

University Strategic Planning Group

J. Colleran, C. Brennan, T. Bruce, E. Butler, L. Cornelius, B. D'Ambrosia, R. Day, C. Dietz, J. Dillon, M. Farrar, D. Hareza, J. Krukones, A. Kugler, G. Lacueva, T. Lewandowski, K. Malone, P. Mason, L. Massa, N. Mazanowski, M. McCarthy, A. Metzger (18), A. Miciak, M. Millet, M. Moroney, E. Peck, D. Riley, N. Santilli, W. Simmons, A. Teodosio, D. Vitatoc, S. Vitatoc, A. Welki

University Strategic Planning Group
Thursday, September 14, 2017
LSC Conference Room

Minutes

In attendance: C. Brennan, T. Bruce, E. Butler, L. Cornelius, B. D'Ambrosia, R. Day, C. Dietz, J. Dillon, M. Farrar, D. Hareza, J. Krukones, A. Kugler, G. Lacueva, K. Malone, P. Mason, L. Massa, M. McCarthy, A. Metzger (18), A. Miciak, M. Millet, M. Moroney, E. Peck, D. Riley, N. Santilli, A. Teodosio, S. Vitatoc, A. Welki.

N. Santilli welcomed members to the meeting, and noted today's agenda and focus would be on a review of philanthropic priorities. He noted the previous work of the USPG on linking goals and objectives back to the Strategic Plan, and that the priorities identified were included in last year's Annual Report.

Minutes of the August 31 meeting were approved.

D. Riley gave an overview of the work for the University Advancement division, whose main purpose is to strengthen the reputation, relationships, and resources for John Carroll University. She noted D. Vitatoc's and Alumni Relations' work with our 30 Alumni Chapters, who are all very actively engaged. An example is a new initiative for funding textbooks for incoming Freshmen. Advancement also encompasses Integrated Marketing and Communications, Advancement Services, Development, and Government and Community Relations.

D. Riley then outlined the division's goals for 2018, including:

- Administrative Program Review for Alumni Relations.
- Internal assessment of the Integrated Marketing and Communications Program to identify strengths and opportunities for improvement.
- Finalize a Development (or fundraising) plan for the philanthropic priorities of Strategic Plan.
- Support of integrated outreach program in select cities, to help with enrollment, partnership and internship opportunities, alumni engagement, fundraising, and articulation agreements with med and law schools.
- Revise the written annual Advancement Operating Plan with key goals, deadlines, and metrics to increase reputation, relationship and resources.
- Support Presidential search.
- Serve as Corporate Secretary
- Support Commencement 2018 and other major University events.

D. Riley explained the process of JCU's recent database management and screening, which enables the University to better focus on donors. She noted that the last campaign brought in \$104 million, mostly endowment and estate gifts, all earmarked. On average gifts total \$15 million per year, in cash and pledges. This is JCU's target goal for this fiscal year. D. Riley noted that donors tend to prefer to give for a specific purpose, rather than unrestricted. It is important that the University has a list of priorities to talk to donors about.

D. Riley summarized a draft list of Philanthropic Priorities. She noted that not everything on the list will be funded as it depends on donor interest and how that matches to University priorities. The list of Philanthropic Priorities can change through dialogue with the next University President, the Academic Deans and VP's, and the Board of Directors. The current priorities are as follows:

1. Magis Learning Commons (\$5 million)
2. Arts and Sciences (\$21 million). This includes an endowment fund, support for experiential learning, undergrad research and travel, paid internships, endowed chairs, faculty research and development, new equipment, and support for academic programs.
3. Boler School Boldly Inspired Campaign (\$20 million), including an endowment fund, establishing a School of Accountancy, Capital Markets Lab, classroom innovation fund, student research, Executive-In-Residence, and investment in faculty excellence.
4. Service and Mission (\$5 million), including an endowed Vice President, Office of Mission and Identity, expansion of Center for Service and Social Action, development/ Ignatian formation and heritage, and funds for mission-driven programs.
5. Enhance and Expand Career Services (\$2 million), including support for director priorities and to professionalize development and networking programs.
6. Support DIII Student Athletes (\$5 million), including a Champions Endowment, Athletic Director strategic fund, tennis complex, and team specific endowments.
7. Scholarships (\$8 million)
8. Carroll Fund (\$1.8 million annually X 5 = \$9 million)

D. Riley described what the Magis Learning Commons could encompass and look like, noting there will be more conversations on this as funding materializes and before design concepts move forward. N. Santilli noted innovative learning commons are appearing across higher ed.

There was discussion on funding for undergraduate research, noting the importance of also funding graduate research. There was also a discussion on the importance of keeping research equipment updated in order to keep students' research experience current. In answer to a suggestion about possibly requesting money for a more general vs. specific program, D. Riley noted that the donor contract stipulates that funding would go to a more urgent priority if the specific program/need they are funding does not exist in the future. N. Santilli suggested a conversation with the board and donors to help them understand why grad education is important.

There was discussion on funding amounts between colleges, and D. Riley reiterated that the priorities list was set by the deans. As donors don't like to give unrestricted funds, the

University Advancement team should work with a set list of priorities. N. Santilli noted the importance of working on an external and internal communication plan.

E. Peck noted that funding for Mission is to ensure that money is available in the future for positions and programs. It also includes funds to enable students an integral experience over four years in terms of vocation.

There was discussion on the challenges presented by the condition of the residence halls and recreation facilities.

Dr. Riley pointed out that additional money for scholarships helps our bottom line. She also noted donor interest in funding for a new president.

N. Santilli noted the importance of moving forward with diversity and inclusion, which is already embedded in the core development and curriculum, and to find opportunities for funding.

D. Riley distributed an “Approval Process for Projects Requiring Philanthropic Funding” form, which allows Advancement to articulate and prioritize what should be developed, and also keeps appropriate personnel informed.

Respectfully submitted,
Barbara Lovequist