

**THE UNIVERSITY OF AKRON**

**COMMITTEE:** University Council Standing Committee – **PUBLIC AFFAIRS AND DEVELOPMENT COMMITTEE (PADC)** Planning Team

**DATE:** 9/12/2014     **TIME:** 10:15 a.m.     **TO:** 11:00 a.m.

**Membership:** John LaGuardia, Dale Mugler, Courtney Gonser, William Kollman, Rachel Bodenschatz, Donald Carey, and Peggy Walchalk

**Minutes:**

TOPIC	DISCUSSION	ACTION
I. Approval of Minutes	Review and approval of the May 8, 2014 meeting minutes	- Future meetings to be held on Monday mornings at 10 a.m.
II. New Business	<p>A. Committee Name Change – Institutional Advancement</p> <ul style="list-style-type: none"> <li>- The new role will cover the Alumni, Development, Communications, Marketing and if approved by the Board of Trustees, Enrollment Management</li> </ul> <p>B. University Council Revised Goals – prepared by Nancy Marion and Courtney Gonser</p> <ol style="list-style-type: none"> <li>1.) Enable Alumni and Development (Advancement) staff to increase donations from alumni and friends by improving data software – specifically Blackbaud’s Razor’s Edge. This will allow Alumni and Development to:               <ol style="list-style-type: none"> <li>a.) Maintain more accurate, complete and timely records on alumni and friends</li> <li>b.) Input and manipulate data – increases consistency and accuracy of records</li> <li>c.) Efficiency in record keeping, data management and maintenance.</li> </ol> <p>This data software will allow for Advancement team to reach out to more prospects/potential donors which will yield more donations.</p> </li> <li>2.) Maintain or improve rank of 3<sup>rd</sup> top fundraising institutions in Ohio.</li> </ol>	- Members to vote on revised goals via e-mail communication.
III.	Action Items / Next step – to meet with Eileen Korey, Assoc VP & Chief Communication Officer, and Wayne Hill, Assoc VP & Chief Marketing Officer	- John LaGuardia to request meeting with University Community and Marketing Department.
IV. Next Meeting	Date and location to be determined.	

Respectfully submitted,  
Peggy Walchalk, Secretary and SEAC representative