



Development Advisory Committee (DAC)

Minutes of Meeting: 4/7/25

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Present: Jefferson Williams, John Mansfield (Chair), Conor Neville (Office of Development), Tom Baird (VP for Development), Lori Tschirhart, Stefan Szymanski, Ivy Wei, Derek Peterson (SACUA Liaison)

Absent: Vinay Aakalu, Nakhiah Goulbourne, Kimberly McKee, Alexander Zaslavsky, Chaz Vander Horst

Faculty Senate Office: Eric Vandenberghe

12:01pm-12:02pm: Call to Order, Approval of Agenda and Minutes, Announcements

The agenda was approved. The minutes for the February and March DAC meetings were approved.

12:02pm-1:02pm: How future iterations of the committee could further leverage the "advisory" function

Summary: The Chair introduces the topic. VP Baird indicates that he found the prior meeting with guests from the School of Public Health to be very productive. During this meeting the committee discussed unit level fundraising, including specific examples provided by the guests. This is cited as a practice that could continue in the next academic year.

The Chair bring up that attendance has been spotty this year by the committee membership. The format of the meeting is discussed. It is suggested that there are benefits to Zoom, but that meetings are more engaging when everyone is in person.

A member indicates that the current issues facing higher education as a result of actions by the federal government should be a primary focus of the committee now and moving forward. The member indicates that submitting to the demands of the current federal administration does not appear to be working. The member indicates a need for the University to join with other academic institutions and showcase the good work that is done in higher education, and how it impacts the lives of everyone. Discussion ensues on this topic. There is broad agreement that the University needs to inform the community as to how UM and higher education benefits everyone.

Communication strategies the University could utilize are suggested. A member suggests that this broad type of communication campaign strategy should be done in coordination with other academic institutions. Another member suggests utilizing the Michigan Daily and other local press. The Faculty Governance Coordinator shares that these marketing strategies have been discussed across many Faculty committees and with several members of the administration. A member suggests that the administration should utilize faculty



experts on marketing to craft these campaigns. Decentralization can cause issues when it comes to coalescing around a campaign of this nature.

A member inquires as to how successful the recent Giving Blue Day was. OUD indicates that it was successful, and relatively consistent with years past. The nature of the gifts are discussed, as well as the website infrastructure.

A member indicates that UM needs to a better job helping those in the community that do not have as many resources. Development is conducted to fund the student pantry and Wolverine Pathways, and the member suggests helping those outside the direct UM community as well.

A member brings up the message to the community about the closure of the DEI and ODEI offices. The member indicates that the manner in which the decision was made to close these offices was problematic and did not include key community groups, including faculty governance. The member goes on to suggest that the UM community needs to come together during this tumultuous time for higher education.

The Chair of the committee suggests that SACUA consider combining several committees. He suggests that possibly the Communications, Development, and Government Relations Committees could be combined. Discussion ensues on this, with varying opinions shared.

The committee is thanked for their service, and the meeting concludes. The final report draft will be shared with the committee in the coming weeks.

Action: Discussion

1:02pm: Adjournment

Respectfully submitted,

Eric Vandenberghe
Faculty Governance Coordinator
Faculty Senate Office