



## **Development Advisory Committee (DAC)**

Notes of Meeting: 3/21/24

Circulated: 4/3/24

Approved: 10/8/24

Present: John Mansfield, Conor Neville (Office of Development), Ivy Wei, Gabriel Rauterberg (Chair), Silvia Pedraza (SACUA Liaison)

Absent: Nakhiah Goulbourne, Gintautas Grabauskas, Kimberly McKee, Stefan Szymanski, Xin Tong, Alexander Zaslavsky, Yaqing Zhang, Rainbow Huang, Julian Hemmings, Tom Baird (VP for Development)

Guests: Adam Bradley, Senior Director of Annual Giving, OUD

Faculty Senate Office: Eric Vandenberghe, Lucas McCarthy

**11:00am**: Call to Order, Approval of Agenda and Minutes, Announcements

The agenda was approved. The minutes for February will be reviewed at the April meeting DAC meeting.

### **Finalizing the UM Faculty Scholarship solicitation email text**

Summary: Since the February meeting, a member of the Development team has reviewed the email text, and provided feedback. The FSO incorporated that feedback into the draft and shared it with the committee members present. The committee proceeded to edit the draft paragraph by paragraph. At the end of the editing session, the draft was ready for a few minor tweaks before sending out.

Action: Discussion and group editing

### **Discussion regarding endowment**

Summary: The chair brought up the University's endowment. Further discussion and action of this top will be a goal of next year. The chair proposes a small informal meeting with Chief Investment Officer Erik Lundberg to find the committee's best path forward.

Action: Discussion

### **Crowdfunding for UM Faculty Scholarship**

Summary: The guest joins the meeting at this time. His team has a deep knowledge of annual giving, but this committee is an expert on the intended audience. The guest provided an overview of crowdfunding, as well as showed the committee the platform UM utilizes for crowdfunding. The site is highly customizable, and can display information including the number of donors, how much of the goal has been raised, etc.



There is no overhead when utilizing this platform. 100% of donations are put towards the scholarship. There is an application for the described interface, and the FSO will work on filling it out. A point is made that the creation of a crowdfunding site still requires people advocating and soliciting donations.

Action: Discussion

**12:01pm:** Adjournment

Respectfully submitted,

Eric Vandenberghe  
Faculty Governance Coordinator  
Faculty Senate Office