



Development Advisory Committee (DAC)

Approved: 3/22/23

February 1, 2023

A quorum of members were present.

- 1. Adoption of the Minutes from 12/7/2022: The minutes were approved**
- 2. Guest Speaker:**
 - a. Yvonne Greenhouse (she/her/hers)
Senior Director of Development
University of Michigan Library**
 - 3 person team in the Development office at the Library, which is small in comparison to other units across campus. U-M is highly decentralized, which explains why we have multiple people in development.
 - One of the most active areas of development for the Library is collections. Another area is student support. Entered into endowed positions discussions, and have been involved in space renovation. New dean will help to set the priorities for the new campaign--she will start in May 2023. Partnering with other campus units to split/collaborate on gifts.
 - Don't have a built in donor base like units that have alums. Growing the donor base is a priority.
 - Question about donor collections- how do we assess whether to take these collections? What kind of process do we use? Answer: Library is in process of redoing our collections policies. Questions we ask: does it fit into the intellectual interests of campus programs? What condition is the collection in? How large is it? Does it add value for the university? Does the gift include support for cataloging, restoration, etc.?
 - Question: how does DEI fit into this equation? Answer: we try to elevate those stories that have DEI content.
 - Question: what does faculty involvement in Development look like in the Library? Answer: library faculty are the ones with connections to donors, they have the expertise on the collections. Yvonne tries to connect with library faculty as often as possible to keep those communication lines open and so faculty feel comfortable approaching her. It's a team effort. Can't silo off the development office from the rest of the Library. Meet with library faculty to find out their needs, and to include them in conversations about gifts. Acknowledges librarians contributions to development conversations.
 - Onboarding new faculty and staff to development work -
- 3. Demystifying the development process for faculty**
 - a. Preview of webinar**
 - How can OUD help people who aren't in their direct sphere of influence, demystify development activities around campaigns. Why we do them, the history of campaigns, etc. Online module. Where we are in the process. Talk about the development function broadly. Share baseline knowledge.



- Objectives: dev basics, campaigns, campaign planning efforts
- Mission & Objectives: vision, mission, values, 9 fundraising functions
- Development community graphic: 36 units, scale of what we do, huge range of development models (from 1 person offices to 120!)
- Campaign Purpose: encourages org prioritization, provides structure for dev efforts, energize donors
- Impact of campaigns at U-M (history of 6 previous campaigns)
- Recap of last campaign
- Campaign work plan - breaks down major campaign planning tasks over multiple years
- Next steps: SCCU Priorities, collaborative/university-wide and SCCU involvement (ex: human health, sustainability, etc.)
- Unit-based campaign planning - how faculty/staff can get involved
- Volunteers
- Summary

4. Matters arising

a. Giving Blue Day update: March 15

i. The preliminary results of this will be discussed at the 3/22 meeting