

COMMITTEE ON INSTITUTIONAL ADVANCEMENT
Minutes

November 18, 2014

The Committee on Institutional Advancement met via teleconference on Tuesday, November 18, 2014.

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

Guests participating: Mo Cotton Kelly, Joann Lombardo, Suzanne O’Conor, Richard Orr, Brian Otis, Lori Riiska, Rachel Rubin,

Staff participating: Jen Cote and Tysen Kendig

Ms. Gándara called the meeting to order at 1:30 pm.

Acceptance of the Minutes

The meeting minutes from October 8, 2014 were presented and approved with no corrections.

UConn Foundation Report

Mr. Otis referenced the memo from Mr. Newton which was given to the Board of Trustees at their October 29, 2014 meeting. Year to date fundraising activity through the first quarter was at \$14.9 million in new commitments, which was significantly higher than last year. Since that report, the Foundation has doubled its fundraising and is at \$30.2 million in new commitments, with 600 new donors.

Mr. Otis also included as of November 7th, the Foundation proposed a \$150 million, 5 year initiative, to raise funds through the Foundation for student support, scholarships, fellowships, and student needs across campus. The Foundation Board of Directors endorsed this initiative. The internal implementation has begun, and a quiet rollout planned for January 1, 2015.

Naming Recommendations

The Committee reviewed and approved to forward the naming recommendations below to the Board of Trustees at its next meeting on December 10, 2014.

Dr. Lois Ann Reynolds ’74 Conference Room in the Pharmacy / Biology Building

The Gerhard and Irmgard Stoll Laboratory in the Pharmacy / Biology Building

Werth Family UConn Basketball Champions Center
Specific named spaces

Modifications to the Named Gift Guidelines

Mr. Otis shared the proposed changes to the Named Gift Guidelines, recently approved by the Foundation’s Board of Directors at its November 7, 2014 meeting. Proposed changes consist of an increase to endowment minimums. Currently the endowment minimum is set at \$25,000, and is suggested to increase to \$50,000. The Foundation offers a discounted endowment minimum which is offered to staff and faculty at \$10,000 minimum, which is proposed to increase to \$25,000. The one caveat is regarding scholarships minimums; if a donor provides minimal restrictions such as school, college, unit, department or degree, the minimum will remain at \$50,000, however if the donor has more specific restrictions, such as GPA,

residency, a club or program activity, then that endowment level is suggested to increase to \$100,000. The Committee approved the modifications to the Named Gift Guidelines.

Alumni Association Report

Ms. Cotton Kelly shared she is close to finalizing a staff reorganization and hopes to have the new organizational chart finalized in the next two weeks. She noted that the staff has received the changes well.

Alumni Insider, a new electronic communication, published four times a year, has replaced all e-communications and will be published four times a year. Alumni Insider is sent to all alumni in the database, and includes alumni profiles and ad space. Alumni received tremendous feedback after the first issue went out, and are looking forward to the second issue going out in January.

Alumni recently hosted two successful presidential outreach events, one in Boston and the other in Chicago, in addition to the Evening with Champions. The Evening with Champions event, held at the Oakdale Theater, had 430 people in attendance along with both basketball coaches. The goal is to make this an annual event.

The first Huskies Forever Weekend took place at the end of October and was a huge success. The Alumni Association collaborated with 20 on-campus departments for 35 events over three days, which included more than 2,000 participants. This event replaced Alumni Weekend, which was previously done over the summer. A campus-wide debrief has been scheduled and final metrics will be available at the next meeting.

The Alumni Association board of directors voted at their October meeting to submit to current membership a change in the bylaws regarding the transition to non-dues membership. The board of directors approved the bylaw changes pending a formal written documentation that the University would replace lost revenue Alumni Association by transitioning to non-dues.

Alumni Association Memorandum of Understanding

Ms. Gándara reminded the committee that the Alumni Association MOU was reviewed and previously approved in June for six months, which ends December 31, 2014, primarily to allow time for the Alumni Association to come to a close on the issue on membership.

