

Development Advisory Committee (DAC)

Minutes of April 16, 2021
Circulated: May 28, 2021
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Attending: Dorene Markel (Chair), Tom Baird, Paul Barrow, Hui Deng, Darnysus Jackson, Karen Downing, Angelo Pitillo, Deirdre Spencer, Robert Ziff, Trenten Ingell, Conor Neville, and Elizabeth Devlin

Absent: Elif Oral, Danilo Santoboni; Marilia Cascalho, Todd Baily, Ellen Bauerle,

Guests: Ryan Davis, Vice President and Chief Development Officer, University Musical Society and Tammie Durham, Assistant Vice Provost for Enrollment Management and Executive Director of Financial Aid

Meeting was called to order at 3:03pm

Motion to approve the February 12, 2021 meeting minutes was made and seconded. There being no further discussion the minutes were approved.

Welcome and Introductions

(Guest: Ryan Davis, Vice President and Chief Development Officer, University Musical Society and Tammie Durham, Assistant Vice Provost for Enrollment Management and Executive Director of Financial Aid)

1. **Development in “Common Good” and Non-Alumni Units:** (Guest: Ryan Davis, Vice President and Chief Development Officer, University Musical Society)
 - A. Current Fundraising “Looking Forward”
 - i. The “Looking Forward” effort goal is to raise funds in eight months, ending on December 31, 2021.
 - ii. This fundraising effort was initiated to address the financial impact of COVID and the lasting effect it will have on UMS upcoming seasons.
 - iii. This campaign is opening the door to cast a wider net and discover new fundraising opportunities by focusing on four primary audience areas.
 - Past performance attendees
 - Traditional donor base
 - The community in general
 - U-M National network
 - iv. A video was shared of the campaign launch. ([Looking Forward](#))
 - v. UMS has a donor base that supports similar groups in the Ann Arbor area, what stands out for UMS is the personal relationships, community, and tradition of giving these donors associate with UMS.
 - vi. UMS coordination with OUD has been very collaborative and non-competitive as UMS is viewed as an asset to the whole community.
 - vii. Plans for reopening in the fall are underway with the probability of having at least 60% capacity.
 - viii. UMS embodies theater, dance, and opera and the message they would encourage the committee to share is that if an individual has ever appreciated the arts to make a one-time gift to UMS through the “Looking Forward” fund
2. **Development and the Go Blue Guarantee:** (Guest: Tammie Durham, Assistant Vice Provost for Enrollment Management and Executive Director of Financial Aid)
 - A. Go Blue Promise
 - i. The Go Blue Promise is a program that is being implemented on the Ann Arbor campus that offers free tuition to undergraduate students that meet criteria as follows:
 - Student is an undergraduate pursuing their first degree.
 - Incoming freshman or transfer.



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- Income under \$65K and total assets less than \$50K, this information is verified by the financial aid office annually.
- Michigan in-state resident.
- ii. Students that qualify for the Go Blue Guarantee are not required to live on campus and still qualify for additional financial aid that does not include tuition.
- iii. The Go Blue Guarantee is a four-year tuition promise (four and a half for engineering) if the student continues to qualify financially.
- iv. The Dearborn and Flint campuses currently do not have the structure in place to offer this to their students but plans to investigate the possibility of future implementation of the program on both campuses is underway.

3. OUD upcoming key initiatives:

- A. VP Baird shared that there are 36 units currently engaged in fundraising with their specific priorities consistently in between the campaigns.
 - i. Campaign planning is underway with the new perspective of interdisciplinary opportunities, themes such as DEI and arts initiatives.
 - ii. OUD is in the process of creating a working group that will examine how to best articulate those ideas.
 - iii. OUD is tentatively planning to launch a new campaign with the interdisciplinary fundraising perspective in 2023.
 - iv. There has been an ongoing focus on raising short-term support for students due to COVID. The student support fundraising goal is 50 million to meet students short-term or emergency needs. Currently OUD has raised a little over 23 million of its student support goal.

4. Key Topics for DAC next year:

- A. Recommendations:
 - i. Discussion on how fundraising is achieved for areas at the university that do not have alumni or patient donor bases.
 - ii. How to coordinate with all three campuses with endowment and personal fundraising.
 - iii. Impact of COVID and the reduction in programs and how development could potentially help with fundraising to assist the reinstatement of those programs.

Meeting adjourned at 2:01 pm

Respectfully submitted by Elizabeth Devlin