

COMMITTEE ON INSTITUTIONAL ADVANCEMENT
Minutes

February 10, 2015

The Committee on Institutional Advancement met via teleconference on Tuesday, February 10, 2015.

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

Guests participating: Mo Cotton Kelly, Larry Gramling, Patrick Nevins, Josh Newton, Richard Orr, Lori Riiska and 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 minutes from the November 18, 2014 and January 26, 2015 meetings were presented and approved by the Committee.

Naming Recommendations:

The naming for *The Doris Simpson Letts Exam Room* in the Ambulatory Care Complex at UConn Health was reviewed and approved by the Committee.

Foundation Update:

Mr. Newton reviewed the UConn Foundation report dated through December 31, 2014. He advised the Foundation will be sharing fundraising reports with the IA Committee on a quarterly basis. December 2014 was the strongest end of midyear for the Foundation, with \$40 million in new gifts and commitments. The overall gift count was slightly down; this is attributed to flow of major events, attracting high volume at different times of the year. Another noticeable shift was reported with gifts to endowment, which were down due to the significant flow of gifts toward capital projects related to Athletics; Werth Family Basketball Champions Center and the Rizza Family Soccer Complex.

Mr. Newton shared with the Committee the Foundation hired a new CFO, Jerry Ganz. Jerry Ganz comes to the UConn Foundation from Florida State University Foundation will began working on campus March 2, 2015. During his time at FSU, Mr. Ganz oversaw Foundation finances, Alumni finances and the university's real estate finances.

University Communications:

Mr. Kendig shared University Communications is in the midst of a new marketing campaign, *WeGetIt*. A series of print ads have been placed in the Chronicle of Higher Education and a microsite was built around this campaign, www.WeGetIt.edu. Samples of the ads are available upon request.

Alumni Relations:

Mr. Orr shared that a letter outlining the proposed transition plan had been sent to UCAA Counsel. Mr. Orr was happy to report there has been incremental progress, and the dissolution of the Alumni Association does not have to occur to accomplish the transition to the Foundation. Ms. Riiska added that UCAA Counsel scheduled a phone meeting with her and the other two contacts to report the positive conversation had with the University Counsel. Ms. Riiska also shared the Executive Committee decided to cancel the UCAA Board of Directors quarterly meeting in February due to the current situation.

Being no further business the meeting adjourned at 2:15 pm.