

COMMITTEE ON INSTITUTIONAL ADVANCEMENT
Minutes

September 2, 2014

The Committee on Institutional Advancement met on Tuesday, September 2, 2014.

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

Guests participating: Mo Cotton Kelly, Josh Newton, Lori Riiska, Rachel Rubin and Cara Workman

Staff participating: Tysen Kendig

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

Acceptance of the Minutes

The meeting minutes from June 10, 2014 and June 18, 2014 were presented and approved with no corrections.

Proposed 2015 Institutional Advancement Committee Schedule

The proposed 2015 schedule was reviewed and accepted by the Committee.

UConn Foundation Report

Mr. Newton was happy to report a fantastic end of first year. This year's goal was \$65 million and was surpassed by an incredible 4th quarter, which included an \$11 million estate gift. Mr. Newton explained to the Committee the breakdown of the \$81.1 million that was raised this year. Historically estate gift counting was very conservative, and gifts were only counted if the donor was age 70 or over by the campaign closing date. As a result documented gifts from donors under the age of 70, were counted at zero. The Foundation Board recently approved a new policy to include all gifts, which added \$4.3 million that had never been counted. This \$4.3 million will be footnoted in the report for history. This year's goal is set at \$72 million.

Naming Recommendations

A motion was made to remove the John and Donna Krenicki Professorship from the agenda as it was previously approved in February 2011.

The following naming recommendations were reviewed and the Committee approved them as presented.

Academic:

- Daniel and Tresa Toscano Chair in Finance in the School of Business

Facilities:

- Naming Recommendations for the Basketball Champions Center

Outdoor Space:

- Founders Green

Mr. Newton shared that a quick conference call will be required in early October to review a few more naming opportunities before the October 17th Champions Center ceremony.

Alumni Association Report

Ms. Cotton-Kelly reported she has been on campus for 11 weeks, and is excited about the changes that are starting to happen.

The annual dues program is being eliminated in an effort to engage more alumni. The goal is to phase the current membership model out by December. The Life Membership program will continue because of the special honor, and benefits.

The Alumni Association Board of Directors are currently working on a new strategic plan. The August 8th Board retreat focused on the new strategic plan.

An Evening with Champions dinner is scheduled for October 14th at Oakdale Theater.

University Communications Report

Mr. Kendig shared a few samples of the most recent undergraduate recruitment publications done in conjunction with Enrollment Management. He also shared that University Communications recently completed worked with Mintz & Hoke producing two new 30 second public announcements spots, which premiered at the first football game. A third spot will be developed for basketball season.

The marketing and communications unit at UConn Health Farmington has been integrated into University Communications in Storrs. Lewis Communications, a leading firm in the healthcare marketing arena, is currently performing a communications audit. After completion Lewis will be prepared to make suggestions on ways to improve efficiency, and also advise how to elevate the brand.

The Economic Impact Study rollout event is scheduled for September 17th at 11 am. The Governor, President Herbst and Paul Umbach will be speaking at the event which will be held at the Business Accelerator. The study is a one year snapshot of job creation, stimulus and direct impact on the state.

University Communications has hired two science writers, and gained a third through an in-house transition. Tim Miller and Kim Krieger are joining the University Communications staff this September, and an in-house shift has named Colin Poitras the third.

Legislative Update

There was no legislative update to share.

Being no further business the meeting adjourned at 2:10 pm.