

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

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

**Wednesday, November 15, 2017; 8:00 a.m.  
Boston Room  
One Beacon Street – 32<sup>nd</sup> Floor  
Boston, Massachusetts**

**Committee Members Present:** Chair Burns; Vice Chair Epstein; Trustees Fubini, Milkowski, Peters and Yu

**University Administration:** President Meehan; Vice President Pagnam, Chancellors Subbaswamy, Mills, Johnson, Moloney and Collins; Vice Chancellors Leto, Duffy, Vanden Dorpel, Feudo and Hayes

**Documents Used:** -Meeting Minutes: September 6, 2017  
-FY2018 Quarterly Fundraising Reports (1<sup>st</sup> Quarter)  
-UMass Medical School Reunion Program

Chair Burns convened the meeting at 8:03 a.m. and stated that the Committee had been provided with draft minutes of the September 6, 2017 meeting. Chair Burns asked for any corrections. With no corrections, the minutes were approved.

**Reports:**

**Chair's Report**

Chair Burns provided an overview of the meeting's agenda. She then stated that it was her first Advancement Committee meeting as chair and thanked Trustee Peters for stewarding the committee for the past several years. She looks forward to continuing the progress he has made, as well as working with Trustee Epstein, the new Vice Chair of the committee.

Chair Burns welcomed Ron Vanden Dorpel, Interim Vice Chancellor of Advancement for the Dartmouth campus while a search for a permanent Vice Chancellor is underway. She then expressed her excitement to work with everyone to advance the University of Massachusetts.

Chair Burns provided highlights from the first quarter of FY2018. System-wide, new commitments are up 35 percent over the first quarter of FY17, from \$28.6 million to \$38.5 million, which is attributed to a gift to the Medical School in the first quarter of FY2018 by the Li Weibo Charitable Foundation in China. System-wide new pledges are up from \$11.3 million at this time last year to \$27 million this year, which include the Li Weibo gift.

**President's Report**

President Meehan thanked Trustee Peters for his service in leading the Advancement Committee. He looks forward to working with Trustee Burns. He then reported that year-to-date system-wide fundraising totals are up from this time last year. He is pleased with the progress made in the first quarter, and remains convinced that opportunities lie in the University's ability to find more and varied ways to engage alumni, meaningfully and with impact.

He stated that national trends suggest that it is becoming more and more difficult to both increase the number of alumni donors and the total dollars contributed by alumni. Those trends are playing out across the UMass system with stagnating alumni donor counts and plateauing dollars. On average, UMass is 10 percent below its national peers with regard to both the percentage of individual gifts and alumni gifts. President Meehan commented on the need to engage the alumni like never before.

President Meehan reported on the system-wide advancement professional development initiative that kicked off last week at UMass Amherst where 60 people, more than 80 percent of all major gift staff from across the system, came together to discuss the opportunities that abound in the University's major gift program. Jim Langley, former Vice President at Georgetown, led the session focused on adapting to current philanthropic trends and explored prevailing best practices.

**Vice President's Report**

Vice President Pagnam reported that the aggregate total for new commitments for the five campuses is running significantly ahead of last year and is the best in the last five years. New pledges totaling \$27 million is \$8 million more than the last two years combined for the same period. Cash and gifts-in-kind are both down \$3 million from last year. He also highlighted successful five-campus events with more events scheduled in December, the Major Gift Summit which kicked off the second year of the professional training, a Stewardship program scheduled for late January, and the endowment up 2.81 percent through the first quarter FY2018.

Vice President Pagnam reported that the conversion to Stellar, the new endowment reporting software, was completed over the summer. Grant Thornton audited the conversion from the old system, the project plan, and the reconciliation documents.

Vice President Pagnam thanked former Chair Peters for his support and guidance over the years.

**Discussion Items:**

The Vice Chancellors provided their **Quarterly Fundraising Reports**. They briefly summarized fundraising activities and other development efforts on their campuses for the first quarter of FY2018. Reports were provided by Vice Chancellor Leto from Amherst; Interim Vice Chancellor Duffy from Boston; Interim Vice Chancellor Vanden Dorpel from Dartmouth; Vice Chancellor Feudo from Lowell; and Vice Chancellor Hayes from the Medical School. Discussion ensued following Vice Chancellor Hayes' report on how to share news about gifts such as the Medical School's gift from the Li Weibo Charitable Foundation.

**Advancement Committee**  
**November 15, 2017**

Vice President Pagnam provided a summary of the **System-wide Major Gift Summit** which was led by Jim Langley, former Vice President at Georgia Tech, UC San Diego and Georgetown. The summit took place during the first week of November and brought together all major gift officers from across the UMass system to discuss the changing landscape of major gift fundraising and best practices. Mr. Langley's presentation focused on two areas: national trends and statistics—which was called Adapting to Changing Philanthropic Trends; and New Methods and Strategies.

Vice Chancellor Hayes reported on the **UMass Medical School Reunion Program**. He presented on the program which began in fiscal year 2012 and has raised more than \$1.25 million for scholarships. The core reunion weekend programming includes campus tours, an all-class barbeque, Leadership's "State of the Medical School", a cocktail reception, individual class photos and dinners, as well as off campus activities for guests. Next year's reunion weekend will be held on May 4 & 5, 2018.

Vice Chancellor Hayes also highlighted the Reunion Giving Program and noted that the Medical School has seen a very positive reunion effect on dollars raised and class participation rates.

The time was 9:53 a.m.

Zunilka Barrett  
Secretary to the Board of Trustees