

COMMITTEE ON INSTITUTIONAL ADVANCEMENT
Minutes

February 11, 2014

The Committee on Institutional Advancement met via teleconference on Tuesday, February 11, 2014.

Committee and Board of Trustee members present: Chair Marilda Gandara, Shari Cantor, Andrea Dennis-LaVigne, Rick Carbray and Charles Bunnell

Guests participating: Scott Brohinsky, Laura Cahill, Joann Lombardo, Josh Newton, Sherri Olson and Rachel Rubin

Staff participating: Tysen Kendig and Lynn Zayachkiwsky

Ms. Gandara called the meeting to order at 4:00 pm. Ms. Gandara thanked the committee for their attendance, and welcomed Sherri Olson.

Acceptance of Minutes

The October 30, 2013 meeting minutes were presented and approved.

Foundation Restructure

Mr. Newton gave an overview of the recent restructuring of the UConn Foundation. Mr. Newton stated there were four main drivers to the restructure which took effect as of December 3, 2013:

1. Increase donor engagement
2. Better align UConn's fundraising priorities with the Foundation's
3. Increase operational efficiencies
4. Greater collaboration for external relations and communications

Development Report

As of February 3, 2014, fiscal year 2014 new gifts and commitments totaled \$29.7 million, toward the goal for the year of \$65 million (46 percent to goal). There have been 127 gifts at the major and principal gift level, including 39 pledges and outright gifts at \$100,000 and above. Support for endowment comprises \$12.8 million of the total new gifts and commitments raised (43.1 percent), while support for current operations totals \$16.9 million (56.9 percent).

Since the report dated February 3rd, the Foundation received a \$500K gift at the January 18th joint UCAA and Foundation reception prior to the Louisville game, which will go toward the Dee Rowe Challenge, in support of the Basketball Practice Facility.

Gifts totaling \$185K have been raised from former basketball players - \$100K from the men, and \$85K from the women - toward the Denis and Britta Nayden Challenge, also for the Basketball Practice Facility.

Senior Management met with the Council of Deans on Tuesday, February 4th to review a report that Marts & Lundy, a fundraising consulting firm, recently completed. It was a full

financial data analysis of our prospect and donors, assessing our ability and readiness to raise \$100M annually within the next five years.

Foundation Staff has initiated preparation for a Prospect Screening exercise, using Marts & Lundy data, by the UConn Foundation Board of Directors at the upcoming March meeting. Individual board members will be asked to become more actively involved in the donor engagement process.

Development Officer caseload reviews and adjustments are underway, focusing on increasing strategic donor engagement with top prospects.

Naming Recommendation

Mr. Newton reviewed the following naming recommendations at the UConn Health Center and provided background to the Committee. The Committee unanimously approved and forwarded the recommendations on to the Board of Trustees for action.

UConn Health Center

Peggotty Namm Doran Patient Room

Auxiliary Patient and Family Education Center

Mr. Newton stated he will prepare a memo for the IA Committee to recommend that the President approves naming opportunities below a certain threshold be forwarded to the Board of Trustees without IA Committee approval.

The next IA Committee meeting will be March 11, 2014. After this meeting the IA Committee will meet on a quarterly basis, starting in June 2014.

Due to Scholars Day, the March 11th IA Committee meeting will be earlier in the day. The Committee will be polled for times.

University Communications Update

Mr. Kendig noted the success of the recent Presidential Outreach events, reporting a terrific turnout in both Los Angeles and San Francisco. The next event will be in Hartford on April 22, 2014.

The Economic Development communications person recently joined University Communications, which will help to better promote the Tech Park. Also coming under University Communications recently is the UConn Health Marketing and Communications office. This merger will improve marketing the clinical enterprise, as well as unifying the design front.

University Communications has been working in concert with Wayne Locust in Enrollment & Planning Management for undergraduate recruitment in priority areas, resulting in more billboard advertisements as well as tv and radio ads...Westchester County, Fairfield County and into New Jersey.

Meetings with the Regional campus directors are ongoing to identify their enrollment needs as well.

University Communications will be offering in-house media training to new faculty or administrators who occasionally speak with reporters. This training consists of basic do's

and don'ts when speaking to the media. Training could be extended to the Board of Trustees if they felt it necessary.

Alumni Association Executive Director Search Update

Mr. Brohinsky shared with the committee that the 12 person search committee appointed by President Herbst has been working with Isaacson, Miller to fill the position of executive director.

Isaacson, Miller and the search committee have identified 7 candidates who will visit campus to interview on February 24th and 25th. This will conclude the search committee's role. Finalists will be brought to campus to meet with University leadership, Alumni staff as well as their Board of Directors in early March.

Legislative Update

Ms. Lombardo shared that the Legislative session began February 5, 2014. This is the biennial session and only items that relate to budget, revenue and financial matters will be considered. The session ends on May 7th.

Governor's Budget

UConn Storrs & Regional Campus Budget:

Our FY15 state appropriation is \$229M which includes \$15 million for the first year of NEXGENCT. This represents NO change from the FY15 level that the General Assembly approved for UConn last spring.

Study of UConn's Affordability:

After six months of working with us on the study, the Program Review and Investigations concluded that while generally, higher education costs are rising, UConn's costs -- as compared to peers -- are rising less. In fact they found:

Compared to its peers, UConn's prices are about in the middle or lower, and the cost of attending UConn has grown at a rate much lower than comparable institutions. According to the report, while the median cost of attending a state flagship university increased by 22 percent between 2008-09 and 2011-12, the increase at UConn was 9 percent.

UConn's federal student debt generally compares favorably to similar universities, and UConn short-term student default rate is low at 2.3 percent.

Program Review's study includes recommendations that will soon become legislation. The recommendations require UConn, CSU and the Community Colleges to study the feasibility of guaranteed pricing, loan forgiveness programs and to do some additional reporting on financial aid information, transfer credits and graduate outcomes. We look forward to working with the Committee on these recommendations but we do not believe any are problematic.

Open Discussion

Ms. Cahill shared the Alumni Association's Nominating Committee finished their work for the 2014 Board of Directors election. Ballots will be mailed on April 7th and will be due back by May 17th. Ms. Cahill also shared that the Membership Model Task Force is continuing their work and noted the partnership with the Foundation and Chapters.

A meeting will be scheduled for Marilda Gandara, Tysen Kendig, Josh Newton and Sherri Olson to review Committee background and its work.

There being no further business, the meeting was adjourned at 5:20 p.m.