

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

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

**Wednesday, May 30, 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 Milkowski, Peters and Reid

Committee Members Absent: Trustee Fubini and Yu

Other Trustees Present: Trustee Scheibel

University Administration: President Meehan; General Counsel Leone; Vice President Pagnam; Chancellors Subbaswamy, Mills, Johnson, Moloney and Collins; Vice Chancellors Fuller, Leto, Duffy, Chrisler, Feudo and Hayes

Documents Used: -Meeting Minutes: November 15, 2017
-FY2018 Quarterly Fundraising Reports (2nd & 3rd Quarters)
-UMass Amherst's Alumni Engagement Scoring Model Initiative
-FY19 Focus: Developing content-rich events for system-wide alumni in key cities outside of New England

Chair Burns convened the meeting at 8:02 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 November 15, 2017 meeting. Chair Burns asked for any corrections. With no corrections, the minutes were approved.

Chair's Report

Chair Burns previewed the day's agenda: 2nd and 3rd Quarter FY18 Fundraising results; a presentation of UMass Amherst's Alumni Engagement Scoring Model Initiative; and an update on the recent history and direction of the system-wide alumni events from the UMass Foundation.

Chair Burns acknowledged student Trustees Milkowski, Reid and Yu for their dedication and service to the UMass Board of Trustees and the Advancement Committee. She also welcomed Ms. Chrisler, UMass Dartmouth's new Vice Chancellor for University Advancement. Chancellor Johnson provided a brief introduction.

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She announced that Vice Chancellor Leto is retiring and attending his final Advancement Committee meeting. She thanked him for his tireless efforts while leading the Development Office on the Amherst campus. His successor, Mark Fuller, the former Dean of the Isenberg School of Management, was appointed Vice Chancellor for Development and Alumni Relations. Vice Chancellor Leto provided brief remarks.

Chair Burns provided highlights from the third quarter of FY2018. System-wide, total commitments are down 15 percent from last year. All campuses are below their totals for the same period in FY2017, with the exception of the UMass Medical School, which indicates the second lowest total in five years. However, the Lowell and Medical School campuses are on track to reach their campaign goals early with both campuses at 90 percent or more of their identified goals, \$125 million and \$250 million respectively. New commitments from alumni are increasing and the second highest in the last five years at \$18.7 million, an indication of effective alumni engagement efforts.

Chair Burns emphasized the importance of 100 percent Board participation in philanthropic giving to the five campuses.

President's Report

President Meehan thanked the student Trustees for being exemplary stewards of their peers and for their service to the University. He also thanked outgoing Vice Chancellor Leto for his leadership and service to the Amherst campus and welcomed Vice Chancellors Chrisler and Fuller.

He reiterated that system-wide fundraising totals are down from last year but asked the Committee to note that the total value of new endowed funds has increased at the system level. The total value is at \$21 million compared to \$14 million the prior year.

President Meehan provided some campus highlights. New pledges to the Amherst campus are up \$2 million, and new commitments from alumni are the second highest in five years and up \$3 million over last year to \$11.7 million. The number of alumni donors for the Boston campus remains consistent and new commitments from alumni are over \$1 million for the first time since FY2015. At the Dartmouth campus, new pledges are almost double what they were last year and the number of alumni donors and dollars have increased. The Lowell campus has maintained the number of newly established endowment funds with 24 new funds, and new first time donors are up 1,508 from 1,397. New pledges at the Medical School are up \$23 million from \$19 million, and alumni donors and dollars are at a five-year high.

President Meehan reaffirmed his commitment to the fundraising success of each of the campuses. He stated that the campuses are working to develop more strategic and robust programs for engagement. He reminded the Committee that at his State of the University address he challenged the campuses to raise \$200 million in endowment over the next 10 years. This endowment initiative is essential and will ensure access for students seeking a quality education from the Commonwealth.

Vice President's Report

Vice President Pagnam reported that the University is significantly down in new commitments from friends and organizations despite an increase in new commitments from alumni. The University has averaged over the past five years approximately \$30 million in the 4th quarter and it is anticipated that 4th quarter funding will come in around \$114 million, on par with FY14 and FY16, but below FY15 and FY17 by 11 and 9 percent, respectively. Vice President Pagnam expressed the importance of long-term success through strategic implementation of programs that enhance the University's ability to develop relationships with alumni, friends, and organizations.

