

University Advancement Subcommittee  
PFW Faculty Senate

Karol Dehr calls meeting to order at 9:05 AM.

Attendees

Karol Dehr, chair; Andrew Kopec; Michelle Shaw; Ruth Stone; and Dan Yorgov.

Report from chair

Resolution to change language of the committee's charge has been submitted to URPC.

Report from Development and Alumni Relations (DAR)

Shaw, who leads PFW DAR's Day of Giving, gives overview of what the office has done in preparation for the Day of Giving on April 28, 2021.

Discusses what this committee can do to help, with a particular emphasis on increasing participation among the university's faculty and staff.

Shaw shares an informative PowerPoint about the Day of Giving.

Discussion

Kopec recommends the development of a Day of Giving Zoom background.

Yorgov recommends that DAR make the tax implications of gifts clear to potential donors. Cites the example of Indiana University by sharing a link in the Zoom chat.

Adjournment

Dehr calls for adjournment at 9:55 AM.

## **University Advancement Advisory Subcommittee**

**Tuesday, Nov. 17, 2020**

### Call to Order

The second meeting of the University Advancement Advisory Subcommittee (UAS) was held on Tuesday, November 17, 2020, via WebEx. Karol Dehr, Chair, called the meeting to order at 4:00 PM.

### Discussion of Committee Purpose and Structure

Dehr, Kopec, and Stone discussed the purpose of the committee. It was decided not to pursue breaking this committee up into two separate committees, one devoted to Marketing and one to Development and Alumni Relations.

Discussion over to keep the name as is. As per Stone, the term “Advancement” encompasses both development and marketing and should be kept for that reason.

### Discussion of Administrative (Ex-Officio) Members

Stone recommends she and Michelle Shaw, Director of Annual Giving & Stewardship, as Development & Alumni Relations ex-officio members.

### Discussion of Change to Language in Senate By-Laws

Suggested change to 5.3.5.2.1.10.2.2.:

**Advise ~~the Chief Advancement Officer~~ the Vice Chancellor of Marketing and Vice Chancellor of Development & Alumni Relations on matters of advancement;**

### Report from VC Stone on Development activities

Stone reported to the committee with a PowerPoint presentation. Some of the information reported included:

- Changes to stimulate and sustain alumni engagement from alumni to PFW Foundation.
- Updates on personnel the that reports to her office.
- Return to “Community Focused,” rather than inward focused.
- Report that the Covid-19 crisis has allowed the office to incorporate new technology in reaching out to donors.
- Report that office also established a Covid-19 Student Relief Fund, which raised nearly \$80,000 in three weeks.
- Report that Day of Giving (in September) was an increase from 215 gifts to 634 gifts (year-to-date)—from \$277k to nearly \$500k.
  - The event increased in donors and, importantly, in new donors.
- Next Day of Giving: Wed., April 28, 2021.

### Members in Attendance

Karol Derh, Senior Lecturer, English & Linguistics (Chair)

Ruth Lee Stone, Vice Chancellor for Development & Alumni Relations

Hadi Alasti, Assistant Professor of Elect Engr Tech, PFW Polytechnic

Jerry Lewis, Vice Chancellor Communications & Marketing

Mieko Yamada, Professor, Sociology

Nathan Rupp, Assistant Librarian & Director of Tech Services, Helmke Library

Alice Merz, Associate Professor, Education

Andrew Kopec, Associate Professor, English & Linguistics (Secretary)

## **University Advancement Advisory Subcommittee**

**Monday, September 28, 2020**

### Call to Order

The first meeting of the University Advancement Advisory Subcommittee (UAS) was held on Thursday, September 24, 2020, via WebEx. Karol Dehr hosted the meeting and called it to order at 3:15 PM. A motion to approve the agenda passed, and the meeting commenced at 3:16.

### Introductions

At the request of Karol Dehr, the members in attendance introduced themselves:

Karol Dehr, Senior Lecturer, English & Linguistics

David Liu, Associate Professor Computer Science

Hadi Alasti, Assistant Professor of Elect Engr Tech, PFW Polytechnic

Jerry Lewis, Vice Chancellor Communications & Marketing

Loaine Hagerty, Director of Scholarships and Awards, Development & Alumni Relations

Michelle Shaw, DONOR RELATIONS AND STEWARDSHIP COORDINATOR, Development & Alumni Rels.

Mieko Yamada, Professor, Sociology

Nathan Rupp, Assistant Librarian & Director of Tech Services, Helmke Library

Andrew Kopec, Associate Professor, English & Linguistics

### Election of Chair

Andrew Kopec moved to elect Karol Dehr as chair of UAS. Nathan Rupp seconded the motion. The motion passed by unanimous vote. Dehr elected chair of UAS.

### Appointment of Recorder of Minutes

Kopec volunteered to record the minutes of the UAS.

### Updates on realignment of University Advancement

Lewis, Hagerty, and Shaw advised of realignment of University Advancement into two units, each overseen by a Vice Chancellor: Development and Alumni Relations (Ruth Stone) and Office of Communications and Marketing (Lewis).

This alignment raised the question for UAS: how does UAS structure need to change to align with new organizational structures? Lewis, Hagerty, and Shaw advise more efficient for UAS to split into two advisory subcommittees in keeping with these changes. Dehr will coordinate with Presiding Officer of Fort Wayne Senate to assess desirability and feasibility of enacting such changes to UAS structure.

Once UAS understands any potential changes to its structure, committee will move forward with setting agenda for 2020-2021 Academic Year as per the Fort Wayne Senate By-Laws.

### Adjournment

With plan to discuss changes to committee structures, Dehr called for adjournment of meeting at 4:15 PM. Motion seconded and passed. Meeting adjourned at 4:16.