

**DRAFT**

COMMITTEE ON INSTITUTIONAL ADVANCEMENT  
Minutes

September 8, 2015

The Committee on Institutional Advancement met on Tuesday, September 8, 2015.

**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, Debra Kendall, Patrick Nevins, Josh Newton, Richard Orr, Lori Riiska, Rachel Rubin and Larry Silbart

**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 June 9, 2015 were presented and unanimously approved.

**Meeting Date in 2016**

The 2016 Institutional Advancement Committee meeting dates were noticed to the Committee.

**UConn Foundation Report**

Mr. Newton was happy to report a fantastic end of FY15 totaling \$77.9 million. The goal for FY16 is \$78 million and was put together prior to the close of FY15. He also shared the Senior Management Team recently participated in a very productive retreat.

Mr. Newton also shared that as of July 2015 the internal migration of the Law School Foundation database to the UConn Foundation was completed. The integration avoids double entry, and the one database provides a single point of contact for donors.

**Alumni Relations Report**

Ms. Cotton Kelly shared the new Alumni Community App has launched. The app will list all UConn events in the user's location. She also noted Huskies Forever weekend is scheduled for October 9 – 11, 2015.

Ms. Riiska shared the final distribution plan was being finalized by Nick Roy and Ed Spinella. She also noted the Board of Directors will have one last meeting as a Board, date to be announced.

**Update on Master Agreement Law School Foundation**

The Master Agreement for the Law School Foundation is currently being channeled through the Law School Foundation Board. Mr. Nevins shared he is optimistic the document will be ready for review and approval at the next IA meeting, scheduled for December 1, 2015.

### **Naming Recommendations**

The naming recommendations below were presented to the Committee and approved unanimously.

- Eversource Energy Center
- UConn – FEI Center for Advance Microscopy and Materials Analysis

### **University Communications Update**

University Communications recently procured Two Twelve, a firm for signage and wayfinding for the Storrs and UConn Health campuses. This project will encompass building identifiers, vehicular traffic, pedestrian traffic, and will involve participation from UConn Health Staff, Campus Planning, Department of Transportation as well as local municipalities.

Mr. Kendig also shared SME Branding has been obtained to develop institutional level positioning to support UConn Athletics as well as a three-year strategic marketing plan. This engagement is intended to help define our position on a national level, drive ticket sales for key sports, ignite our fan base, and build a strategic plan for all audiences as they intersect Athletics.

Lastly, Mr. Kendig was happy to share a billboard design is being created to be unveiled late November just outside the Lincoln Tunnel at 39<sup>th</sup> Street.

### **Executive Session**

On a motion by Ms. Gándara, seconded by Dr. Dennis-LaVigne, the Committee voted unanimously to enter in executive session at 2:15 pm to discuss preliminary drafts and notes that the University has determined that the public interest in withholding such documents clearly outweighs the public interest in disclosure.

Trustees Bunnell, Carbray, Cantor, Dennis-LaVigne, Gándara and Marshall participated.

The following University staff were present for the entire Executive Session: Jen Cote, Mo Cotton Kelly, Debra Kendall, Tysen Kendig, Patrick Nevins, Josh Newton, Richard Orr, Lori Riiska, Rachel Rubin and Larry Silbart

The committee returned to open session at 2:45 pm.

Being no further business the meeting was adjourned at 2:45 pm.