increase in new gift commitment amounts in the last several years, there has been a decrease in organizational support and she inquired as to whether there should be more emphasis on that type of giving. Interim Executive Vice President Goodhue responded that the campuses strive to receive top-level gifts but they can’t be relied upon year to year.

Trustee Encarnacion commented that current students should be a focus and there should be coordination amongst campuses. Chair Peters cited the UMass Amherst ‘Piggy BankIt’ program for freshman as an example of reaching out to current students. Interim Executive Vice President Goodhue encouraged student participation and commented that the Foundation would support any efforts the student Trustees put forth in that regard.

**Discussion Items:**

**Year-to-Date Fundraising Results**

The Vice Chancellors from each campus summarized activities on their campuses regarding fundraising, alumni and other development efforts for Fiscal Year 2012. 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.

**President’s Report:**

President Caret reported that Fiscal Year 2012 was a good year and the University was just shy of the \$100 million goal, raising \$94 million. He stressed the need for larger numbers and continued efforts in diverse areas, such as bequests. President Caret credited the campuses, their Chancellors and staff for their strong efforts, reinforcing that annual fundraising is important and continues to play a larger and larger role. He cited that there were over 38,000 new cash gifts from alumni, representing a 14 percent increase since the economic crisis of Fiscal Year 2009.

President Caret reported that he has given each of the Chancellors a range of fundraising cash targets for Fiscal Year 2013. President Caret commented that he will be working with the Chancellors in targeted fundraising efforts, including large corporations and system-wide alumni

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events across the state. He also reported that he will be developing a signature, system-wide fundraising event.

President Caret reported that the search for the Vice President of Advancement has been narrowed down to a strong pool of six candidates. In the coming weeks, the next phase will include candidates meeting with the Advisory Committee, which includes Chair Peters, former Trustees Bob Mahoney and Karl White, Chancellor Collins, and Executive Vice President Julian. The position will focus both on coordinating with campuses and serving as a major gift officer for the system.

There being no other business the meeting adjourned at 12:26 p.m.

Kate Wilkinson  
Staff Assistant