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**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