

Strategic Planning Committee  
Meeting Minutes  
October 5, 2017

Members present: Tammy Rogers (Chair), Taine Duncan, Erica Ruble, Hershila Lallu, Lesley Graybeal, Carly Jo Riggins, Ben Askew, Ashlin Stock for Maggie Miller, Donna Bowman, Michael Gallagher, Phillip Bailey, Carmesha Jemerson, Brad Teague, and Brandon Combs (NV)

Members absent: Rahul Mehta, Julia Dossett Morgan, Jonathan Glenn, Shelia Vaught, Michael Hargis

Guests: Kale Gober

Recording Secretary: Suzanne Massey

The meeting was called to order at 1:40 pm

Order of Business:

1. Approval of the minutes
  - a. B. Teague made a motion to approve minutes from the September 7, 2017 SPC meeting. H. Lallu seconded the motion. Motion passed, 9 in favor and 3 abstentions.
2. Update on Strategic Plan Initiatives – Dr. Kale Gober, Vice President for Advancement, presented his division plan for FY 2017-18. Summary notes included:
  - a. Advancement’s mission is to provide a lifetime impact for students by securing private support from key constituencies.
  - b. Accomplished objectives for fiscal year 2017 include (i) raise \$6m (ii) create a comprehensive plan for on-boarding a new president (iii) lay the groundwork for an effective comprehensive capital campaign (iv) modify web-based platforms and comprehensive messaging and (v) enhance visibility to colleagues throughout campus and beyond.
  - c. Verifiable objectives for FY 2018 include (i) raise \$6.5m (ii) enhance all forms of follow-up communication (iii) strategically position the President to be the face of a comprehensive capital campaign and (iv) prepare staff and external constituents for campaign-readiness.
  - d. A capital campaign simply defined is, “a compelling and branded effort around which you build excitement and momentum amongst a constituency to raise support for university needs.”
  - e. A successful capital campaign is built around the interest of the donors.
  - f. The UCA Foundation has tripled the endowment in 12 years.
  - g. A university’s scorecard is based on admission numbers and fund raising.

The meeting adjourned at 2:40 pm

The next SPC meeting is scheduled for November 2, 2017. Diane Newton and Brad Teague will present updates on SP initiatives.