

Institutional Advancement Committee

MINUTES

JANUARY 19, 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
	<p>Members: Kim Cole, Jaren Coleman, Taylor Bennington, Barb Pizzute, Steve Kaufman, April Barnes, Christina Chipemba, Michele Novachek</p> <p>Absent with Notice: Christian Howse, Nancy Marion, Jarrod Tudor, Ann Usher</p>
Agenda topics:	
10:00 – 10:05	CALL TO ORDER JARED COLEMAN
DISCUSSION	<ol style="list-style-type: none"> 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. The chair asked for additions or corrections to the November 4, 2016 minutes. There being none, the minutes were approved first by Jared Tudor, second by Steve Kaufman and they by unanimous consent. The minutes will be posted to the UC SharePoint site.
UNFINISHED BUSINESS JARED COLEMAN	
DISCUSSION	Jared Coleman discussed with the committee our open seats (Faculty Senate – 2 seats) – Jared is going to follow up with Kim Haverkamp to check status.
PRESENTATION TO UC COUNCIL JARED COLEMAN	
DISCUSSION	<ol style="list-style-type: none"> Kim Cole gave an update on giving for the University. From July 1 – Dec 31, 2016 Alumni giving is up 25%, friends increased 101%. The number of first-time alumni donors for the period July 1 through Dec. 31, 2016, increased 35%. MDMF campaign in the first six months has raised \$478,000 and additional \$2.5 million also was donated toward scholarships for a total of \$2,728,845. Jared gave positive feedback from UC regarding Advancement presentation to the entire UC committee. We will discuss at our next meeting sending out the logo again for everyone to place on signature lines of emails. One side note, next time we send out, we need to include Apple computer instructions. Kim Cole will share with us a 5 year giving report trend. It was suggested that we educate everyone on terminology (i.e. unrestricted, endowment, non-endowment) – Kim Cole will prepare and present at next meeting.

6. Kim Cole also will ask our Annual Fund Development Office to attend a future meeting to discuss annual campaigns and giving.
7. Jared will ask either Matt Akers or Willy Kollman to attend a future meeting to give an update on Alumni and Government Relations.

Institutional Advancement Committee

MINUTES

FEBRUARY 3, 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	
	<p>Members: Jared Coleman, Barb Pizzute, Jarrod Tudor, Steve Kaufman, April Barnes, Michele Novachek Absent: Taylor Bennington, Christina Chipemba, Kim Cole, Christian Howse, Nancy Marion, Ann Usher</p>	
Agenda topics:		
10:00 – 10:05	CALL TO ORDER	JARED COLEMAN
DISCUSSION	<ol style="list-style-type: none"> 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. The chair asked for additions or corrections to the January 2017 minutes. There being none, the minutes were approved first by Steve Kaufman, second by Jared Coleman and then by unanimous consent. The minutes will be posted to the UC SharePoint site. 	
UNFINISHED BUSINESS		JARED COLEMAN
DISCUSSION	Jared Coleman discussed with the committee our open seats (Faculty Senate – 2 seats) – Jared is going to follow up with Kim Haverkamp to check status.	
PRESENTATION TO UC COUNCIL		JARED COLEMAN
DISCUSSION	<ol style="list-style-type: none"> Jared Coleman gave an update on any parking lot/deck naming opportunities in surrounding areas and could not locate any. Still researching opportunities. A discussion took place to invite Development’s new Stewardship person to come in and talk about the role of Stewardship at the University. This will help with our goal of capturing donor / student relationships. We discussed and agreed upon the next date for the email signature line of MDMF campaign to be sent out again to all faculty / staff in April 2017. Barb Pizzute will work with University IT to make all arrangements. Discussion took place on different opportunities to raise money at campus activities. Such as food trucks possibly at football games. Jared Coleman discussed speaking with Matt Akers and Willy Kollman about getting and update on Government and Alumni Relations together for our next meeting. 	

