**Development Advisory Committee (DAC)**
**September 29, 2020**
**12:00pm—1:00 pm**

**Attending:** Dorene Markel (Chair), Tom Baird, Paul Barrow, Angelo Pitillo, Marilia Cascalho, Hui Deng, Darnysus Jackson, Elif Oral, Robert Ziff, Karen Downing, Ellen Bauerle, Deirdre Spencer, Trenten Ingell, Danilo Santoboni; Conor Neville, Todd Baily, and Robyn Snyder

**Absent:**

1. Welcome and Introductions (12:04)

2. Review of DAC Charge (12:15)

3. Overview of Committee Approach

4. Office of University Development Overview (12:19)

- OUD supports all 35 fundraising units across campus, each of which has their own development function, led by the dean or director
  - Highly collaborative ecosystem, which balances the needs of the broader university with individual unit priorities
  - This requires significant coordination across the community, which is done with the help of our chief development officers and frequent communication
- One of the goals of OUD is to leverage our values and culture to advance the mission, which is to maximize private support for all of U-M
- Important to note that OUD does not set priorities—responds to priorities set by leadership
  - President, Provost, deans, and directors all have their own priorities
- We use campaigns to help with focused fundraising
  - Highly analytic approach that requires significant planning
  - Campaigns are decade-long efforts
- Current process is to turn academic and institutional priorities into themes over the course of the next couple of years
  - High level work with president and provost, but will involve all facets of U-M
  - Potential to launch in a public way in 2-3 years if the planning process plays out according to our needs
- Not just a prioritizing process, but also a culture shift for U-M broadly
  - Students, faculty, staff, donors will all be part of this planning process

- Question: how can individual faculty share their work with development to ensure the best ideas are heard?
  - Our planning process will be a more bottom-up approach than usual to try and incorporate the best ideas from every part of the university
  - Deans and directors set the priorities from their own intake processes—will vary from unit to unit
  - There are a lot of ways to reach donors—need to leverage development staff
  - Important to communicate your own work through your chairs and directors with the development liaisons
  - Process is important—we can help to clarify the ways to share your work as faculty and researchers, but both faculty and development take their direction from leadership
- How can faculty help the work of OUD?
  - One constant challenge is creating the culture of philanthropy – we need to demystify what fundraising is and how it really works
  - Better when we are well-networked, but not everyone is comfortable working with development
    - Need to be willing to work to engage people and provide insight for development that they may not get through
    - May be helpful to bring development people in to your own sphere through your chair/leader
- How do you determine campaign length?
  - Varies widely from institution to institution, we tend to operate in a 7-8 year campaign that has worked well
  - This often includes planning, benchmarking, development case statements
  - We rarely extend a campaign and instead close, reflect, and reevaluate priorities

5. Adjournment and Next Steps (12:55)
- Potential meeting topics:
  - COVID-19 related fundraising (will be a topic for next meeting)
  - Collections and the relationship to development
  - DEI fundraising across university (main topic for another meeting)
- Meeting 3 will include topics collected from the group
- Next meeting – 10/27, 1pm