



Development Advisory Committee (DAC)
January 29, 2021
1:00pm—2:00 pm

Attending: Dorene Markel (Chair), Tom Baird, Paul Barrow, Angelo Pitillo, Marilia Cascalho, Hui Deng, Darnysus Jackson, Elif Oral, Robert Ziff, Karen Downing, Ellen Bauerle, Deirdre Spencer, Trenten Ingell, Danilo Santoboni; Conor Neville, Todd Baily, MaryJo Banasik and Elizabeth Devlin

Absent:

Guests: Colleen Conway, Chair SACUA; Kat Walsh, Executive Director Diversity, Equity, and Inclusion, Office of University Development

1. Welcome and Introductions

(Guest: Colleen Conway, Chair, SACUA)

2. General Development Update

- a. Fundraising efforts have been impacted by Covid and absence of campaigns have caused the numbers to decrease slightly over this time last year.
- b. Donor support to students remain strong, 30% of expendable student support goal has already been reached.
- c. Major Gifts in process and will be visible closer to July 1, 2021.
- d. Campaign planning and priority setting have commenced. Broader campaign efforts with the administrative planning process with cross collaborative themes will potentially lead to greater donor diversity.
 - i. Planned meetings with Deans/Directors of schools and colleges to increase communications of potential donor engagement opportunities.

3. Development and DEI (Guest: Kat Walsh, Executive Director, Diversity, Equity, and Inclusion, Office of University Development)

- a. [Presentation: DEI Fundraising Strategy](#)
 - i. Business Case: What Drives Our Work?
 - ii. DEI Priorities: Impact, Priority Action Steps, and Considerations
 - iii. Different Pathway
 - iv. Discussion
 - What has been the biggest challenge so far with implementing this new strategy and introducing this new thought model?
 - Resistance to change, issues with data acquisition, and attention between long term and short term. Short term solutions can hurt long term process.
 - How a donor/group experiences with the University of Michigan can impact giving or present challenges and if they will give to the university in the future?
 - Discussed how disengaged donors/groups present the biggest challenge. Providing opportunities for re-engagement through building trust, finding what the donor/group is passionate about and how the

university can create a connection with that passion within the university or with another organizations.

- A need to challenge current thinking and work on developing new practices for engagement.
 - Discussed focus on grassroots fundraising engagement; community comes before giving. This includes grassroots BIPOC organizations on campus.

4. Questions and Discussion

- a. In the next campaign OUD is planning to align institutional priorities with DEI initiatives.
- b. Ongoing process to improve communications between departments/schools about the diverse faculty/staff contributions and OUD in order to inform OUD of activities that can impact campaign priorities or future donor relations.
 - i. Recommendation to have OUD reach out to department chairs to request more frequent communications about faculty/staff activities.

5. Adjournment – 2:01pm

Respectfully submitted by Elizabeth Devlin

Attachments Follow:

DEI Additional Resources

1. **Presentation:** Attached
 - o [Office of University Development DEI Strategic Plan](#): This is an overwhelming document, but does provide a detailed roadmap to our planning and implementation processes. You can also find all 50 U-M plans [here](#).
2. **Conversation with Aiko Bethea:** I also recommend this [powerful podcast interview](#) with Aiko Bethea, a national leader who penned [An Open Letter to Corporate America, Philanthropy, Academia, etc - What Now?](#)
3. **DEI Review of Internal Collateral:** I've attached a template of our DEI Memo Review. The power of this process change is that we include our reasoning for each recommendation. For example,

Section Title	Original Sentence	Suggested Change <i>*Suggested/Example language in BOLD</i>	Reasoning
Strategies, Recommendations, and Best Practices - Women Leadership	"Having women in leading roles on committees will make the recruitment and overall engagement of women easier."	Increasing representation of women in leading roles on committees will enhance our recruitment and overall engagement of women. Women's unique contributions and perspectives will enrich our community and culture of philanthropy.	<p>Research shows that even when women achieve parity in representation, this may not necessarily lead to more inclusive, equitable engagement of women staff/leaders in an organization. Top level change may not lead to multi-tier/broad change. For example, to maintain their status, women in leadership may conform to the dominant culture -- even if that culture is not equitable or inclusive of women. For this reason, it is important to speak about systemic change in the committee's culture/environment.</p> <p>Given the barriers and disparities facing women in philanthropy, this</p>

			section would benefit from explaining how engaging women will impact our culture of giving at U-M and why that matters to us.
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<p>Strategies, Recommendations, and Best Practices - Non-Alumni Constituent Engagement</p>	<p>"Even if the male tends to take the lead on philanthropic conversations, gift officers need to be asking about their spouse's career field, area of study, interests, hobbies, and where they volunteer."</p>	<p>Gift officers should ask the same questions that they would to any U-M affiliated donor or prospect when engaging women. For example, ask women about their career field, area of study, interests, hobbies, and where they volunteer. Unconscious bias accounts for the current disparities in women engagement. Utilizing the Questioning Best Practices will help to mitigate unconscious bias.</p>	<p>Some readers may take the quoted text as a stereotype. To support gift officers in their awareness of possible blinders, speaking to unconscious bias will help gift officers to avoid stereotyping and to approach women equitably and with an open mind.</p>
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