Development Advisory Committee (DAC)
October 27, 2020
1:00pm—2:00 pm
Zoom

Members:
Dorene Markel, Committee Chair; Michigan Medicine
Tom Baird, Vice President for Development
Paul Barrow, University Library
Ellen Bauerle, University of Michigan Press
Marilia Cascalho, Medicine
Hui Deng, LSA (absent)
Karen Downing, University Library - Education
Darnysus Jackson, Michigan Medicine
Elif Oral, Michigan Medicine (absent)
Angelo Pitillo, LSA
Deirdre Spencer, SACUA Liaison
Robert Ziff, Engineering
Trenten Ingell, LSA: Political Science + Economics
Danilo Santoboni, Michigan Law: Master of Laws (absent)
Todd Baily, Associate Vice President, OUD
Conor Neville, Associate Director, OUD

Agenda

1. Welcome

2. Approval of Meeting Minutes from Sept. 29, 2020 meeting (1:02pm)
   a. Minutes approved 9-0

3. COVID-19 and Development Efforts (1:04)
   a. OUD has pivoted their near-term fundraising efforts to support COVID-related efforts
   b. Two central funds established in the Provost’s office – health, safety, and campus reactivation and student support
   c. Fundraising has continued despite the pandemic, both centrally and across the units
d. We’ve increased communication in development, particularly to support colleagues and partners in the units, and a digital campaign launched over the summer generated a significant amount of new donors
e. Units have focused heavily on student support and emergency support in particular as an area of increased need
f. Currently reappraising how impact the health and safety fundraising efforts will be given the stay-home order for undergraduates
g. OUD has also, in conjunction with units, offered a number of virtual experiences for donors and prospects, including a 9 lecture series that has attracted over 4,000 attendees
h. Question: Is there science-related work being done in the COVID-19 space? We have stood up a central fund, and significant work is being done in individual schools, colleges, and units

4. Development at Michigan Medicine (Guest: Eric Barritt, Associate Vice President and Chief Development Officer, Michigan Medicine)

   a. There have been a number of updates from Michigan Medicine, including a seminar on drug repurposing and COVID research, the most recent of which had over 11k views

   b. Overview of Michigan Medicine development – to transform medicine through boundless philanthropy, 120 people

   c. Vast majority of philanthropy comes from grateful patients, not alumni

   d. Research, education, and patient care are the three main areas

   e. Like other SCUs, MiMed operates in major and annual giving spaces – transformational gifts all the way down to annual gifts, funding various priorities

   f. MiMed raised nearly $75M in FY20 post-pandemic, including $2 million for COVID-19 response
g. In the campaign, the majority of dollars for MiMed went to research - $784 million of the nearly $1.5 billion campaign total

h. New focus area is facilities – proposed patient tower

i. Philanthropy will be more important in a post-pandemic world

j. Question: how we can involve donors in moving work from pre-clinical to clinical stage? Who are the people who can help move the needle in this space?
   i. MiMed staffing is done by department, center, and institute—each has their own development liaison
   ii. Gifts like the Frankel Innovation gift are helping to move forward new and interesting medical developments,
   iii. Other non-philanthropic work like Deerfield Pharma and OTT is helping to move things like therapeutics forward and do further work in the drug discovery space
   iv. With over 3,000 faculty members, we have to rely on department chairs to move information forward
   v. Always thinking of how to support basic science, but often giving is for disease areas from grateful patients
   vi. Need to remember that development does not set priorities, just follows leadership’s goals

5. Questions and Discussion

a. Did any member’s units have successes during the pandemic? Any issues that we should have addressed?

b. Library is having their first ever donor event this week – “In Their Own Voices” discussing how people are coping with COVID and working around the limitations of collections in a pandemic
c. Many units have repurposed events that were once in person to continue to share information with anyone interested
   i. This can lead to new engagement in a way that we had never done before – can improve accessibility
d. Particularly as asked by the pandemic—how can we leverage development for increased responsiveness, particularly as it relates to real-time work
e. Information sharing is critical – especially at this point in time, people need transparency and information
f. Next meeting topics: DEI

6. Adjournment

Next Meeting: Tuesday, December 8, 12:00pm – 1:00pm