

Development Advisory Committee (DAC) Minutes for 3/23/26 Meeting

Meeting information:

Circulated: 9/11/26

Approved: 9/21/26

Members present: Lori Tschirhart (Chair), Conor Neville (Office of Development), Sergey Gutor, Tom Baird (VP for Development), Erika Hathaway, Nakhiah Goulbourne, John Mansfield, Ivy Wei

Members absent: Vinay Aakalu, Kimberly McKee, Stefan Szymanski, Jefferson Williams

Faculty Senate Office staff present: Meaghan Blanchard, Eric Vandenberghe

Minutes:

1:05pm: Call to Order, Approval of Agenda and Minutes, Announcements

The agenda was approved. The minutes for the January meeting are approved.

1:08pm: Update from OUD on Giving Blueday

Summary: OUD provides an overview of Giving Blueday, which is an annual day of giving campaign that touches the entire university. The campaign raised \$4.3M from over 11k donors. It is a campaign that attempts to cultivate new donors. This year, there was a push to encourage reoccurring gifts. It is suggested that the DAC could focus next year on aligning fundraising goals to maximize donations.

A member shares their unit's story of Giving Blueday. A donor matched gifts during a timeframe. This catalyst resulted in the unit well exceeding their goal.

Action: Discussion

1:16pm: Update from OUD on new university-wide prioritization process for development

Summary: OUD provides an overview of a new university-wide prioritization process that will consider some larger initiatives at UM and how Development will interact with them. There are times when university stakeholders propose ideas that will require large amounts of capital to undertake. This process is a means of vetting these ideas and coming up with strategies to cultivate donors in an efficient and effective way.

There are two committees that review these projects. The first committee has a nine-member group of key stakeholders from around the university, including from the Provost's Office and OUD. The process is heavily modeled after the review process for capital projects.

The second committee includes VP Baird, the three EVPs, and the President. The President



is the final decision-maker. The projects considered thus far have been central initiatives. OUD describes the inner workings of the process.

A member asks how faculty voices are heard, when appropriate. OUD indicates that the committees will hear about the ideas from those championing the efforts. The committee will call for experts to way in as needed.

The committee discusses transparency of the ideas being considered. VP Baird indicates that he would have no qualms about producing the ideas if requested. To date, only a few ideas have been considered. Only three to four ideas per year are likely to be considered.

Further discussion ensues on this topic. VP Baird indicates that he has discussed this topic with President-elect Syverud.

Action: Discussion

1:44pm: Assessment of OUD's current approach to communicating with faculty and provide recommendations for increased engagement

Summary: Chair Tschirhart asks the committee about their level of engagement with OUD, and what could be done to raise the overall knowledge of faculty regarding development. Members discuss a FAQ that could be developed and distributed that explains the basic components of OUD and the development process.

Action: Discussion

1:52pm: Solicitation: Potential DAC charge items for FY 27

Summary: Chair Tschirhart asks that the committee provide charge items for next year's committee in a provided Google Doc. Chair Tschirhart will write a draft of the final report for committee review. The new Chair who will begin next year is mentioned.

Action: Discussion

1:53pm: Adjournment

Respectfully submitted,

Eric Vandenberghe
Faculty Governance Coordinator
Faculty Senate Office