Ms. Rubin added that the previously approved six month extension of the MOU was granted to allow the Alumni Association time to discuss and decide on a non-dues paying membership. The end of that extension is approaching, and the Alumni Association has not yet provided substantive information on the effect of moving to a non-dues paying membership model. Ms. Rubin stated it is important to the administration to fully understand the financial impact to the Alumni Association as a result of this transition. The University's CFO, Mr. John Biancamano, made a recommendation in a memo dated November 17, 2014 to President Herbst. The memo reviews the out-of-pocket amount invested in the Alumni Association, approximately \$13M since 1996, as well as in-kind support, such as IT, building maintenance, access to the UConn Foundation's database etc., and reflects that membership remains around 5% of the alumni population. The memo recommended extending the MOU for an additional three months, to allow time to research opportunities of aligning the Alumni Association more closely with the UConn Foundation. It was noted there is very little return on investment for the University in terms of broad alumni engagement.

Ms. Gándara asked Ms. Cotton Kelly to develop a memo for the IA Committee showing how peer institutions have transitioned to a non-dues paying membership model, and how they structure their relationships between the University, the Foundation and Alumni Association. The memo will be shared on December 5, 2014.

The Committee voted and unanimously approved to recommend the three-month MOU extension to the Board of Trustees.

Ms. Gándara asked Ms. Cotton Kelly and Ms. Riiska to talk with the alumni board members about what is being discussed in terms of extending the MOU.

University Communications Report

Mr. Kendig shared with the Committee that UConn Magazine recently was recognized with a CASE Circle of Excellence Award. This publication has been published twice a year, however the magazine is developing a plan to publish four times a year, perhaps by the end of 2015.

Mr. Kendig thanked the Cantors for their support with the New York Times ad. The full page color ad ran November 7, 2014 and has received a lot of positive feedback. The ad ran the day after the most recent presidential outreach event at the NYSE, and the day of the UConn Foundation Board meeting, also held in New York City.

The new UConn.edu homepage is scheduled to launch later this week. The new site will be more polished, and dynamic with a consistent look. The new UConn homepage also will work across all platforms and devices and will be ADA compliant.

Lastly, Mr. Kendig referenced the media placement updates that are shared with Trustees. He noted UConn had the most national placements around research within a two week period in October; New York Times, a profile on NPR, Time Magazine, just to name a few. This is a result of the newly formed research communications team in University Communications.

Legislative Update

Ms. Lombardo shared that three senators recently came to visit the Storrs campus; Senator Steve Cassano, Chairman of the Higher Education Committee, Senator Kevin Witkos, named the new senate minority leader pro tempore and Senator Len Fasano, new minority leader in the senate. The senators met with the president and also toured campus with the provost, meeting faculty and visiting their labs.

Senator Fasano's particular focus has been around the Foundation and the disclosure of information under the Freedom of Information Act. Senator Fasano met with President Herbst and Mr. Newton while on campus and was provided information regarding the Foundation to better understand its value and the importance of keeping it out of the FOI law.

Ms. Lombardo reviewed the midterm election results:

- Governor Dannel Malloy was re-elected
- Majority remains with democrats, House and Senate leadership
- In the Senate, the majority remains with the Democrats 21 to 15, Republicans picked up one Senate seat.
- In the House, the majority also remains with the Democrats, 87/64, however the Republicans picked up 10 seats in the House, which was a big advancement.
- Senate Democrats have elected Marty Looney, UConn Alum, to be the President Pro Tem, replacing the retiring Storrs Senator, Don Williams.
- Majority leader, Bob Duff, from Norwalk will replace Marty Looney.
- Senator Len Fasano, North Haven, was elected to serve as Senate Minority Leader Pro Tempore
- Senator Kevin Witkos was selected to serve as Senate Republican Leader Pro Tempore
- Brendan Sharkey remains Speaker of the House
- House Democrats elected Joe Aresimowicz, from Berlin, Majority Leader

- Republicans in the House elected Themis Klarides, from Derby, Minority Leader

Committee assignments are expected to be complete by the end of the year.

Ms. Rubin shared with the Committee Gail Garber's decision to move to part time, and Joann Lombardo has been promoted to director of governmental relations. The search for a full time Governmental Relations position at the Health Center is underway; the search committee will be conducting initial interviews beginning the end of this week.

Being no further business the meeting adjourned at 2:30 pm.