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"> 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. 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. 		
UNFINISHED BUSINESS		JARED COLEMAN	
DISCUSSION	<ol style="list-style-type: none"> Jarod Coleman (Faculty Senate – 2 seats) – Jarod is going to follow up with Kim Haverkamp to check status. Creating a tool kit will also be discussed at the next meeting. Jarod Coleman will also follow up with Willy Kollman and Matt Akers for updates on goals. 		
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 Luminare, 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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Institutional Advancement Committee

MINUTES

APRIL 7, 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: Kim Cole, Barb Pizzute, Jared Coleman, Steve Kaufman, Jarrod Tudor, Michele Novachek, Taylor Bennington	
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 March 10, 2017 minutes. There being none, the minutes were approved first by Jarrod Tudor and second by Michele Novachek. Minutes then approved by unanimous consent. 	
UNFINISHED BUSINESS		JARED COLEMAN
DISCUSSION	<ol style="list-style-type: none"> 1. Jared Coleman (Faculty Senate – 2 seats) – Jared is going to follow up with Kim Haverkamp to check status. 2. Creating an event and a tool kit to help each college with communications to students and donors to bring this relationship closer together. 3. Jared Coleman will also follow up with Willy Kollman and Matt Akers for updates on goals. 	
PRESENTATION TO UC COUNCIL		JARED COLEMAN
DISCUSSION	<p>Items Discussed:</p> <p>Guest Speaker – Terrie Sampson, Director of Development Stewardship joined our group to give an overview of donor relations and scholarship updates.</p> <p>Terrie thanked everyone for letter her speak today. While she is new to this Stewardship position, she is not new to the University of Akron. She recently rejoined the Department of Development and is glad to be here to help build the donor /student relationships. One of the main ways to keep donors involved in not only what is going on with their particular scholarship, but also with all events happening at the university. Keep them in contact with their student recipients of scholarships. A thank you letter from a student goes a very long way with a donor, and they truly appreciate it. Donors like to hear that their scholarship recipients are succeeding and the plans after graduation.</p>	

Stewardship is also making sure we are doing what the donor is asking with the funds they are giving to the university. We have a tracking system such as when gifts come in; they are designed to a specific account. That account then only awards dollars to what that donor has requested. From that tracking system also, we send out acknowledgement letters for receiving the gift. Those letters either come from the Development Officers, Vice President Kim Cole and/or President Wilson.

We must follow some guidelines and send tax receipts for any gifts that come to the university over \$250.00.

We will be holding a scholarship reception in the Fall of 2017; this is our second time with this event. It brings donors together with their scholarship recipients, and gives them face to face interaction with each other. This event was a huge success in 2016.

We then held a discussion of one of our goals as to how we can get involved and help the colleges and students better recognize donors and awarding scholarships. Then also sending thank you letters to donors.

Michele Novachek will bring to our next meeting samples of what the School of Law does for students to help them acknowledge donors.

Possibly we can do a tutorial video online as well.

Institutional Advancement Committee

MINUTES

MAY 11, 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: Kim Cole, Barb Pizzute, Jared Coleman, Steve Kaufman, Jarrod Tudor, Michele Novachek, Taylor Bennington, Christina Chipemba, Bob Gandee	
Agenda topics:		
10:00 – 10:05	CALL TO ORDER	JARED COLEMAN
DISCUSSION	<ol style="list-style-type: none"> 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. The chair asked for additions or corrections to the May 11, 2017 minutes. There being none, the minutes were approved first by Jarrod Tudor and second by Steve Kaufman. Minutes then approved by unanimous consent. The minutes will be posted to the UC SharePoint site. 	
	UNFINISHED BUSINESS	JARED COLEMAN
DISCUSSION	<p>Creating an event and a tool kit to help each college with communications to students and donors to bring this relationship closer together.</p> <p>Jarod Coleman will also follow up with Willy Kollman and Matt Akers for updates on goals.</p>	
	PRESENTATION TO UC COUNCIL	JARED COLEMAN
DISCUSSION	<p>Items Discussed:</p> <p>Michele Novachek brought for discussion the 2017-2018 Upper Division Scholarship Application the School of Law uses. She shared the process for students to fill out, as well as the process on the administrative side to award the scholarships. We then discussed the student thank you process to donors.</p> <p>Discussion was brought to the table on how we can utilize a form similar to the School of Law for a university wide scholarship processing. Also discussed was how many scholarships exist and how students don't know how to find a scholarship they are eligible for. And idea was presented that we produce an online survey for a specific college, which a student fills out (similar to a survey) once completed it will then list all scholarship they are eligible to apply for. Steve Kaufman has offered to reach out to our IT department to ask help/ideas for creating this process.</p>	

Also noted, there needs to be a system in place that informs each college what scholarships and what scholarship dollars they have available to award each semester.

