

**Annual Report 2022-23**

**To:** SACUA

**From:** Karen E. Downing, Chair, Development Advisory Committee (DAC)

**Subject:** Report on Activities of DAC (2022-23)

**Members:** Ellen Bauerle, Karen Downing (Chair), Gintautas Grabauskas, Alexander Zaslavsky, Yaqing Zhang, Xin (Tony) Tong

**SACUA Liaison:** Eric Vandenberghe

**Meeting Dates:** March 22, 2023, February 1, 2023, December 7, 2022, October 19, 2022

**Committee Charge:**

**General Charge:** Standing committees are established by Senate Assembly as mandated in Section 4.06 of the Regents' Bylaws. In collaboration with the Faculty Senate Office and SACUA, standing committees advise and consult with the vice presidents of the university on matters within the areas of their respective responsibilities. Senate Assembly standing committees are charged with bringing faculty voice and perspective to a broad range of university activities including policy and procedure. Senate Assembly standing committees shall strive to provide advice and consultation to their respective vice presidents in a timely fashion so that faculty perspectives are considered during the decision-making process.

**Specific Charge 2022-23:**

1. Support and advise OUD on faculty involvement in university development activities.



- Discuss and document the fundraising roles of OUD and unit-level fundraisers
- Understand and broadly communicate how DAC can help improve broad faculty feedback into the University's fundraising activities.
- Surface the current mechanisms for faculty input/collaboration in fundraising priority-setting, and determine if new mechanisms are needed.

2. Demystify the fundraising process, including priority-setting and donor/funder cultivation processes.

- Collaborate with OUD to repurpose their “demystifying fundraising” presentation to increase faculty understanding of development processes
- Communicate processes/mechanisms to faculty broadly
- Determine if new fundraising mechanisms/tools for faculty input are needed.
- Make suggestions to SACUA/Faculty Senate if new mechanisms are necessary.

### **Committee Actions**

This last year was filled with great conversations and a lot of learning about the Office for University Development (OUD) and unit-level development activities. Improving faculty involvement in development activities was the key theme of our work this year.

- OUD is developing content to be delivered through a variety of mechanisms (online--asynchronous, as well as adapted by unit-level development directors and interested faculty) to demystify development activities, including: fundamentals of development, development campaigns, development history, and other topics). DAC members have agreed to comment on the content over spring/summer 2023, and suggest ways to integrate this content into faculty orientations, onboarding, and other professional development venues (see recommendations below).



- DAC invited one unit-level Chief Development Officer to our February meeting, Yvonne Greenhouse, CDO for the University Library. Yvonne described the mechanisms in place throughout the Library for faculty involvement, and gave several examples of fundraising based on development office/library faculty partnerships. Since this meeting, Yvonne has initiated a unit-level advisory group that will help the Library Development Office develop content for new library faculty orientations.
- DAC discussed the silent phase of the next big university-wide fundraising campaign, paying particular attention to the ways in which faculty are involved in developing guiding principles for the campaign, and in unit-level priority-setting. With 36 unit-level fundraising offices, there are many different models and ways for faculty to be involved.

### **Information Obtained**

Key information that DAC obtained this year includes:

- There are 36 unit-level fundraising offices throughout the schools/colleges, public good units (museums and libraries), athletics, medical campus, and other units. Each of these units sets their own fundraising priorities and involve faculty input in different ways.
- If faculty are passionate about an idea, and can communicate their idea in a way that ties in with unit-level priorities, this is often the best way to get involved in fundraising activities. If your unit-level fundraising colleagues know you are interested in collaborating, there are many ways they can involve faculty. Faculty can also volunteer to serve on the DAC, which is a great way to learn about university-wide fundraising efforts, and connect that knowledge with their own unit-level activities.
- OUD serves as a connector between the university administration and unit-level fundraising activities. They help guide and connect unit-level fundraising priorities with the university's overall fundraising goals, as well as connect donors that possess multiple giving priorities to the appropriate units.



- We are currently in the silent phase of the next big university campaign, and units are developing their fundraising priorities now (getting ready for a public launch, possibly in Fall 2024). These fundraising priorities will tie in with the university’s “big ideas” (developed with input from unit-level CDOs, deans, and faculty, and university administration, and donors) that include:
  - Sustainability (saving the planet)
  - Human health
  - The future of work and education
  - Civil society
  - Living environments of the future
- Giving BlueDay was a great success this year! The university raised 5.3 million dollars in 24 hours, and succeeded in connecting with 11,200 donors, including a great number of new donors. Giving BlueDay provides opportunities for support from a wide variety of donors, and the university values each gift no matter the size of the donation.

### **Recommendations**

DAC has several recommendations, based on our discussions and actions this year. Two recommendations are related to unit-level development practices, and one is related to the composition of the DAC committee.

1. Integrate unit-level and OUD information into new faculty orientations and onboarding activities.
2. Continue working with OUD to develop online content to demystify the development process for faculty. This content will allow faculty to develop a stronger understanding of the mechanisms for input into development priorities and activities. The content could be delivered through unit-level learning opportunities, via Senate Assembly/SACUA meetings, and open, asynchronous methods.
3. Populate the DAC with faculty from units more broadly representative for richer, more diverse perspectives. (This year



we had multiple faculty representatives from only two departments on campus.)

The DAC would like to thank Tom Baird, Vice President for Development and Conor Neville, Associate Director Campaign Strategy and Initiatives, OUD, for their active involvement with DAC this year. Their openness to sharing information, seeking faculty input, and helping to develop strategies to increase awareness of and faculty involvement with development activities is very much appreciated, and has led to several successful outcomes of our work this year!