

MINUTES
Meeting of the Institutional Advancement Committee
April 12, 2016

The Committee on Institutional Advancement met on Tuesday, April 12, 2016.

Trustees: Marilda Gándara, Charles Bunnell, Shari Cantor, Richard Carbray, Andrea Dennis-LaVigne and David Rifkin

Staff: Jen Cote, Tysen Kendig, Joann Lombardo, Josh Newton and Rachel Rubin

Committee Chairwoman Gándara called the meeting to order at 11:05 am at the UConn School of Law.

The minutes from the February 9, 2016 meeting were approved with one abstention, Trustee Bunnell.

Mr. Newton introduced *Action Item #2 Naming Recommendations, The Beekley Imaging Center and Named Gift Opportunities for the Hartford Campus*. Both memos were approved unanimously by the Committee.

Mr. Newton reviewed the UConn Foundation's 3rd quarter report with the Committee. He noted as of the end of the 3rd quarter of FY16, the Foundation is at 75% toward the annual goal of \$78 million. Mr. Newton was pleased to share with the Committee that in the 3rd quarter the number of new commitments, ranging from \$1,000 - \$9,999, are up by 77 gifts over last year. This is largely attributed to the new alumni engagement efforts.

A staffing change was also announced by Mr. Newton, stating Mr. Brian Otis will be moving into the Vice President for Principle Gifts position, focusing on gifts upwards of \$500,000, while a search for a Vice President for Development will launch to aid in fundraising management. That search is expected to take approximately 2-3 months.

Mr. Kendig began congratulating the Foundation along with Alumni Relations for the excellent work they did during the Women's Final Four tournament. He noted donors and alums were very pleased with interactions and experiences.

On April 20th the NY times will run a full page ad as a capper for the UConn 6th Borough campaign.

Mr. Kendig touched on some of the work continuing at UConn Health, sharing a film crew took over the Farmington campus in late February early March highlighting the new hospital tower, specialty services, outpatient pavilion and statewide clinics. This marketing effort will be seen and heard on radio, television, print and billboards. He also noted many events have been planned for the new hospital opening including tours for VIPs, media, staff, and donors. It was noted construction is still on-going. Starting next week the academic entrance will be under construction, and new exterior signage on the building is being updated.

University Communications continues to work with Athletics. The new athletic director, David Benedict, had been involved in meetings with SME Branding, working on strategic marketing to drive ticket sales and enhance the in-game experience.

Ms. Lombardo stated this legislative session will end on May 4th and has had significant focus on budget. Since the last IA meeting in February, additional cuts were made to the State FY16 budget, overall about \$24 million in this fiscal year. The General Assembly is focused on the FY17 budget, making adjustments to find an estimated \$900 million in cuts. There will be an estimated \$38.4 million hit to the University.

Finance revenue and bonding committee has requested all State agencies to submit to the Committee what projects can be cancelled or deferred.

Being no further business, Committee Chairwoman Gándara adjourned the meeting at 12:00 p.m.

Respectfully submitted,

Jen Cote
Committee Secretary