

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

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

**Wednesday, November 14, 2018; 8:00 a.m.
Boston Room
University of Massachusetts Club
One Beacon Street – 32nd Floor
Boston, Massachusetts**

Committee Members Present: Chair Burns; Vice Chair Epstein; Trustees Mallett, Nair and Tariq

Committee Members Absent: Trustees Fubini and Peters

University Administration: President Meehan; General Counsel Leone; Vice President Pagnam; Chancellors Subbaswamy, Newman, Johnson and Moloney Collins; Dean and Deputy Chancellor Flotte, Vice Chancellors Fuller, Wise, Chrisler, Feudo and Hayes

Faculty Representatives: Professor Hoagland, UMass Amherst

Documents Used: -Meeting Minutes: September 5, 2018
-FY2019 Quarterly Fundraising Reports (1st Quarter)
-Evertrue Presentation

Chair Burns convened the meeting at 8:05 a.m.

Consideration of Minutes of the Prior Meeting of the Committee

Chair Burns stated that the Committee had been provided with draft minutes of the September 5, 2018 meeting. Chair Burns asked for any corrections. With no corrections, the minutes were approved.

Chair's Report

Chair Burns announced the meetings' agenda: reports from President Meehan and Vice President Pagnam; a report from the Vice Chancellors on first quarter fundraising totals for FY19; and a presentation from Brent Grinna, CEO of Boston-based Evertrue.

She stated that the Committee was provided with the 1st quarter fundraising results and highlighted the system-wide year-to-date total commitments which are down 25 percent from this time last year from \$35.5 million to \$26.7 million. She highlighted new pledges and new cash gifts which are also down from this time last year.

Chair Burns then commented on her campus visits with President Meehan to meet with each Chancellor and Vice Chancellor for Advancement. She asked that Trustees inform her if they would like to better understand particular areas of the campus advancement operations.

President's Report

President Meehan reiterated Chair Burns' comments that system-wide first quarter fundraising totals were down from last year. He commented on the trend of large, one-time gifts and stated that there has been conversations about how the President's Office can continue to support the campuses in their efforts.

President Meehan provided an update on system-wide fundraising efforts including new metrics implemented for each of the Chancellors last year. He commented on UMass Foundation professional development efforts. He also commented on fundraising events to bring together alumni and friends in regions outside of New England. Events were hosted in Chicago, and there are plans for events in Atlanta and Miami before the end of the year. Plans are underway for additional cities in 2019.

Vice President's Report

Vice President Pagnam reported on first quarter end results noting that they lagged behind what was achieved in FY18 for the same period. Last year's total was driven due to a significant commitment secured by the Medical School combined with a record new pledge total achieved by the Amherst campus. FY19 results are again dependent upon a \$5 million gift from a Lowell alum and UMass Boston received a \$5 million commitment from New Balance.

Vice President Pagnam also reported that alumni giving is at \$6.3 million and noted the need to put structures in place to grow the pool and cultivate new prospects for both the short and long-term. This must be a priority for all five campuses. He also reminded the Committee that at its September meeting, he advocated for 5-7 year campus strategic plans. He then highlighted a recent issue of the *Chronicle of Philanthropy* listing the top 100 institutions by total raised in 2017.

Vice President Pagnam commented on the endowment being up 2.4% through the first quarter with equities providing most of the growth. The Investment Committee is in the process of revising the asset allocation guidelines giving consideration to increasing the equity allocation. The Investment Committee is also looking at what peer institutions are doing with their spending rule. He also commented on the efforts to move forward with the transition of the CRM's new software package.

Discussion Item #1: FY2019 Quarterly Fundraising Reports (1st Quarter)

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 FY2019. Reports were provided by Vice Chancellor Fuller from Amherst; Vice Chancellor Wise from Boston; Vice Chancellor Chrisler from Dartmouth; Vice Chancellor Feudo from Lowell; and Vice Chancellor Hayes from the Medical School.

Discussion Item #2: Evertrue Presentation

Vice President Pagnam introduced the presenter, Brent Grinna, CEO of Boston-based Evertrue. He provided background information on Mr. Grinna and the Evertrue tool. He noted that 300+ institutions are using the tool.

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Mr. Grinna presented on Evertrue, a cloud software product developed to help higher education advancement teams engage alumni, raise support, and measure team progress. All five UMass campuses utilize Evertrue through a license that is managed centrally through the UMass Foundation. Evertrue uses cutting edge technology that allows the campuses to help identify, track, and engage alumni and prospects through social media interactions.

There being no further business, the meeting adjourned at 9:44 a.m.

Zunilka Barrett
Secretary to the Board of Trustees