

UNIVERSITY OF MASSACHUSETTS

AMHERST•BOSTON•DARTMOUTH•LOWELL•WORCESTER

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

**Wednesday, February 3, 2010; 10:00 a.m.
Lowell/Dartmouth Room
225 Franklin Street – 33rd Floor
Boston, Massachusetts**

Committee Members Present: Chair Lawton; Trustees DiBiaggio, Koffman, MacAfee and Young

Committee Member Absent: Trustees DeSisto, Karam, Peters, Reville and Tocco; Chairman Manning

University Administration: President Wilson; Vice President Smith; Chancellors Holub, Motley, MacCormack, Meehan and Collins; Vice Chancellor Moloney

Advancement Staff: Mr. Leto, Vice Chancellor for Advancement, UMass Amherst; Mr. Byers, Vice Chancellor for Institutional Advancement, UMass Boston; Mr. Eatough Assistant Vice Chancellor for Institutional Advancement, UMass Dartmouth Foundation; Mr. Pagnam, Vice Chancellor for Development, UMass Memorial Foundation; John Davis, Gifts Director, UMass Lowell

Faculty Representatives: Ms. Gibbs, UMass Dartmouth

Chair Lawton convened the meeting at 10:05 a.m. and asked for a motion to **Consider the Minutes of the November 18 Meeting of the Committee.**

It was moved, seconded and

VOTED: To approve the minutes of the November 18, 2009 meeting of the Committee.

Chair Lawton indicated that President Wilson will report on the University's endowment performance; today we will hear reports on the activities that have taken place during the first half of the year and those planned to take place throughout the balance of the year; we will also hear from the campuses about their fundraising performance for the first two quarters of fiscal year 2010.

The next item was the **President's Report.** President Wilson reported that fundraising performance across the five campuses continues to rebound despite the challenges and commended the Chancellors, Vice Chancellors, and their teams for their efforts.

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As of the end of the calendar year, the five campuses combined raised just shy of \$45 million: UMass Amherst raised \$12.1 million or 45% of goal; UMass Boston raised \$5.5 million at 28% of goal; UMass Dartmouth raised just over \$3.8 million at 51% of goal; UMass Lowell raised \$5.8 million at 58% of goal for the year; and UMass Worcester raised \$18.3 million at 73% of goal for the year.

Combined across the five campuses, the first half of the year reflected the highest levels of new cash received from alumni in the last five years. Parent giving is also up by 50% over the year-to-date performance of the prior three years.

The Council for Aid to Education (CAE) released a report indicating that charitable contributions to colleges and universities declined 11.9%...the greatest decline ever recorded. Our market share decline was a little more than half of the 6.8% of the decline the average university experiences. The key is for deeper engagement with our alumni, parents, and friends.

Several tremendous events were held in the first half of the year that got more people more deeply engaged with the University. UMass was hosted by the Patriots organization in January at Gillette Stadium for the AFC Playoff Game—800 friends and alumni of the University attended, and the UMass at U2 Concert was another spectacular event. Plans for an UMass Night at the Pops event to be held on May 18, 2010 are underway.

Work continues towards our regional One Day UMass events. We had tremendous success with the event in the Boston area and additional events are planned for Florida, DC, and the Cape. All events are very well attended and incredibly well-received by our alumni. We will be doing more of this kind of programming that connects alumni, parents, and friends with the mission and current work of the University.

NACUBO releases indicate that we have much to be proud of and thankful for. Data comes from in-depth surveys of 842 U.S. institutions of higher learning, including public and private colleges and universities, their supporting foundations, and community colleges that participated in the 2009 NACUBO Study of Endowments. Based on change in market value, the University placed 7th among universities with endowments of \$100 million to \$500 million and 53rd overall—losing only 4.6% of its overall market value.

At the close of FY09 last July the University's endowment stood at \$367 million, investment performance of -15% last year, and returned three- and five- year returns of +.3% and +4.7% placing it in the top quartile for performance for those periods. Year to date the Endowment has recovered much of what was lost in 2009 and our Committee remains vigilant. Performance as of calendar year end was at 11.9% percent and market value was \$454 million.

Under the **Chair's Report**, Chair Lawton commended the Chancellors and Vice Chancellors for their hard work. This economy has been challenging but their achievement to date is remarkable. He is thrilled to see larger and more frequent University-wide alumni events unfolding. It is clear from alumni response to the events that we are making progress in building momentum and participation among UMass alumni.

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At the last meeting of the Committee Vice Chairman Karam asked for a report on participation. Vice President Smith is working with the Vice Chancellors on some analysis and benchmarking around participation and participation-building programs.

Highlights from this year's achievement to-date include:

UMass Amherst—dollars committed are up over last year by 20%. Cash receipts are up by better than 30% percent.

At UMass Boston—participation has been a focus and the number of individuals making gifts to the campus is up by 20% percent (from 4,946 to 6,180) and the number of gifts from organizations has also doubled from 158 to 329.

