University of Connecticut Board of Trustees
Institutional Advancement Committee

Teleconference
Tuesday, November 17, 2020
1:00 p.m.

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

2. Acceptance of October 27, 2020 Meeting Minutes.........................Dr. Dennis-LaVigne
Attachment 1

3. Proposed 2021 IA Committee Meeting Schedule..............................Dr. Dennis-LaVigne
Attachment 2

4. Naming Recommendations......................................................Mr. Lemon
Attachment 3
   • Modification of Naming Recommendation for the Prospero Chair in Ecology and Evolutionary Biology
   • Modification of Naming Recommendation for the Titania Chair in Ecology and Evolutionary Biology

5. UConn Foundation Directory Information Request..........................Mr. Lemon
Attachment 4

6. UConn Foundation Update......................................................Mr. Lemon / Ms. Cotton Kelly

7. University Communications Update..........................................Mr. Kendig

8. Legislative Update...............................................................Ms. Lombardo

*Executive session as needed*

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

Please note, meeting will be recorded

(A recording of the meeting will be posted on the Board website
https://boardoftrustees.uconn.edu/ within seven days of the meeting.)
Vice-Chair Dennis-LaVigne called the meeting to order at 12:00 p.m.

An opportunity for public comment or participation was offered, with none heard, the meeting continued.

Trustee Lobo made a motion, seconded by Trustee Pollard, to amend the previously adopted meeting minutes dated September 22, 2020 to reflect Chairman Toscano’s attendance, as well as the approval of meeting minutes dated October 13, 2020.

President Katsouleas presented to the Committee the Connecticut Commitment Analysis. After Committee discussion, it was requested that an update be presented to the Committee in early 2021.

With there being no other business, Vice Chair Dennis-LaVigne adjourned the meeting.

Respectfully submitted,

Jen Cote
Committee Secretary
# MEETING SCHEDULE

<table>
<thead>
<tr>
<th>MEETING DATE</th>
<th>LOCATION</th>
<th>TIME*</th>
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<tbody>
<tr>
<td>Tuesday February 9, 2021</td>
<td>TBD</td>
<td>1:00 p.m.</td>
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<td>Tuesday April 20, 2021</td>
<td>TBD</td>
<td>1:00 p.m.</td>
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<td>Tuesday June 22, 2021</td>
<td>TBD</td>
<td>1:00 p.m.</td>
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<td>Tuesday September 21, 2021</td>
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<td>1:00 p.m.</td>
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<td>Tuesday October 12, 2021</td>
<td>TBD</td>
<td>1:00 p.m.</td>
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<td>Tuesday November 16, 2021</td>
<td>TBD</td>
<td>1:00 p.m.</td>
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November 18, 2020

TO:       Members of the Board of Trustees

FROM:     Thomas C. Katsouleas

RE:       Modification of Naming Recommendation for the Prospero Chair in Ecology and Evolutionary Biology

RECOMMENDATION:

That the Board of Trustees, as requested by the donors, approves renaming of the “Prospero Chair in Ecology and Evolutionary Biology,” in the College of Liberal Arts and Sciences (previously approved on December 19, 2019) as the “Arden Chair in Ecology and Evolutionary Biology.”

BACKGROUND:

On September 26, 2019, anonymous donors made an outright gift in the amount recommended under the University’s Named Gift Guidelines to establish a chair position in the Department of Ecology and Evolutionary Biology. The donation will be used to support faculty recruitment, retention, research, graduate student support and similar activities. The Board approved naming the chair on December 19, 2019.

On October 28, 2020, the donors requested that the name of the chair be changed to the “Arden Chair in Ecology and Evolutionary Biology.” The Foundation supports the proposed name change.
November 18, 2020

TO: Members of the Board of Trustees

FROM: Thomas C. Katsouleas

RE: Modification of Naming Recommendation for the Titania Chair in Ecology and Evolutionary Biology

RECOMMENDATION:

That the Board of Trustees, as requested by the donors, approves renaming of the “Titania Chair in Ecology and Evolutionary Biology,” in the College of Liberal Arts and Sciences (previously approved on December 19, 2019) as the “Rosalind Chair in Ecology and Evolutionary Biology.”

