

MINUTES
Meeting of the Institutional Advancement Committee

July 19, 2016

The Committee on Institutional Advancement met on Tuesday, July 19, 2016.

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

Staff: Chris Hyers, Debra Kendall, Tysen Kendig, Josh Newton, Rachel Rubin

Committee Chairwoman Gándara called the meeting to order at 1:30 pm at the School of Law.

The minutes from the June 7, 2016 special meeting were approved as circulated.

Chairwoman Gándara reviewed the proposed 2017 IA meeting dates with the Committee and there were no requested changes.

Mr. Newton reviewed the naming recommendations listed below with the Committee and after a brief discussion the Committee unanimously approved them all.

- Friends Hall at UConn Health
- Renzulli Center for Creativity, Gifted Education, and Talent Development,
Neag School of Education
- Laura Z. and Mark C. Yellin
In Memory of Harry & Sally Yellin & Rita and Bernice Zions Exam Room at UConn
Health
- Mission Environmental Performance and Safety Laboratory, Korey Stringer Institute
- Trail Family Rooftop Terrace, Hartford Campus
- James M. Faucette Classroom, Pharmacy/Biology Building

Mr. Newton suggested changing the IA structure as it pertains to the Foundation, removing alumni as a standing report item and instead having alumni and other major areas of Foundation operations offer reports to IA on a rotating basis (in large part because alumni is no longer an independent entity, but is part of a larger entity that would include major gifts, annual giving, etc.).

Mr. Kendig was accompanied by Chris Hyers, Chief Communications Officer for UConn Health, who presented the new brand platform for UConn Health. Mr. Hyers gave an overview of the consumer research that served as the basis for UConn Health's new directions in marketing, which is geared to drive clinical traffic and elevate the reputation and awareness of UConn Health in its market area of central Connecticut.

Being no further business, Chairwoman Gándara adjourned the meeting at 3:00 p.m.