

Minutes
Faculty Senate University Relations Committee
October 1, 2015

Members Present:

Salvador Lopez (Chair), Dave Fraboni, Janet Genz, Linda Haynes, Michael Hopper, John Roberts, Amber Smallwood

The Faculty Senate University Relations Committee met Thursday, October 1, 2015 at 10:00 a.m. in the Alumni House.

Introductions and Committee Purpose

The committee members introduced themselves and Sal Lopez provided a review of the committee's purpose as shown on the Faculty Senate Committee web site: (see http://www.westga.edu/vpaa/index_18107.php). Dave Fraboni described ways to communicate efforts related to University Advancement that include the President's Advisory Council (PAC) and this committee. He said he wants to be sure to report back to this committee. He said we need to look at ways to make information more prominent because the UWG Home Page is primarily for student recruitment. Amber Smallwood asked if the GoWest web site will remain and Dave Fraboni replied he did not know.

Fundraising Campaign

Dave Fraboni shared a presentation related to plans and goals for fundraising. The main points from the presentation include the following:

A feasibility study was conducted to determine what amount could potentially be raised.

The feasibility study indicated the initial flooring goal should be \$50 million.

The phases of fundraising include the silent phase (although it is not being called silent in the case of UWG), the public phase, and the celebratory phase.

The marketing campaign includes the idea of how to "help the Best Go West."

The difference between UWG and elite schools is the alumni network. The university name does not always count for graduates. We need to think about "How do we engage alumni and their parents?" "How can we get paid internships?" That helps the Best Go West and everybody else Go West. Engaged alumni become supportive and can help with career paths. We need to look at how we can expand those programs. When alumni are asked about what to do, they say, "How can I help a student?"

The top 10 gifts will drive the campaign.

Scholarships are most important for both merit AND need-based awards.

More work is needed to reach outside of Carrollton. People outside of Carrollton found it difficult to identify leaders.

This is a comprehensive campaign through 2020. Then work will continue for two years on mini-projects. Then the next campaign will have a goal of approximately \$100-150 million.

Public information was searched and 4,700 people were found with hidden wealth who could be potential donors if they are contacted and engaged.

We need to teach philanthropy to our students.

Amber Smallwood asked about ways to streamline where to send information about accomplishments. Dave Fraboni replied that the primary contacts are University Communications and Marketing (UCM) and the development representatives for the colleges (Nichole Fannin, Mary Hart, Wanja Ngugi, and Bill Norris).

Amber Smallwood referred to an alumni event called Media Day and asked how do we know if those attendees are on the development contact list. Dave Fraboni replied to send the list to him. He also said to encourage faculty to share contact information when they hear from students.

Dave Fraboni said his number one budget item is the *Perspective*. He said it currently goes to 5,000 people and it will now be sent to 60,000 alumni.

Sal Lopez said he wanted to clarify the committee members' role as advisors for university advancement and development. He said we can transmit information to our departments and back to Dave Fraboni. Dave Fraboni replied that he wants to help the committee work in the right direction and on the right track.

Janet Genz referred to the search for a Dean for the College of Science and Mathematics and said the search committee is collating brag points about the college. Dave Fraboni said he would like to receive that information and also said to send him anything received from other universities in the way of information targeted to alumni.

The next committee meeting will be scheduled for January or February 2016.

Minutes prepared by
Linda Haynes
Member, University Relations Committee