



Board of Trustees

Advancement Committee

June 18, 2015
President's Boardroom, The Horace Mann Center

MEMBERS IN ATTENDANCE: Trustee Hagan, Johnson, Martin, and Landrau.

MEMBERS EXCUSED: Trustee Queenin.

Meeting called to order at 10:52 AM.

MOTION made by Trustee Hagan, seconded by Trustee Landrau to accept the minutes from the March 31, 2015 Advancement Committee meeting. Motion passed unanimously.

The Honorable Michael Knapik, Executive Director for Advancement, reviewed data and quarterly cumulative reports. The bottom line does not match on any of the reports. This is a consistent problem with Banner and will be resolved as Advancement migrates to Razor's Edge.

There is concern a considerable amount of more work needs to be done in identifying alumni of Westfield State University. There should be more alumni giving but the division of Advancement and University Relations (AUR) does not have the additional funds this requires. It's an investment and not an expense. Generally fundraising initiatives fund themselves but AUR has fallen short of this because they are forced to start a new every year.

The Honorable Kenneth Lemanski, Vice President for Advancement and University Relations, reported on divisional goals, a revolving document. The Board of Trustees, Foundation Board, Alumni Board, and President's Cabinet are at 100% giving. This is a never before reached benchmark but there is still progress to be made.

MOTION made by Trustee Hagan, seconded by Trustee Martin to accept the divisional goals as presented. Motion passed unanimously.

Motion is for committee purposes only and will not be presented to the full board for approval.

Committee members requested to be involved in the AUR budget process beginning next fiscal year. They need to know early in the process how the budget will affect the division and their ability to achieve approved divisional goals.

To better reflect the roles and responsibilities of all departments within the division, it was proposed Advancement and University Relations (AUR) change to Advancement, Alumni, and University Relations (AAUR). Though a vote by the committee or full board is not necessary, AUR requested the support of committee members in changing the division and board committee name. The Advancement Committee is in full support of the name change.

Meeting adjourned at 12:01 PM.