

University of Minnesota Morris Digital Well

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Planning Committee

Campus Governance

4-23-2019

Planning minutes 04/23/2019

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Planning Committee Minutes

4/23/19

Committee Members: James Wojtaszek (Chair), Tom Johnson, Renee Seykora, Jana Koehler, Bryan Herrmann (ex-officio), Bill Zimmerman (ex-officio), Stacey Aronson, Julia Dabbs, Bridgett Karels, Mark Logan, Sydney Bauer-Student, John Barber-Student, and Alison Campbell (secretary)

Absent: Julia Dabbs, Bridgett Karels, Renee Seykara, Sydney Bauer, John Barber

Guest: Susan Schmidgall

Approve Minutes: Next time

Susan Schmidgall, Director of Advancement – Alumni Relations, Communication and Marketing, and Major Gifts Officer was asked to talk to the Planning Committee about her department’s efforts.

- “Reports on Giving” packet – gives an annual report, tells stories
 - Send this out around Thanksgiving and reports on the year prior
- Update on our campaign – new packet was just made – we use this to market to our major gift donors. 4 major needs on campus are: student support, faculty support, facilities and physical plant, region and outreach. We are on our last 2 years of the campaign.
 - “Profile” packet – update on campaign – goal is to provide for 400 more students per year – we are at 330 students per year.
 - Eco Center piece – tailor proposal depending on what the donor wants to focus on
 - Edson brochure – renovation was almost fully funded. We got 130 sponsors for the seats (500 seats total) - \$500 per seat

Gifts:

- 23,000 alumni to reach out to – long process to cultivate people
- Most gifts are restricted/designated to a cause (scholarships and student support) – unrestricted funds are brought to the Chancellor and Bryan
- In the last 2 years we have gotten more than one, 1 million dollar gift and as of right now in FY19 we are at \$6.8 million
- 293 first time donors for FY18 - Higher than typical average gift and younger than typical first time donor gift within the system. Need to do an updated comparison with like colleges.
- Most gifts come from the mail in envelop in the “Report on Giving” packet every year.

Endowments:

- 60% of gifts are deferred and go into endowment - Current endowment of \$15 million
- Quasi-endowment – requires less of a gift commitment and has more liberal spending possibilities - \$10,000 gift and institution can spend up to 20% of that
- True endowment – a minimum gift of \$25,000 - restricted to using 4.5% per year (\$11,025)
- Can convert from Quasi to True Endowment

- We need to use donor money because donors can take it away – Division Chairs and Vice Chancellors can ask if there is money to use

Dispersed funds:

- 60% go to division funds, eco center – any strategic initiatives
- 30% for scholarships and awards

James had a few questions:

- Who is the typical target for these contributions? – Primarily alumni – 76%, faculty/staff/friends - 21% -, corporations/foundations/organizations – 3%
- Are there ways to target non-alums? – yes we reach out to Professional Advisors
 - Real state gifts are sought out, local and regional corporations: Bremer, Eco Lab, Ottetail and Bank of the West
 - We encourage people to annually give
- What is the “new fund advancement” (for faculty) – endowment – fund will have an official name and will be available in a year (2020) – skill building, conferences, travel, professional development