



To: Collen Conway, Immediate Past Chair, SACUA

From: Dorene Markel, Chair, Development Advisory Committee

Subject: Report on Activities of Development Advisory Committee (DAC) for 2020-2021

Members: Paul Barrow
Ellen Bauerle
Marilia Cascalho
Hui Deng
Karen Downing
Trenton Ingell
Darnysus Jackson
Elif Oral
Angelo Pitillo
Danilo Santoboni
Robert Ziff

SACUA Liaison: Deirdre Spencer

Meeting Dates: 9/29/20
10/27/20
1/29/21
2/12/21
4/16/21

Summary:

The topics of focus for the year included:

Providing an overview of the Office of University Development and the role it takes in coordinating fundraising across all 3 U-M campuses was one of the first topics. This topic included how individual faculty can best advocate for their own work in to their individual development teams, as well as how development can leverage faculty interests and expertise for more successful fundraising. We also discussed units without alumni and faculty and the role that they play in our broader development world, including engagement of community that is broader than faculty, students, and staff.

The intersection of COVID-19 and fundraising was another topic, where we discussed the need for student support—scholarship and emergency—across the university, along with how development pivoted to virtual interaction. We also discussed how Michigan Medicine and OUD work together, and how their focus areas were impacted by the pandemic.

Development and U-M's commitment to DEI was a key topic area, where the group discussed the intersection of university priorities and donor interest. This included the multifaceted role of development in DEI, which is to broaden the university's donor base and also to raise funds to support U-M's top DEI priorities. Additionally, we covered the Go Blue Guarantee and how development helps to support it but is not directly involved.

Giving Blueday and faculty and staff giving were a critical area to solicit feedback from the group on how we can best engage faculty and increase visibility of things such as Giving Blueday as part of our development efforts. The topic covered a variety of faculty-specific donor topics, such as how best to steward faculty once they give, how to communicate with faculty and staff distinctly, and how to ensure that communication continues between faculty and their development teams.

Topics to be continued or carried forward to next year are:

The Development Advisory Committee will be a valuable partner as OUD and our partners around campus begin planning for U-M's next development campaign efforts. This will include a number of topics such as stewardship, goal-setting, and continuing to leverage faculty expertise in these efforts.

There will likely be continued discussion about the impacts of the COVID-19 pandemic on development and on the university broadly, including priorities and how development has changed.

There is also continued interest by the committee on the nuances of how development works across all three campuses and how they integrate into any broader university-wide efforts, along with further discussion about units without alumni, including centers and institutes embedded with schools and colleges across campus.