

**BOARD OF GOVERNORS**  
**Development and Advocacy Committee**  
Remote via Zoom  
Thursday, June 25, 2020  
11:00 a.m. to 12:30 a.m.



## MINUTES

**Governors:** Marcia Moore – Chair; Stuart Casillas; Robin Gayle; Jay Gilbert; Tom Giustina, David Heinsen, David Hodson; Tom Martin; Chuck Nelsen; Chris Nichols; Cathy Pleasant; Marilyn Rees; Darryl Schoen; Dave Scotto

**Ex Officio:** Debra Larson, Provost and Vice President for Academic Affairs; Ahmad Boura, Vice President for University Advancement (CEO)

**Support Staff:** Evelyn Buchanan, Associate Vice President for University Advancement; Jay Friedman, Executive Director of Alumni and Parent Engagement

Marcia Moore called the meeting to order at 11:45 AM. Chris Nichols moved to approve the minutes of the February 20, 2020 meeting. Chuck Nelson seconded the motion and it was passed by unanimous vote.

### **Chair's Report – Marcia Moore**

Moore complimented the development team on the great success of Giving Day this year, in both donors and dollars raised, which was in large part enhanced by significant donations from members of this board.

### **Development Report – Evelyn Buchanan**

Buchanan gave a campaign update, noting that they have raised \$88.9 million this year to date with a goal of \$100 million. Buchanan also praised the success of Giving Day this year, noting that the development team exceeded last year's numbers in both donors and dollars, making this the most successful Giving Day yet. The COVID19 pandemic and the accompanying shelter-in-place order forced the University to transition remote-only work, with all travel and face-to-face meetings prohibited. Solicitation was put on pause. Development Officers pivoted, reaching out to donors to express care and gratitude rather than asking for donations. By May, the team began to take cautious steps to raise money again, continuing to be mindful of precautions around the pandemic. Buchanan also advised that fundraising right now is undergoing unprecedented change and forecasting is difficult. Four areas she is focusing on are: doubling down on annual giving, increasing investment in planned giving, reimagining stewardship and rebuilding portfolios.

### **Advocacy Report – Jay Friedman**

Friedman shared his Advocacy Report, stating that him and his team have implemented "WildCat Connect", which is a platform creating a virtual community for all alumni. This program creates an opportunity for the development team to connect with donors and mentors. He announced that the Alumni Association has decided to cancel this fall's Homecoming Celebration because the first

Homecoming should be in person. A new event has been created, "Virtual Alumni & Parents Weekend". The event will feature virtual media interactions, lectures and happy hours for all.

There was no new business and Moore adjourned the meeting at 12:25 PM