At UMass Dartmouth—the campus has the highest level of commitments committed in five years from individuals and organizations and cash is up by 60% percent.

At UMass Lowell—Chancellor Meehan is hosting an event at the Tsongas Arena this weekend. Commitments at Lowell are up by almost 25% percent and cash remains stable though new cash gifts from alumni are up by almost 80% percent.

UMass Worcester continues to have tremendous success with private foundations and is on track to have one of its best years ever with new pledges tracking ahead of last year by about 50% percent.

Under the **Vice President's Report**, Vice President Smith thanked Chair Lawton for his enthusiastic support of advancement efforts and for his leadership of this Committee.

In addition to the support of the many projects that have been discussed today, we are undertaking a redesign of the Massachusetts.edu website. Associate Vice President Granese is leading this project and many people from across the five campuses will have input.

Conversations continue with the Kraft sports group about how to better position a season of collaborative programming and Vice President Smith and her team will convene with the Vice Chancellors next week to plan activity for the next year including professional development sessions.

As President Wilson indicated earlier the Council for Aid to Education released its survey results for 2009—more than 1,000 universities participated in the survey. Contributions to colleges and universities declined 11.9%; the University's decline was a little more than half of the 6.8% of the decline; giving from individuals dropped in overall dollars across the board; gifts by purpose, those gifts for capital purposes, also declined.

The Vice Chancellors then commented on their **Year-to-Date Fundraising Results**. Highlights included:

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(UMass Amherst/Vice Chancellor Leto):

- commitments are important to us and we are well ahead of goal;
- at 56% of goal – focus is on cash;
- cash increased 27% over last year—the largest cash increase came from alumni;
- faculty and staff fundraising drive: set a goal of \$550,000 as of 12/31/09; \$980,000 gifts and pledges received as of June 30;
- discussions underway with Chancellor Holub on how to express appreciation to faculty for their efforts and commitment to our students;
- focusing on scholarships.

(UMass Boston/Vice Chancellor Byers):

- \$8 million decline from last year which was due to one large gift;
- 20% individual giving increased over the first two quarters;
- this was best January ever, large gifts have been posted;
- received a \$250,000 public aid gift to fund full scholarships for students to be involved in community service in the Boston area, a \$15 million gift to endow the entire program to be received in August;
- system-wide programs such as U2, Patriot's game, One Day UMass events is part of the reason for increased number of gifts;
- mid-level donors increased since December;
- aggressive with direct mail and student calling.

(UMass Dartmouth/Assistant Vice Chancellor Eatough):

- most of growth is from private grants and foundations;
- focusing on alumni engagement;
- the first e-mail solicitation was sent in December;
- received an endowment for Indic Studies lecture series;
- established a request society and first new members added;
- large documented request underway for the Center of Visual and Performing Arts;
- hired Major Gifts Officer;
- received a \$200,000 bequest from Karen Lloyd in January;
- the Annual Blue & Gold Gala was held in November;
- participated in an EMC Golf Tournament to benefit College of Engineering;
- hosted an event with the Boston Celtics in January;
- hosted the Annual Scholarship Luncheon;
- held the first UMass Dartmouth Foundation Board Retreat in January;
- with the passing of the Law School there will be a lot of work on strategic planning regarding fundraising.

(UMass Lowell/Chancellor Meehan):

- surpassed 2008 numbers;
- new commitments of \$10,000 or above are up;
- will have a fundraiser for two endowed scholarships this year;
- NFL's Commissioner Roger Goodell will be the commencement speaker;
- cash by individuals increased 33% over last year;
- donor count is slightly down;

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- commitments from organizations increased by 20% ;
- an appeal will be sent to faculty and staff;
- in Plastics Engineering there is 100% participation;
- completing a process where every tenured tracked faculty in the engineering department will have their own endowment. The total of the contributions will be over \$1 million;
- will close on the Tsongas Arena deal on Friday.

(UMass Worcester/Vice Chancellor Pagnam):

- development operations continue to grow;
- continue to make great strides with the Annual Fund;
- first alumni chair has been recruited;
- attempting to rebrand the Worcester County annual appeal;
- secured a 2-year match for the Valley Foundation—we are within the \$400,000 needed to secure a \$7.5 million contribution;
- development training sessions for clinical faculty continues;
- had great success with alumni, parents, and foundations on the national level;
- will continue to plan a large number of activities including continue to build the Medical School program, perform development council outreach throughout the Worcester community, Be Well lecture series, and plan alumni mentoring;
- slight increase in cash gifts - up \$1.2 million;
- alumni giving continues to do well, slight decline in parents contributions, corporation giving has rebounded, foundation giving is at a five year high;
- cash totals not as robust as they have been in previous years;
- overall on good track to achieve and surpass goal.

Trustee DiBiaggio then asked for a general report on asset management and how the University manages its contributions be presented at a future meeting. He also asked about the process to ensure that conflict does not occur among the campuses when negotiating gifts.

After a brief discussion the meeting adjourned at 11:02 a.m.

Zunilka Barrett
Assistant Secretary to the Board