

**UNIVERSITY OF MASSACHUSETTS
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**MINUTES OF THE MEETING OF THE
ADVANCEMENT COMMITTEE**

**Wednesday, November 20, 2013; 12:00 p.m.
Lowell/Dartmouth Room
225 Franklin Street – 33rd Floor
Boston, Massachusetts**

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

Committee Members Absent: Trustees Fubini and Furman

University Administration: President Caret; Vice President Pagnam; Chief Operating Officer Goodhue; Chancellors Motley, Grossman, Meehan, and Collins; Vice Chancellors Leto, Cappello, Skinner, Chiu and Hayes; Assistant General Counsel Flynn

Documents Used: -FY2014 1st Quarter Fundraising Report, Doc. T13-097
-DRAFT Gift Acceptance Policy, Doc. T13-116

Chair Peters convened the meeting at 12:13 a.m. and stated that the Committee was provided with draft minutes of the September 4, 2013 meeting and asked for any corrections. With no corrections, the minutes were approved.

Reports:

Chair's Report

Chair Peters provided highlights of first quarter fundraising and encouraged 100 percent Trustee participation in giving.

President's Report

President Caret provided highlights of the third Annual Bus Tour and its stops across the Commonwealth, including MassBiologics, the Massachusetts Accelerator for Biomanufacturing, and a number of large corporations and various events. He added that the tour received substantial media coverage.

Vice President's Report

Vice President Pagnam reported on a number of collaborative advancement efforts, including the London alumni event with Trustee Campbell. He also highlighted recent changes to the Quarterly Fundraising Report for the Committee, including the summary page, the focus on new gift commitments and gifts-in-kind reporting. Vice President Pagnam noted the market value of the endowment, \$690 million as of October 31, 2013. He also reported that a marketing firm

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selection was underway to help promote the system-wide campaign. He further highlighted an initiative to track “other goals” through a variety of metrics.

Trustee Xifaras asked about increased scrutiny due to the Westfield State University circumstances.

Discussion Items:

The Vice Chancellors from each campus reported on the **Quarterly Fundraising Reports**. They summarized activities on each campuses regarding fundraising, alumni and other development efforts for the first quarter of FY2014. Reports were provided by Vice Chancellor Leto from Amherst, Vice Chancellor Cappello from Boston, Interim Vice Chancellor Skinner from Dartmouth, Vice Chancellor Chiu from Lowell and Associate Vice Chancellor Hayes from Worcester.

Chair Peters noted that it was Interim Vice Chancellor Skinner’s last meeting. A new Vice Chancellor has been hired at Dartmouth. Chancellor Grossman thanked Interim Vice Chancellor Skinner.

Trustee Xifaras asked about sharing the details of Trustee giving with Secretary Barrett. COO Goodhue added that it was important because the Foundation was matching those gifts. Chair Peters added that it was important to talk about reinstating the state matching program.

Trustee Campbell assisted Vice Chancellor Cappello on the campus report and provided highlights on the successful gala honoring James Brett, the capital campaign, and the Krystle Campbell Scholarship. He also highlighted the recent unveiling of Krystle Campbell’s portrait and the 2014 Boston marathoners who will be running in her name.

Vice President Pagnam introduced the next item, the **Review of the Gifts Acceptance Policy**. Assistant General Counsel Flynn described the background and reviewed elements of the system-wide policy. Chair Peters asked about the Naming Policy. Vice President Pagnam replied that that was a separate policy. Trustee Xifaras asked about the minimum age for gift annuities. Assistant General Counsel Flynn described the process for the gift annuity rates.

Vice President Pagnam then asked Vice Chancellor Chiu and Cappello to present on leadership and annual giving. Vice Chancellor Chiu described the key components on the annual giving “pipeline” for leadership giving. There was a discussion about the structure of leadership giving, targeted programming, and engagement across the campuses. Vice Chancellor Chiu noted the importance of engaging spouses in the process.

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There being no other business the meeting adjourned at 1:13 p.m.

Kate Wilkinson
Staff Assistant