

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

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

**Wednesday, June 4, 2014; 12:00 p.m.  
Lowell/Dartmouth Room  
225 Franklin Street – 33<sup>rd</sup> Floor  
Boston, Massachusetts**

**Committee Members Present:** Chair Peters; Trustees Furman, Geoffroy and Xifaras;  
Chairman Thomas

**Committee Members Absent:** Trustees Campbell, Carpman, Fubini and Malone

**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, November 20, 2013  
-FY14 3<sup>rd</sup> Quarter Fundraising Report, Doc. T14-021

Chair Peters convened the meeting at 12:08 p.m. and stated that the Committee was provided with draft minutes of the November 20, 2013 meeting and asked for any corrections. With no corrections, the minutes were approved.

**Reports:**

**Chair's Report**

Chair Peters reported that the 3<sup>rd</sup> quarter fundraising results were excellent. He acknowledged the Chancellors and campus staff for their hard work in achieving this and encouraged them to continue their efforts. He also encouraged 100 percent Trustee participation in giving.

Chair Peters presented a report prepared by Trustee Richard Campbell highlighting the making of the Krystle Campbell Scholarship, which was spearheaded by Trustee Campbell and members of his family. The Committee then viewed a DVD documenting the Krystle Campbell Scholarship and those that participated in the 2014 Boston Marathon to raise funds for the scholarship. Trustee Campbell noted in his report that the University should take steps to make the Krystle Campbell Scholarship a University-wide platform for fundraising. Executive Vice President Charlie Pagnam suggested the Vice Chancellors have a conversation on how to make the scholarship a student giving opportunity across the campuses.

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**President's Report**

President Caret reported that the University was approaching the FY14 goal of \$105M and was currently at 85 percent of the fundraising goal. He noted that the University is substantially ahead of the last four years to this point. With a strong 4<sup>th</sup> quarter, there is an opportunity to have the best fundraising year ever. President Caret attributed the success to an upward economy and the “telling and selling” of the UMass story. President Caret acknowledged the Committee, Chancellors and Advancement staff for their great work.

President Caret reviewed the Florida trip, including the Naples St. Patrick Day Parade, the Red Sox game and reception, a reception at The Villages north of Orlando and campus-led events such as targeted dinners and social gatherings with small groups of alumni. President Caret noted that Florida events will be ongoing and development strategies will be reviewed.

President Caret also reported that the campus campaigns are in various stages of their capital campaigns and the goal is to raise a total of \$800,000,000. To date, we are at \$364,000,000, which is 46% of goal. We have some staggered start and stop dates and plan on concluding the campaign in 2021. President Caret congratulated Chancellor Subbaswamy and his development team for a job well done in raising over \$250,000,000 to-date and are more than 83% of the way to their goal with more than two years to go.

President Caret informed the group that he, Executive Vice President Pagnam and members of the Foundation Board met with a group of UMass Amherst students to discuss University investment procedures. It was noted that the University will take steps towards socially responsible investing. President Caret noted that a Socially Responsible Investment Committee will be formed in the coming months.

**Vice President's Report**

Vice President Pagnam reported on the success of the 3<sup>rd</sup> Quarter fundraising results. He then informed the group that the Foundation is partnering with a marketing firm called Lipman-Hearne and that they will be interviewing alumni over the next few weeks. Vice President Pagnam noted that the Foundation is also working closely with Bob Connolly, Vice President for Strategic Communications & University Spokesperson, and Boathouse Group Inc. to launch a marketing campaign around the same time as the 2014 Bus Tour.

Executive Vice President Pagnam reported that the Socially Responsible Investment Committee will be made up of approximately eight members that will review petitions for investment strategies and make recommendations to the President and the Board of Trustees. Vice President Pagnam noted that he hopes to have the committee in place by the fall semester.

**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 FY2014. Reports were provided by Vice Chancellor Leto from Amherst, Vice Chancellor Capello from

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Boston, Vice Chancellor Williams from Dartmouth, Vice Chancellor Chiu from Lowell and Associate Vice Chancellor Hayes from Worcester.

Chairman Thomas congratulated the committee on their efforts and due diligence evidenced by the fundraising results to-date. He also acknowledged the Board of Trustees for attaining 100 percent Trustee participation in giving in FY13 and encouraged a continued 100 percent participation to continue.

There was some discussion around UMass system branding and marketing and how campuses can collaborate on this. Chancellor Meehan noted that media buys should be done collaboratively to secure the best price. President Caret explained that a system-wide marketing campaign will launch this fall and will help the University to be more strategic about advertisement.

Vice President Pagnam introduced the next item for discussion, **Stewardship Process**. Vice Chancellor Gina Cappello highlighted UMass Boston's strategies for stewarding donors through methods such as inclusion, maintaining open relationships, as well as stewarding donor spouses and other family members. Chair Peters noted that he has seen donors make and increase gifts as a direct result of good stewardship. Associate Vice Chancellor John Hayes commented that UMass Worcester has experienced success with stewardship by providing updates on the endowment funds.

There being no other business, the meeting adjourned at 1:44 p.m.

Sheila Regan  
Assistant Secretary to the Board