Our team will develop a “workshop” to have a college representative in from each area, to be informed of this new toolkit. We will discuss the application process as well as the thank you letter process for students.

Development will be hosting the 2nd annual Celebration of Scholarships on October 25, 2017 in SU Ballroom. Each Dean and/or college representative will be invited this year.

In our next meeting we will discuss design ideas for toolkit.

Institutional Advancement Committee

MINUTES

JUNE 16, 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: Barb Pizzute, Jared Coleman, Steve Kaufman, Jarrod Tudor, Michele Novachek, Bob Gandee	
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 May 11, 2017 minutes. There being none, the minutes were approved first by Steve Kaufman and second by Michele Novachek. Minutes then approved by unanimous consent. 	
UNFINISHED BUSINESS		JARED COLEMAN
DISCUSSION	<ol style="list-style-type: none"> 1. Creating an event and a tool kit to help each college with communications to students and donors to bring this relationship closer together. 2. Jared Coleman will also follow up with Willy Kollman on Alumni and Govt. Relations. 	
PRESENTATION TO UC COUNCIL		JARED COLEMAN
DISCUSSION	<p>Items Discussed:</p> <p>The team spent time during the meeting building a questionnaire that would be sent to each college regarding individual scholarship practices. This information will be helpful in building UA Advancement’s Scholarship Tool Kit.</p> <p>Below are the questions that will be asked. Once we receive feedback we will then consolidate the information.</p>	

**University Council
Advancement Committee**

Scholarship Questionnaire for Colleges

1. Where do your available scholarships and application to apply reside? (ask for a sample of application or the web address to view online)
2. How many scholarships do you have? How many applications to you on average receive?
3. Who are the contacts for the scholarship process in your college?
4. How do you advertise what scholarships are available and when the process is open for applications and deadlines for applying?
5. How are students notified if they receive an award?
6. When are students awarded fall / spring? How long does it take to award scholarships after applications are reviewed?
7. What is your thank you process from students to donors?
8. Do you hold any scholarship awarding events?
9. What is the most difficult process for your college awarding scholarships?
10. Do you work with UA Development team for contact information of donors?
11. Are there any un-awarded scholarships because no one applies or meets criteria?

Institutional Advancement Committee

MINUTES

JULY 20, 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: Barb Pizzute, Jared Coleman, Steve Kaufman, Steve Weeks, Terrie Sampson, Christina Chipemba, Bob Gandee, Huey-Li Li, Michele Novachek	
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 June 16, 2017 minutes. There being none, the minutes were approved first by Steve Kaufman and second by Christina Chipemba. Minutes then approved by unanimous consent. The minutes will be posted to the UC SharePoint site. 	
	UNFINISHED BUSINESS	JARED COLEMAN
DISCUSSION	<p>Creating an event and a tool kit to help each college with communications to students and donors to bring this relationship closer together.</p> <p>Jarod Coleman will also follow up with Willy Kollman on Alumni and Govt. Relations.</p>	
	PRESENTATION TO UC COUNCIL	JARED COLEMAN
DISCUSSION	<p>Items Discussed:</p> <p>The team spent the entire hour reviewing the college's that information was captured regarding scholarship procedures. The following colleges were discussed:</p> <ul style="list-style-type: none"> School of Law Engineering Williams Honors College School of Nursing College of Business Administration Wayne College Development <p>Most common issue that arose during evaluations is the scholarship cap. Students that receive multiple scholarships might not be able to be awarded the full dollar amount because they have reached the cap. We cannot refund them any overages.</p>	

Most colleges do have students write thank you letters, School of Law required these letters to be completed, if they are not then the student is not eligible for the next semester's award.

It does seem that most scholarships are due by early March and awards are announced early June. The scholarships are not credited to accounts until late August by Financial Aid.

Only one college, Polymer holds a scholarship event, all other do not.

We will continue to gather information and create a worksheet that will combine all information to get a better feel for processes.