BACKGROUND:

On September 26, 2019, anonymous donors made an outright gift in the amount recommended under the University’s Named Gift Guidelines to establish a chair position in the Department of Ecology and Evolutionary Biology. The donation will be used to support faculty recruitment, retention, research, graduate student support and similar activities. The Board approved naming the chair on December 19, 2019.

On October 28, 2020, the donors requested that the name of the chair be changed to the “Rosalind Chair in Ecology and Evolutionary Biology.” The Foundation supports the proposed name change.
ATTACHMENT 4
MEMORANDUM

To: Institutional Advancement Committee

From: Scott M. Roberts, President & CEO

Date: November 17, 2020

Re: Directory Information Request

Request

Under the terms of the Master Agreement between the University and the UConn Foundation dated effective July 1, 2020, the University has agreed to provide an electronic interface to enable the UConn Foundation to extract, on a regular basis and in an automated fashion, certain information concerning University students for the exclusive purpose of enabling the UConn Foundation to achieve its mission. The University’s established Family Educational Rights and Privacy Act Policy (“FERPA Policy”), identifies the categories of information pertaining to current and past University students that it may release publicly without the prior written consent of the student (so called “Directory Information”). In addition to these categories of information that may be released to the public, the University is permitted under the FERPA Policy to disclose the following additional information, known as “Limited Directory Information,” to the UConn Foundation: Date of Birth, Addresses (physical and email), and Telephone Number.

In order to enhance fundraising and alumni engagement activities on behalf of the University, the UConn Foundation is requesting that the University expand the Limited Directory Information available to the UConn Foundation under its FERPA Policy to include: Student Gender, Race, and Ethnicity. If provided, this information would be used, managed, and safeguarded consistent with the UConn Foundation’s established policies.

Background

The UConn Foundation maintains the database of record for alumni engagement and fundraising in support of the University of Connecticut. A key to the UConn Foundation being

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1 Under UConn’s FERPA Policy the following categories of Directory Information may be disclosed to anyone who so requests: Student Name, NetID, PeopleSoft Number, School or College, Major Field of Study, Degree Sought, Student Level, Degrees, Honors & Awards Received, Residency/Match Information (medical/dental students), Dates of Attendance, Participation in Officially Recognized Activities and Sports, Weight and Height of Athletic Team Members and Other Similar Information Including Performance Statistics, Photographic Likenesses and Video of Athletic Team Members, for Student Employees: Employing Department & Dates of Employment.
able to engage and reach alumni at a deeper and more targeted level is the ability to understand alumni demographics around gender, race, and ethnicity. We believe the availability of these data fields will significantly enhance our efforts as follows.

Gender Data:

- Supports the ability to accurately apply salutations within our CRM database.
  - Gender is currently calculated based on first name, yielding a high rate of inaccuracy.
  - Alumni expect sensitivity to gender identity when receiving communications from the University and the Foundation.
- Supports targeted marketing to gender specific alumni audiences for initiatives such as Women and Philanthropy, the Women’s Center, gender specific enrichment programs, scholarship funding, athletics teams, clubs, and organizations.

Race and Ethnicity Data:

- Supports engagement of alumni of different racial and ethnic backgrounds and enhances opportunities to:
  - Diversify boards across the University including the University Board of Trustees, UConn Foundation Board of Directors, and school advisory boards.
  - Develop a pipeline of donors from diverse backgrounds
  - Diversify offerings for alumni and donor focused events
- Supports the ability to target fundraising and engagement outreach to specific alumni segments for initiatives including culturally based student organizations, enrichment programs, cultural centers, learning communities, academic programs, and scholarship programs.
  - The University alumni population has become increasingly diverse over time, with increased expectations for intentional, personalized outreach.
  - Cultural affinity is a powerful engagement tool, particularly at predominantly white institutions.
  - Targeted activity to support diverse alumni groups aligns with the University priority to create a culture of equity, diversity, and inclusion within the campus community and beyond.