University of Connecticut Board of Trustees  
Institutional Advancement Committee  

Teleconference  

Tuesday, October 13, 2020  
1:00 p.m.  

1. Public Participation............................................................. Dr. Dennis-LaVigne  

2. Acceptance of September 22, 2020 Meeting Minutes..................Dr. Dennis-LaVigne  
   Attachment 1  

3. UConn Foundation Update..................................................Mr. Roberts / Ms. Cotton Kelly  

4. Connecticut Commitment Update......................................Mr. Roberts / Mr. Fuerst  

5. University Communications Update..................................Mr. Kendig  

6. Legislative Update.............................................................Ms. Lombardo  

   *Executive session as needed*  

Dial 1-415-655-0002  
Access code: 629 930 823 ##  

(Please note, meeting will be recorded)
DRAFT

MEETING OF THE INSTITUTIONAL ADVANCEMENT COMMITTEE
University of Connecticut
September 22, 2020

SPECIAL TELEPHONE MEETING

MINUTES

Committee Trustees: Dr. Andrea Dennis-LaVigne, Shari Cantor, Jeanine Gouin, Rebecca Lobo and Bryan Pollard

Staff: Mo Cotton Kelly, Nathan Fuerst, Thomas Katsouleas, Tysen Kendig, Joann Lombardo, Scott Roberts, Rachel Rubin and Lesley Salafia

Guests: Coleman Levy

Vice-Chair Dennis-LaVigne called the meeting to order at 1:00 p.m. via conference call.

On a motion by Trustee Pollard, seconded by Trustee Gouin, the meeting minutes dated June 9, 2020 and June 16, 2020 were approved as circulated.

Mr. Kendig presented the proposed naming for the Lowell P. Weicker, Jr. Building at the Avery Point campus in honor of his long-term service to the State of Connecticut. After Committee discussion a motion was made by Trustee Lobo, and seconded by Trustee Pollard, to forward on to the full Board of Trustees.

Mr. Roberts presented the Named Gift Opportunities for the Kinesiology Building in the College of Agriculture, Health and Natural Resources. Moved by Trustee Cantor, seconded by Trustee Lobo, the Committee approved.

Mr. Roberts shared an update on the UConn Foundation fundraising activities, and noted a more in-depth update of the Connecticut Commitment will be shared at an upcoming meeting. Mo Cotton Kelly shared with the Committee Alumni Relations efforts in the virtual space, including events and reunions.

Mr. Roberts welcomed Coleman Levy to the meeting, and thanked him for all his years of service to the IA Committee, UConn Foundation and University as a whole. This sentiment was echoed by members of the Committee, who were all sincerely grateful for his many continued contributions.

Mr. Kendig provided an update on University Communications efforts, most notably regarding the COVID dashboard and the reopen.uconn.edu website.

Ms. Lombardo shared the Appropriations Committee has been holding informational hearings with state agencies to discuss the effects of COVID, and where UConn and UConn Health stood in that regard.

Trustee Cantor called a motion to close the meeting, seconded by Vice-Chair Dennis-LaVigne. Vice-Chair Dennis-LaVigne adjourned the meeting at 2:00 p.m.

Respectfully submitted,

Jen Cote
Committee Secretary
Institutional Advancement Committee

CONNECTICUT COMMITMENT UPDATE

Tuesday, October 13, 2020
CONNECTICUT COMMITMENT
AGENDA

• Terminology
• Timeline
• Purpose and Context
• Historical Scholarship Fundraising
• Fundraising
• Future Funding Need
DEFINITIONS - TERMS

- **CC Specific** – An account is considered specific when the documentation (agreement, pledge, solicitation etc.) specifically state the fund is being created for the CT Commitment program.

- **CC Eligible** – An account is considered eligible for CT Commitment when the following 3 criteria are met (there may or may not be additional criteria on the fund):
  - Financial need is required or preferred,
  - Academic level of undergraduate is required or preferred,
  - Geographic criteria allow for a student from Connecticut.

- **Non-Endowed Cash** is defined as gifts made to restricted funds and/or the spending portion of an endowment. These funds are considered immediately spendable by the unit.

- **An Endowment** is defined as funds given to the Foundation for creation of a permanent fund. Distributions of 4% are made annually for the purpose of the fund.

- **Outstanding Pledge Balance** represents the balance due on a pledge made to an account that is eligible or specific.
Timeline

- October 2019: The Connecticut Commitment (CC) was announced at the Presidential Inauguration.
- December 2019: The lead gift (a 5-year pledge) of $1 million was given specifically to the Connecticut Commitment by Synchrony.
- March 2020: Fundraising priority shifted to Covid19 related needs ($900,000+ for student first and UConn Health).
Purpose and Context

• The term Connecticut Commitment is a communication strategy and promise to help families whose household income is below $50,000 understand that they can attend UConn with their tuition being covered.

