

**UNIVERSITY OF MASSACHUSETTS
AMHERST•BOSTON•DARTMOUTH•LOWELL•MEDICAL SCHOOL•UMASSONLINE**

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

**Wednesday, November 19, 2014; 12:00 p.m.
Lowell/Dartmouth Room
225 Franklin Street – 33rd Floor
Boston, Massachusetts**

Committee Members Present: Vice Chair Campbell; Trustees Freudson, Furman, Geoffroy and Xifaras; Chairman Thomas

Committee Members Absent: Chair Peters; Trustees Carpman and Fubini

University Administration: President Caret; Vice President Pagnam; Chancellors Subbaswamy, Motley, Grossman, Meehan and Collins; Vice Chancellors Leto, Cappello, Williams, Chiu and Hayes

Documents Used: -Meeting Minutes, June 4, 2014
-FY2014 4th Quarter Fundraising Reports and FY2015 1st Quarter Fundraising Reports, Doc. T14-054
-Marketing Update, Doc. T14-086

Vice Chair Campbell convened the meeting at 12:10 p.m. and stated that the Committee was provided with draft minutes of the June 4, 2014 meeting and asked for any corrections. With no corrections, the minutes were approved.

Reports:

Chair's Report

Vice Chair Campbell welcomed new Trustee, Sarah Freudson, from the Amherst campus to the Advancement Committee.

Vice Chair Campbell provided fundraising results for FY14 and FY15 (1st Quarter) and commented that this was the second largest fundraising year ever. He reported that the University raised in excess of \$116 million in FY14 and surpassed its goal by over \$11 million. This is the 4th year out of the last 6 that the total exceeded \$100 million. In the last two years, the University has received 30 gifts in excess of \$1 million. During the 1st quarter of FY15 UMass Amherst continued working towards their "UMass Rising" goal of \$300 million; \$20 million has been raised to-date. This has been the best 1st quarter ever for the system having raised almost \$35 million. Vice Chair Campbell congratulated the Chancellors, Vice Chancellors and their entire teams for their effort and success.

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President's Report

President Caret reported that campus campaigns are going very well and thanked the Chancellors, Vice Chancellors and their teams. He reported that several new initiatives are underway and will be discussed later in the meeting. President Caret noted the 21,360 first time donors. He also reported that FY15 goals have been established. For the first time, ranges have been created representing a 5-15% increase over last year's goals. President Caret noted that Executive Vice President Pagnam has moved full-time to the Office of the President and Foundation. He provided highlights from Bus Tour 2014.

Vice President's Report

Executive Vice President Pagnam reported a successful FY2014. Alumni Giving more than doubled to a total of \$32.3 million. In addition to reporting dollars, results in three other key areas specifically the number of new donors is now being tracked. The endowment return for FY14 was 13.50%. The 1st quarter of FY15 proved to be active for all five campuses. To-date, results show that gifts from alumni, corporations and foundations are equal to last year. Executive Vice President Pagnam also reported that two successful system-wide events were held over the summer.

Discussion Items:

The Vice Chancellors the provided the **Quarterly Fundraising Reports**. Each campus Vice Chancellor briefly summarized fundraising activities, alumni and other development efforts on their campuses for the fourth quarter of FY2014 and the first quarter of FY2015. Reports were provided by Vice Chancellor Leto from Amherst, Vice Chancellor Capello from Boston, Vice Chancellor Williams from Dartmouth, Vice Chancellor Chiu from Lowell and Associate Vice Chancellor Hayes from Worcester.

Executive Vice President Pagnam then introduced the Foundation's **Marketing Update**. He noted that the Foundation has been working with Lipman Hearne and Boathouse on advertising campaigns. Kate Wilkinson from the Foundation briefed the Committee with a preview of the Lipman Hearne marketing campaign "Your UMass Gift Works". She reported that the campaign objectives were to develop a compelling, inspiring positioning campaign to soften the market and reinforce fundraising efforts on each campus and to inspire key audiences to see UMass as a viable choice for philanthropy. The campaign is about the UMass audience, alumni, and donors making an impact.

Ms. Wilkinson highlighted the various ads featuring healthcare and women in STEM alums and provided a media snapshot. There was then discussion around the creative placement ads. Chancellor Collins expressed his concerns over the print magazine full page ads featuring UMass Alums. He noted that the ads should promote the UMass Brand and not the brand of its competitors. Chancellor Motley expressed his concerns over the lack of diversity in the ads. There was then a discussion on the importance of diversity in advertising. The Committee also discussed exploring promoting locally and also in New York City and Florida.

Vice President Connolly then provided an update on the UMass marketing campaign with BoatHouse. He explained the historic recent "full wrap" of the Boston Globe and provided a

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timeline and overview of the “Here for a Reason” campaign. Vice President Connolly commented that this is a coordinated campaign with the Foundation and the “Your UMass Gift Works” campaign.

Vice Chair Campbell asked about assessment measures. There was also a discussion on PSAs (public service announcements).

There being no other business, the meeting adjourned at 1:29 p.m.

Zunilka Barrett
Secretary to the Board of Trustees