Institutional Advancement Committee

MINUTES

OCTOBER 6, 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: Barb Pizzute, Jared Coleman, Christina Chipemba, Steve Weeks, Bob Gandee , Jarrod Tudor, Michele Novachek, Huey – Li Li		
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 July 20, 2017 minutes. There being none, the minutes were approved first by Christina Chipemba and second by Bob Gandee. Minutes then approved by unanimous consent. The minutes will be posted to the UC SharePoint site. 		
UNFINISHED BUSINESS		JARED COLEMAN	
DISCUSSION	Creating an event and a tool kit to help each college with communications to students and donors to bring this relationship closer together.		
PRESENTATION TO UC COUNCIL		JARED COLEMAN	
DISCUSSION	<p>Items Discussed:</p> <p>Guest Speaker – Rita Klein, School of Nursing</p> <p>Ms. Klein discussed the process of scholarship awarding in the School of Nursing with the following points of interest...</p> <ul style="list-style-type: none"> • Total dollars available approx. \$175,000 • Actual dollars awarded approx. \$144,000 • There are 49 total scholarships • Only 4 of the 49 scholarships are decided by the donors, the remaining are all internal. • Over 200 applications are received each year. • Approx. only half of the applicants actually receive a scholarship. 		

Ms. Kline shared difficulties with Nursing Scholarships....

- Students must be in the clinical major.
- Most scholarships are awarded to only full time students. It is difficult to award a part time student, which a lot of nursing students are part time because they are working in the field already.

We shared our UC Advancement Team Council work with Ms. Klein. We were able to share some ideas with her that she can take back with her. She is very excited about the work we are doing and looks forward to moving ahead with better scholarship awarding processing in the near future.

We will continue to gather information and create a worksheet that will combine all information to get a better feel for processes.

Institutional Advancement Committee

MINUTES

DECEMBER 1, 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: Barb Pizzute, Jared Coleman, Christina Chipemba, Steve Weeks, Bob Gandee , Jarrod Tudor, Michele Novachek, Huey – Li Li	
Agenda topics:		
10:00 – 10:05	CALL TO ORDER	JARED COLEMAN
DISCUSSION	<ol style="list-style-type: none"> 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. The chair asked for additions or corrections to the October 6, 2017 minutes. There being none, the minutes were approved first by Michele Novachek and second by Huey – Li Li. Minutes then approved by unanimous consent. The minutes will be posted to the UC SharePoint site. 	
	UNFINISHED BUSINESS	JARED COLEMAN
DISCUSSION	Electing a Vice-Chair – a vote was placed on the table and a unanimous agreement by group to elect – Nicole Merchant as Vice-Chair. Nicole represents the USG group.	
	PRESENTATION TO UC COUNCIL	JARED COLEMAN
DISCUSSION	<p>Items Discussed:</p> <p>Guest Speaker – Mary Schadle, UA Financial Aid</p> <p>Ms. Schadle was invited to our meeting to give an overview of UA Financial Aid – how it works, what we can do better, and suggestions for our tool kit moving forward.</p> <p>Ms. Schadle discussed in detail the following topics.</p> <ul style="list-style-type: none"> Financial Aid Cap Process How Financial Aid affects everyone <p>Ms. Schadle shared the following information regarding the scholarship cap for Undergraduate students only.</p> <p>UA has changed the cap three times over the last five years. Students can only receive up to the following in financial aid and or scholarships.</p> <p>November 2013 cap was \$10,500</p> <p>September 2014 cap was lowered to \$9,500</p> <p>September 2016 cap was increased to \$11,000 and that is where it remains today.</p>	

This information needs to be always communicated to colleges, financial aid and anyone working with awarding aid or scholarships. If a student received so much in government financial aid plus receives a scholarship – depending on the totals they might not be eligible to receive it all and the scholarship dollars will not be used. There are no refunds for “over-cap \$”.

The only exception to refund rule is outside scholarships can be refunded to student to use for however they want. All University scholarships are applied first to student accounts.

The College of Engineering has the best process in Ms. Schedule’s opinion of awarding scholarships.

Ms. Schadle encourages everyone to contact her first prior to announcing to a student they are going to receive a scholarship so she can see where they are at compared to the cap.

Ms. Schadle encourages the toolkit – she feels this will be so helpful on getting everyone on the same page as to how, where and when scholarships are used and distributed.

The committee is working on a template for review on Brightspace.

We will continue to gather information and create a worksheet that will combine all information to get a better feel for processes.