

University of Minnesota Morris Digital Well
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Planning Committee

Campus Governance

4-27-2016

Planning minutes 04/27/2016

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To:	Planning Committee:	Oscar Baldelomar, Brook Miller, Seung-Ho Joo, Sandy Kill, Jana Koehler, Mike Cihak, Helen Juarez, Austin Tipper, Rachel Evangelisto, Bryan Herrmann (ex-officio), Gwen Rudney (ex-officio), Matt Senger, Melissa Bert, Alison Campbell (West -(secretary)
	Present:	Gwen Rudney, Brook Miller, Seung-Ho Joo, Sandy Kill, Jana Koehler, Matt Senger (ex-officio), Melissa Bert, Bryan Herrmann, Austin Tipper, Oscar Baldelomar, Alison Campbell (West)-secretary
From:	Engin Sungur, Chair	
Subject:	Meeting Agenda	
	Date:	April 27, 2016 (Wednesday)
	Start:	2:30pm
	End:	3:25pm
	Place:	Imholte Hall 115

THE AGENDA

1. Approval of April 6, 13, and 20, 2016 Minutes (5 min.).

Action: Approval of the minutes – yes for all

2. University of Minnesota Campaign, and feedback regarding UMM's position for the campaign – Jacquie Johnson and Susan Schmidgall (30 min.)
 - Feasibility Study which ended late February and the report results were out at the end of March
 - Met with Planning Committee at the start of the “Listening tour” – Dec 2014
 - Went around to departments and asked what are their needs/dreams for private giving
 - Half way through campaign – 10 year campaign – started in FY2012 and will end FY2021
 - Doing a “Reach back” from FY12 to gather that private giving support
 - Case statement (UMM’s Story) –describes our campus and what our philanthropic priorities are for the campaign – took several months to figure out. Three main “buckets” were established:
 - Support for Students
 - Support for scholarships and academic access
 - Support for career readiness and leadership
 - Support for Faculty and Academic Programs
 - Support for an active academic community
 - Support for Place and Partnership
 - Support for a beautiful, smart campus
 - Support for community engagement and outreach
 - Feasibility study – funded by University of Minnesota Foundation
 - UMM was the 3rd
 - Consisted of interviews by GGNA with 19 of our highest donors and prospects - People with influence and affluence
 - Predominantly UMM Alumni
 - WCSA
 - Chancellors advisory counsel
 - Former staff representatives
 - Feasibility study tested our case statement-UMM story, working goal and priorities
 - 100% of the respondents feel positive about UMM
 - More than 80% feel the trajectory of UMM is positive
 - 83% overall quality of the facility is excellent or good
 - 78% overall felt the academic programs are excellent or good

- 78% ranked overall facilities as excellent or good
- 94% confident in leadership particularly Chancellor Johnson's – some said to postpone the campaign because the new chancellor is pivotal in the success of this campaign
- 71% willingness to volunteer in the campaign
- We have work to do about how we give our statements
- Support to case statement
 - 25% found this statement compelling
 - 65% found it to be not compelling
 - All donors would gift to all three areas
 - Recommendation from GGNA is to keep our priorities but to simplify and repackage the main 3 "buckets" – case statements
 - Working Goal: \$21 mill which was tested
 - 65% are confident that we can achieve that goal
 - When conducted between Feb. –Dec. the people that we interviewed were showing our progress to date at \$9 mill but we are actually at \$12 mill right now
 - Need to build relationships with corporate sponsors and donors that are not alumni
 - 77% ranked UMM as one of their highest philanthropic priority
 - Recommendation was to focus on a more modest goal of \$18 mil – but we will still stick with our \$21 mill goal and monitor it closely
- Next Steps:
 - Revise our case statement – stick with main priorities but change how we are telling our story so it is more compelling for people we are marketing to
 - Continue with ongoing cultivation and solicitation leadership gift prospects
 - Introduce the new chancellor
 - Monitor progress toward our working goal
 - End of this calendar year - Staff our initial volunteer campaign committee

Follow-up:

- There might be some changes to the strategic plan based on the campaign but see them as being minor because the strategic plan is broad as is this campaign
 - For example, using sustainability which would be under the section Place and Partnership – endowed fund for the EcoStation and Student support (outdoor classroom)
 - See links to the existing strategic plan
 - Closely aligned to TC strategic plan
 - New chancellor has to own it as well
 - Regents are interested on why there isn't a system wide strategic plan
 - UMM is out in front of the other campuses and schools around
 - Will be part of the whole system campaign
 - Looking at philanthropy in a closer way
 - We have the opportunity to present to President Kaler as the sustainability champion
 - Talk about EcoStation – show as an example
 - He is doing his listening tour right now and talking about our campus as an example
- Are we in competition with other system wide campuses for private giving? – yes – Every campus or unit will have their own donors who will be able to support that campus goals – major donor (CHS)
 - Significant leadership (proposal) – donors are most loyal where they get their graduate degree from
 - We have to emphasize our strengths
 - Sustainability
 - Diversity
- Concerned about the website for UMM planned giving page – goes straight to TC campus and has nothing to do with Morris

- Donors are interviewed and not given a survey – we use people who have given a significant amount to the university or have the capacity to give
 - These are good responses and are not intentional to be statistical - not intended to be a representative sample
 - It is not about what we want - its about what the donor wants (their legacy)
 - A couple who is alum from Morris and TC - affiliations with two campuses in the system
 - We have done a good job talking about our distinctiveness on sustainability and diversity as it relates to the public liberal arts lifestyle and mission
 - We need to be clear and compelling with our statements
- Have a Foundation Data Base – DMS – Every Development officer is obligated to notate when they get a phone call/letter/speak to a potential donor so we are able to see who is talking to who
- Why are people passionate about UMM? – Enthusiastic about sustainability/diversity/enthusiastic about Chancellor Johnson’s leadership
 - Alums are now coming of age – kids who grew up in small towns/are first generation graduates who may not have been the wealthiest but they resonate with this region
 - About place and opportunity – values a place of opportunity
 - UMM is like a private school education – small, more one on one education
 - Some went to high school in Morris
 - Donors see themselves in our student body – now in a position to give back
 - Example: Two most significant gifts given in the last few years were not from UMM – attracted because of our work in sustainability
- Tuition waver for American Indian should be brought up as well – the campaign did speak on this
 - Possibility for an endowed professorship
 - Would be a great gift to renovate the multi-ethnic building into a language, culture and art center
- Need to use more social networks – twitter, Facebook, linked it
 - First destination survey, phone calls, linked it-Facebook

3. Progress Cards - Melissa Bert (15 min.) – *didn't get to*