Vice President Pagnam discussed the key metrics the UMass Foundation will track going forward. The Foundation strives to insure that the campuses are following procedures and common definitions established to meet targets and expectations and that can be accurately measured for benchmarks. The Foundation has engaged the campuses on a number of system-wide events for a collaborative effort to meet engagement and fundraising goals.

Vice President Pagnam provided an update on the progress of selecting a new CRM. He also reported that the endowment is having a good year, and was up 6.43 percent at the close of the third quarter amid a year of internal transition. He informed the Committee that the Foundation hired its first ever CIO last July. He then reported on the Alumni Engagement Scoring with iModules, a software provider in education that the campuses utilize to design custom programs to score the level of engagement alumni have with the campus.

Vice President Pagnam acknowledged outgoing Vice Chancellor Leto and thanked him for his service.

Discussion Item #1: Quarterly Fundraising Reports

The Vice Chancellors provided their Quarterly Fundraising Reports. They briefly summarized fundraising activities and other development efforts on their campuses for the second and third quarters of FY2018.

Vice Chancellor Leto reported that new pledges are up 20 percent at the Amherst campus. Alumni giving is also up by 26 percent. Core endowments are up 24 percent and online giving has increased by 4 percent. Student donors continue to grow. The Development Office will shift its strategy to focus on increasing major gift prospects.

Interim Vice Chancellor Duffy reported for the Boston campus that overall fundraising is down compared to last year. Donations from organizations decreased 32%, but giving from alumni and friends increased 49%. Through joint effort from student affairs and advancement, a parent advisory board has been formed, and parent giving is up 87% over last year. By April we reached our faculty/staff giving goal of 18% and are poised to exceed 20% by close of fiscal year, indicating the strongest in faculty/staff engagement in UMass Boston history. This fall, campus will be celebrating the grand opening of the campus' first residence hall, which has been completely sold out, the completion of the roadway project, and opening of a parking garage.

Vice Chancellor Feudo reported that the Lowell campus has doubled the number of student donors. A culture of philanthropy is developing on campus. Chancellor Moloney hosted the 4th Annual

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Chancellor's Leadership Society (CLS) Phone-A-Thon. The CLS recognizes donors who give \$1,000 or more annually to UMass Lowell. The campus is on track to achieve its \$120 million campaign goal.

Vice Chancellor Chrisler stated that she is adjusting to her new role and is confident in Chancellor Johnson's vision for UMass Dartmouth. She reported that third quarter fundraising result is down from the last fiscal year, however, there are positive trends to note. Alumni giving is trending up. The campus had 1,105 gift donors this fiscal year, 72 percent of the gift donors were first-time donors. The campus launched a fundraising campaign in honor of Chancellor Johnson's inauguration, charged by former Trustee Xifaras, an UMass Law alum. Vice Chancellor Chrisler plans to focus on strategies surrounding strengthening alumni engagement and effective communication.

Vice Chancellor Hayes reported that commitments are up \$5 million at the UMass Medical School. The annual Winter Ball, which Governor Baker and Lt. Governor Polito attended this past December, brought in a net of \$1.1 million. Trustee O'Brien challenged the campus to set a \$2 million goal for this year's Winter Ball. He announced that Li Weibo, a major donor, donated \$1.5 million towards an endowed chair. The campus also received \$300 thousand donation from a parent, the largest the campus has ever received. 73 percent of the graduating class participated in giving and the campus is at \$229 million toward its goal of \$250 million in research.

Discussion Item #2: UMass Amherst Alumni Engagement Scoring Model Initiative

Mr. Schnabl, Mr. Blackburn, and Mr. Fuller provided a summary of the UMass Amherst Alumni Engagement Scoring Model Initiative. Their presentation focused on understanding the methodology of engagement data; measuring engagement and donor participation, and useful metrics for the executive dashboard. Areas of improvement in advancement systemwide include retaining and regaining accurate contact information from donors given its crucial effect on engagement. The Scoring Model Initiative supports the development of donor profiles, volunteer recruitment, and regional and affinity profiles.

Discussion Item #3: FY19 Focus: Developing content-rich events for system-wide alumni in key cities outside of New England

Ms. Wilkinson from the UMass Foundation reported on the FY19 Focus: Developing content-rich events for system-wide alumni in key cities outside of New England. She discussed the history and direction of system-wide alumni events.

The time was 9:32 a.m.

Christina Kelley
Assistant Secretary to the Board of Trustees