

The Council of Deans met in regular session in Buffalo Hall at 8:47 a.m. on Wednesday, July 16, 2014. Steve Runge presided, and the following members were present: Jonathan Glenn, Michael Hargis, Diana Pounder, Jane Ann Williams, Kurt Boniecki, Stephanie Bellar, Jimmy Ishee, Terry Wright, and Laura Young. Peter Mehl attended in the absence of Maurice Lee. S. Mehl, Vice President for Advancement and President of the UCA Foundation, Inc.; Hunter Goodman, Executive Director of Development; Jan Davis, Director of Planned Giving; Catherine Marhenke, Director of Annual Giving; Aaron Knight, Advancement Research and Communications Specialist; Jan Newcomer, Director of Alumni Services; and Joan Shofner, Director of Advancement Research attended to present on the agenda items.

1. S. Runge provided a brief overview of the importance of the Council of Deans meeting at least semi-annually with development and alumni officers. There are continuous needs for funding and a limited amount of funding available in the general budget, making funding from outside sources critical. Council members should understand the tools and resources available to assist with fundraising efforts within their colleges, and also understand the important role they play in development.
2. S. Mehl provided an overview of the results from the UCA Foundation's fundraising and outreach efforts over the past year. Total gifts increased, and the goal of \$4,023,000 was surpassed; more privately funded scholarships were awarded than ever before; the total number of donors increased; direct mail appeals more than doubled; phone-a-thon fulfillment increased to 75 percent; annual fund receipts increased significantly; the Women's Giving Circle was established and raised \$87,750.08 in its first year; funding solicitation through face-to-face contact increased; phone, mail, and email appeals increased significantly; and event attendance increased overall. Additionally, S. Mehl provided a breakdown of giving by production area, gift type and constituent type. Information regarding alumni and faculty/staff participation was given as well as the donor retention rate. Council members were advised that the Foundation was successful in its request for an additional gift officer position which will be filled soon and will be hiring a second gift officer to replace Annie Wright following her departure.

Council members were asked to refer to the Campaign Feasibility Study that was provided in advance of the meeting. The conclusion was that the university is ready for a \$30 million campaign with an extra \$10 million in planned gifts.

S. Mehl stated that the Lewis Science Center expansion and renovation, along with the identification of programs of distinction, are the fundraising priorities for the coming year. Discussion followed.

3. H. Goodman provided an overview of the university's pool of donors and would-be donors, and discussed the importance of major gifts. The goal is to build relationships with the university's alumni and friends. Relationships are the focus of soliciting major gifts.

J. Davis presented on planned giving, stating that it consists of funds that are intended to be given later, rather than cash on hand. Seventy percent of planned giving is from bequests, and a goal of \$10,000 has been set for the coming year. A focus has been placed on increasing the

legacy society membership and marketing will emphasize the inclusion of UCA in the wills of donors. J. Davis advised deans that she is happy to meet with them and provide training on how to solicit planned gifts. She stated that planned gifts can result in a major gift down the road. She added that she would be happy to join the deans in meeting with potential givers if they wish. Discussion followed.

Catherine Marhenke discussed annual gifts. She stated that the focus of annual gift giving is on sustainability. The key is to keep donors engaged over the years, which typically results in increased giving over time. The ultimate goal is to move donors from small donor to major donor status. As sustainable giving increases, the college's directed/restrictive giving will increase. Individual stories of students who have benefited from private donations are effective. Deans were asked to submit any known student stories. She advised council members that fundraising activities planned for the coming year will include a 48-hour social media driven blitz campaign and Thank-a-Bear week. C. Marhenke concluded by stating that she is happy to assist with college/department/program fundraising campaigns in the future. Discussion followed.

J. Newcomer discussed alumni. July 1, 2014 marked the kick-off of the first ever comprehensive membership campaign. Members of five or more consecutive years will be invited to become lifetime members. She stated that new graduates are the most difficult group to get to join. It is important that alumni chapter involvement be promoted early when they are still students. Discussion followed.

4. A. Knight provided an overview of the online giving structure and stated that there has been significant growth in online giving. The links for giving on each college's website have been recently updated, adding specific areas for directed donations. Recurring gift giving is an added option, in addition to the option of giving specific percentages to varying areas.

J. Shofner stated that there are currently over 56,000 living alumni. The mailing addresses and phone numbers of UCA alumni are updated quarterly, in addition to other information such as new employment. Deans were asked to submit any known updated alumni information. At this time, contact information has been updated for over 90 percent of alumni. Nine-thousand alumni have been identified as potential donors, and these individuals need to be visited. Deans were informed that the Advancement Research office can assist in providing alumni lists and analytical reports. Discussion followed.

5. H. Goodman led a discussion on how the Council of Deans and the UCA Foundation and Alumni offices work together to assist and support funding priorities. She provided a proposed timeline for collaborating in the coming academic year. She stated that the deans were previously provided a prospect list of ten individuals linked with their respective colleges and asked the deans to start out by visiting with four people on the list. The deans were provided a handout which outlines a suggested process for contacting and meeting with these individuals. Discussion followed. S. Mehl stressed the importance of keeping the Foundation and Alumni offices updated on any contact that has been made, as this will prevent incidents where alumni are being contacted by multiple individuals.

The meeting adjourned at 11:33 a.m.