

**UNIVERSITY OF MASSACHUSETTS**  
**AMHERST•BOSTON•DARTMOUTH•LOWELL•WORCESTER**

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

**Wednesday, June 5, 2013; 10:00 a.m.**  
**Lowell/Dartmouth Room**  
**225 Franklin Street – 33<sup>rd</sup> Floor**  
**Boston, Massachusetts**

**Committee Members Present:** Chair Peters; Vice Chair Campbell; Trustees Carpman, Encarnacion, Furman, Geoffroy, Marvel and Xifaras; Chairman Thomas

**Committee Members Absent:** Trustee Malone

**Other Trustees:** Trustee Buonomo

**Phone Participation:** Trustee Fubini

**University Administration:** President Caret; Vice President Pagnam; Chief Operating Officer Goodhue; Chancellors Motley, Grossman, Subbaswamy, Meehan, and Collins; Vice Chancellors Leto, Capello, Skinner, Chiu and Hayes

**Faculty Representatives:** Professor Adrion, UMass Amherst

**Documents Used:** -Quarterly Fundraising Reports, Doc. T13-068

Chair Peters convened the meeting at 10:11 a.m. and stated that Trustee Fubini will be participating by telephone pursuant to 940 CMR 29.10, as adopted by the Board of Trustees and permitted under Section 29.10 (5)(e), since he is traveling and geographically distant from Boston making it unreasonably difficult for him to attend the meeting in person. 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 February 13, 2013 meeting of the Committee.

**Reports:**

**Chair's Report:**

Chair Peters reported on the kick-off of the Amherst capital campaign, Lowell's recent \$700K fundraiser, and the Campbell scholarship at UMass Boston. Chair Peters also thanked

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Trustees for responding to the 100 percent Trustee giving request and thanked everyone for contributions to the Karam scholarship.

**President's Report:**

President Caret reported that the University was approaching the FY13 goal of \$103M and was currently at 80 percent of the fundraising goal. President Caret reviewed the Florida trip, including the Calusa Pines golf outing; the Red Sox game, which drew 280 alumni; and the St. Patrick's Day parade and luncheon in Naples. He added that upon debriefing the trip, it was evident that more "UMass Nation" events were needed and that the baseball games, parade and golf events should continue. Additionally, there should be more events on the East Coast of Florida.

President Caret also highlighted the Amherst campaign kick-off and Chancellor Subbaswamy's inauguration. President Caret also mentioned the \$500K scholarship that was raised in James Karam's honor. Trustee Carpman expressed that the Chancellor's inauguration and campaign kick-off event was very impressive. President Caret highlighted the upcoming golf outing at Kittansett in September, which would be a five-campus event.

Chair Peters reiterated that the system had reached 80 percent of the FY13 goal and that participation numbers were up, as well as, new commitments.

**Vice President's Report:**

Vice President Pagnam reported on the success of the Florida week and added that the System would continue to do system-wide events and the campuses could focus on targeted events. Vice President Pagnam reported that new commitments were up \$9M, with increases in the Major Giving area. He then provided an update on the CRM project and thanked Vice President Solis and UITS as CRM moves from implementation to operation. Vice President Pagnam highlighted upcoming system-wide events including a golf event in July, an alumni reception in London in October, and the Patriots/Dolphins game in Miami in December. Vice President Pagnam then reported that as of April 2013, the endowment was at \$669M, with an 11.19 percent return and \$21M to be redistributed to the campuses. There were inquiries about the London event from Chancellors.

**Discussion Items:**

**Quarterly Fundraising Reports:**

The Vice Chancellors from each campus briefly summarized activities on their campuses regarding fundraising, alumni and other development efforts for the third quarter of FY2013. Reports were provided by Vice Chancellor Leto from Amherst, Vice Chancellor Capello from Boston, Interim Vice Chancellor Skinner from Dartmouth, Vice Chancellor Chiu from Lowell and Associate Vice Chancellor Hayes from Worcester.

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There was a discussion about online giving and how connected the campuses were to each other with regard to best practices. Trustee Furman requested a progress report to the Board of Trustees on measureable goals with regard to system-wide coordination and sharing of best practices.

Vice Chancellor Skinner commented about receiving former congressman Barney Frank's papers and digitizing the collection. Chancellor Meehan suggested that an appraisal of the papers should be undertaken. There was a discussion about the full value of the papers, how to utilize them for students and faculty, and the housing of other potential papers. Chancellor Meehan also suggested that UMass as a system should reach out for various papers. Trustee Xifaras noted that there was a huge programmatic potential. Chancellor Grossman stated that Barney Frank has agreed to visit UMass Dartmouth twice annually to engage with students and scholars on campus.

**Major Gift Fundraising:**

Vice Chancellor Hayes led a discussion on the process of major gift cultivation. There was a discussion about the unique aspects of the individual campuses with regard to major gift fundraising, including research, follow-up, deciding "the ask", utilizing students and volunteers and campus leadership.

Trustee Encarnacion reported on the UMass Dartmouth Torch Relay on June 30<sup>th</sup> to support the One Fund.

There being no other business the meeting adjourned at 11:31 a.m.

Kate Wilkinson  
Staff Assistant