• The goal is to pay for the Connecticut Commitment through new contributions and prioritizing new need based scholarships to cover this commitment.

• The University was previously already offering this for families with household income under $30,000

• Extending the household income to $50,000 benefits approximately 260 students per class
Historical Scholarship Fundraising

• Total annual fundraising for scholarships: $23M (cash, pledge, planned gifts)
• Total fundraising for need based scholarships: $11.5M (cash, pledge, planned gifts)
• Total cash for need based scholarships: $7.6M (endowed and non-endowed)
• Total cash for eligible/specific CC: $2.1M (non-endowed)
• Total 2020-21 cash need for CC: $700,000
### SUMMARY OF COMMITMENT

**Summary of Commitment by Level - Connecticut Commitment Through 10/1/2020**

*Cumulative Only - Commitment*

<table>
<thead>
<tr>
<th>Total Raised-Cumulative 10/4/2019 through 10/1/2020</th>
<th>Eligible Dollars / Donors</th>
<th>Total Dollars / Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific</td>
<td>573</td>
<td>1,817</td>
</tr>
<tr>
<td>Eligible</td>
<td>1,260</td>
<td>11,239,443</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>573</strong></td>
<td><strong>11,239,443</strong></td>
</tr>
<tr>
<td><strong>Total Raised-Cumulative 10/4/2019 through 10/1/2020</strong></td>
<td><strong>573</strong></td>
<td><strong>11,239,443</strong></td>
</tr>
</tbody>
</table>

**Note:** Total raised since 10/4/2019 of $11,239,443 represents a variety of gift vehicles including cash, pledges and planned gifts to *both* endowed and non-endowed accounts. Only cash gifts to non-endowed accounts are spendable at the time the gift is received.

### Cumulative 10/4/2019 to 10/1/2020

<table>
<thead>
<tr>
<th>Donation Type</th>
<th>Specific</th>
<th>Eligible</th>
<th>Total</th>
<th>Specific</th>
<th>Eligible</th>
<th>Total</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash Received</td>
<td>$200,000</td>
<td>$3,075,742</td>
<td>$3,275,742</td>
<td>$428,105</td>
<td>$1,732,518</td>
<td>$2,160,623</td>
<td>$5,438,365</td>
</tr>
<tr>
<td>Outstanding Pledge</td>
<td>$300,000</td>
<td>$663,104</td>
<td>$963,104</td>
<td>$503,522</td>
<td>$42,573</td>
<td>$546,095</td>
<td>$1,509,190</td>
</tr>
<tr>
<td>Balance</td>
<td>$100,000</td>
<td>$4,093,879</td>
<td>$4,193,879</td>
<td>$100,000</td>
<td>$0</td>
<td>$100,000</td>
<td>$4,293,879</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>$600,000</strong></td>
<td><strong>$7,832,725</strong></td>
<td><strong>$8,432,725</strong></td>
<td><strong>$1,031,626</strong></td>
<td><strong>$1,775,092</strong></td>
<td><strong>$2,806,718</strong></td>
<td><strong>$11,239,443</strong></td>
</tr>
</tbody>
</table>
Sample Connecticut Commitment Recipients

- About 260 new students for Fall 2020 were recipients of CC awards.
- At right is an illustration of five actual students receiving awards.
- Blue and red bars illustrate awards students received through pre-existing programs.
- Green bars reflect CC award necessary to raise the total award amount to cover cost of tuition.

In state tuition: $14,406
## CT Commitment Cost Estimate

**As of September 2020**

<table>
<thead>
<tr>
<th></th>
<th>FY21</th>
<th>FY22</th>
<th>FY23</th>
<th>FY24</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Year</td>
<td>$703,848</td>
<td>$755,436</td>
<td>$883,348</td>
<td>$1,015,508</td>
</tr>
<tr>
<td>Sophomores</td>
<td>$839,914</td>
<td>$1,059,269</td>
<td>$1,217,749</td>
<td></td>
</tr>
<tr>
<td>Juniors</td>
<td>$1,012,635</td>
<td>$1,480,232</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seniors</td>
<td>$1,402,088</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$703,848</td>
<td>$1,595,350</td>
<td>$2,955,252</td>
<td>$5,115,577</td>
</tr>
</tbody>
</table>

**Outstanding Gift Pledges**

$176,164 $155,768 $156,554 $56,554