

Institutional Advancement Committee

MINUTES

MARCH 10, 2017

10:00 A.M.

INFOCISION STADIUM

MEETING CALLED BY	Jared Coleman, chair
TYPE OF MEETING	Monthly Meeting
PRESIDER	Jared Coleman, chair
NOTE TAKER	Barb Pizzute, secretary
	Members: Jared Coleman, Barb Pizzute, Michele Novachek, Taylor Bennington Absent: April Barnes, Christina Chipemba, Kim Cole, Christian Howse, Steve Kaufman, Nancy Marion, Jarrod Tudor, Ann Usher

Agenda topics:

10:00 – 10:05 CALL TO ORDER JARED COLEMAN

DISCUSSION	<ol style="list-style-type: none"> 1. The chair called the meeting to order. He asked for additions to the agenda. There being none, the agenda was approved as distributed by unanimous consent. 2. The chair asked for additions or corrections to the February 3, 2017 minutes. There being none, the minutes were approved first by Taylor Bennington, second by Michele Novachek and they by unanimous consent. The minutes will be posted to the UC SharePoint site.
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UNFINISHED BUSINESS

JARED COLEMAN

DISCUSSION	<ol style="list-style-type: none"> 1. Jarod Coleman (Faculty Senate – 2 seats) – Jarod is going to follow up with Kim Haverkamp to check status. 2. Creating a tool kit will also be discussed at the next meeting. 3. Jarod Coleman will also follow up with Willy Kollman and Matt Akers for updates on goals.
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PRESENTATION TO UC COUNCIL

JARED COLEMAN

DISCUSSION	<p>Items Discussed:</p> <ul style="list-style-type: none"> • Guest Speaker – Claudia Kaerberlein, Director Annual Fund. Claudia joined our group to give an overview of how annual funds work here at The University of Akron. Claudia mentioned that she develops campaigns not only for just the University but for each college. Each campaign is different, could be a direct mail piece, emails blast, or a call center campaign. Claudia discussed for an example, the March Madness Bracket challenge between colleges that is currently taking place. • Claudia discussed also, scholarships, endowments and how those funds are designated for scholarships as well as text book scholarships. • Direct Mail is the most successful campaign program currently to date. Our call center, which is outsources, can reach as many as 80,000 calls per year. We use a new tool called Blackbaud Luminate, which is a company that can send mass emails out to donors, alumni and friends.
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| | <ul style="list-style-type: none">• Jarod Coleman gave an update that he could not find any history of other institutions that have naming rights to parking decks. An idea was brought to the table, about offering donor's single parking spaces for a fee. |
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