



## **Development Advisory Committee Minutes**

October 28, 2021

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Present: Robert Ziff (Chair), Donald Freeman (SACUA Liaison), Thomas Baird (VP of Development), Todd Baily, Paul Barrow, Ellen Bauerle, Karen Downing, Gintautas Grabauskas, Dorene Markel, Conor Neville, Meghan Sitar, Yaqing Zhang

Absent: Marilia Cascalho, Angelo Pitillo, Xin Tong

Chair Ziff called the meeting to order at 2:03pm.

The committee introduced themselves and were asked to give any background they have with Development and their interest in joining the Development Advisory Committee.

### **Topic 1: Development Committee Charges**

Chair Ziff shared and reviewed the 2021-2022 DAC charges and discussed the purpose of the committee.

### **Topic 2: General Development Update and OUD's Role**

VP Baird gave a brief overview of the university development community. VP Baird shared a chart that represents the university development community and university units that have fundraising functions. OUD provides the leadership for the university fundraising efforts working in collaboration with each unit.

Todd Baily added there are monthly and quarterly meetings with development officers across the university with the goal of coordinating and providing a leadership function to the community. This ensures that the development community communicates with stakeholders and donors using one voice to effectively engage donors in efforts that they are specifically interested in. VP Baird indicated that they work closely with institutional leadership.

Todd Baily encouraged committee members to meet with their unit development officers.

### **Topic 3: Brief Campaign Planning Update**

Todd Bailey, Associate Vice President for Development gave an update on campaign planning. The Victors Campaign ended on 12/30/18 and raised \$5.288 million during an eight-year period.

This will be the seventh university campaign they are implementing a new comprehensive planning process. This process will have an emphasis on collaborative and interdisciplinary work and institutional and academic priorities.

OUD has been engaging institutional leadership in identifying broad institutional academic priorities to build out into campaign themes into fundable objectives. These themes include



sustainability and the environment, health, and wellness, future of education and work, democracy in a civil society and building better living environments for tomorrow.

OUA is working with every unit on campus to identify their unit specific priorities which will be part of the campaign. This includes identifying how those themes impact and which units on campus can plug into those themes where they can benefit and contribute.

Once content has been developed around each theme, OUA will engage donors in a dialogue throughout the year and get their feedback and their institutional priorities.

The campaign started its silent phase in July 2021 and they are currently discussing to fund at least 30% of the overall campaign goal. The public launch date has not been determined yet. Multiple factors are to be considered when determining the date such as the university presidential transition, budget, and staff support.

Associate VP Baily invited questions from the committee.

The committee discussed the silent phase of the campaign and donor recognition during this phase.

The committee discussed international contributions in the last campaign and variance by units. Conor Neville indicated that international contributions would be between 100-200 million dollars. The international giving is driven by alumni connections and the specific school and colleges themselves receive a significant amount of that giving.

The committee asked about the faculty/staff/ retiree contributions during the last campaign. Todd Baily responded that the faculty/staff/retiree giving was around \$175 million and indicated that discussions have started on how to include a faculty/staff/retiree campaign as part of the university's overall campaign. Student contributions to the last campaign was \$200 million while they were students at the university.

The committee discussed staff support and budget during the campaign.

The committee discussed contributions for undergraduate support versus graduate support. Conor Neville indicated that in the last campaign it was estimated to be 60-40 percent leaning toward undergraduates. It may seem like there are more undergraduate scholarships, but those scholarships are for less than those for graduate students.

#### **Topic 4: Future Agenda Items from Committee Members**

Chair Ziff asked the committee for topics for future meeting:

Todd Baily suggested the topic for future meeting are the committee ideas on how to best position faculty/staff/appeals in the next campaign.

Committee member Markel suggested that each committee member meet their development officer.

The committee discussed and agreed to have all future meetings via zoom.



Meeting Adjourned at 2:50pm.

Respectfully submitted,

Elizabeth Devlin  
Faculty Governance Coordinator  
Faculty Senate Office

6052 Fleming Administration Building  
503 Thompson Street  
Ann Arbor, MI 48109-1340