

THE UNIVERSITY OF TENNESSEE
BOARD OF TRUSTEES

MINUTES OF THE ADVANCEMENT AND PUBLIC AFFAIRS COMMITTEE

June 25, 2015
Knoxville, Tennessee

The Advancement and Public Affairs Committee of The University of Tennessee Board of Trustees met at 10:30 a.m. EDT on Thursday, June 25, 2015, on the campus of the Institute of Agriculture in Knoxville, Tennessee.

I. CALL TO ORDER

Chair Charles Wharton called the meeting to order.

II. ROLL CALL

Dr. Tonja Johnson, Vice President for Communications and Marketing, called the roll of the Committee members. Those present were:

Mr. Charles Wharton, Chair
Mr. Shannon Brown
Dr. Joe DiPietro
Mr. Brad Lampley
Mr. James Murphy
Ms. Sharon Pryse
Ms. Julia Wells

Dr. Johnson announced the presence of a quorum.

III. MINUTES OF LAST MEETING

Chair Wharton called for a motion to approve the minutes of the February 26, 2015 committee meeting. Trustee Lampley moved approval, Trustee Pryse seconded, and the motion carried.

IV. REMARKS BY THE UT FOUNDATION PRESIDENT

Vice President Rickey McCurry reported a great year both in alumni engagement and fundraising. Due to the great work and leadership of Mr. Lofton Stuart, the chancellors, vice chancellors and staff, the university has experienced a record breaking year. The volunteer leadership has also played a significant role in this accomplishment.

V. ANNUAL REPORT OF THE UT ALUMNI ASSOCIATION

Mr. Tom Losh, President of the UT Alumni Association (UTAA), reported the Bylaws Review Committee is currently in a review process that should be completed in the next three to four months. The end result will provide an updated Bylaws and an Association that better reflects the Foundation restructure. This process will also bring additional clarity to the roles of the central and campus offices.

Alumni engagement continues to be the focus across the system with the key areas of emphasis being career services, advocacy, the restructured chapter program, and expanding the number and targeting of young alumni.

The UTAA Board of Governors conducted their year-end meeting earlier this month. Mr. Losh introduced Mr. Alan Ledger as the newly appointed president of the Association. Also elected was Mr. Kimbrough Dunlap as president-elect.

VI. ANNUAL REPORT OF THE UC FOUNDATION

Dr. Bryan Rowland, Vice Chancellor for Development and Alumni Affairs at UT Chattanooga and Executive Director of the UC Foundation (UCF), gave the report on behalf of Mr. Fred Decosimo, Chair of the UC Foundation (Exhibit 1).

The UC Foundation endowment continues to be strong at \$123 million with total assets of \$135 million. The UCF Grants Committee awarded almost \$1.7 million in unrestricted support to Chancellor Angle and Provost Ainsworth for scholarships, faculty development and investment in the campus strategic initiatives.

Campus Development Foundation, Inc. a subsidiary of the UC Foundation owns some campus real estate. It was appraised at \$114 million in 2014. Occupancy for this past fall was 99%, spring was 96%, and projections for fall 2015 is 100% occupancy.

The UCF supports both the alumni and development programs and budgets. Dr. Rowland has hired five new staff members funded by the UCF during the last fiscal year and is budgeted and approved to hire five new positions for fiscal year 2016.

Dr. Rowland reported they have a chapter program in Knoxville, Memphis, Atlanta, Cleveland, Nashville and Hamilton County. UT Chattanooga has about 61,000 total alumni with about 30,000 residing in Hamilton County.

From a fundraising perspective, UT Chattanooga had a very strong year. Through May 31 of this year they are at \$12.1 million and should end up with a \$13 million year.

VII. ANNUAL REPORT OF THE UT FOUNDATION

Mr. Steve Morris, UT Foundation Board Chair, reported it has been an exciting time to be part of the UT Foundation. UTFI President Rickey McCurry has hit the ground running across the state visiting the campuses.

At the annual June meeting, Mr. McCurry shared with the directors a list of his initial observations, areas of discussion and focus which are:

- Foundation funding model
- Advancement/gift fee
- Efficiency and effectiveness
- Alumni engagement
- New campaign
- Physical move to University Avenue

The four Directors rotating off the Board are, Mr. Kenny Blackburn, Ms. Mintha Roach, Ms. Kim White and past chair Mr. King Rogers. The two system representatives rotating off are Dr. Larry Arrington, UTIA Chancellor, and Dr. Lynn Alexander, Dean at UT Martin. They were honored at the June Board meeting along with a heartfelt thank you to Mr. Lofton Stuart who served as interim president of the Foundation.

The six newly elected members that will join the Board July 1 are, Ms. Betty Ann Tanner, Mr. Ron Frieson, Mr. Houston Gordon, Mr. James Herbert, Mr. Bucky Wolford, and Dr. Phil Wenk. The new system representatives are Dr. Steve Angle, UT Chattanooga Chancellor, and Dean Marie Chisholm-Burns, UTHSC Pharmacy School.

Alumni relations and fundraising activities are finishing very strong. As of this week, the total for gifts and pledges received is in excess of \$298 million. Mr. Morris thanked the leadership of the chancellors, vice chancellors and their representative foundation teams for a job well done.

VIII. FY 2016 UTFI OPERATING BUDGET

Mr. McCurry shared the proposed FY2016 budget for the Foundation (Exhibit 2). This budget was presented and approved at the Foundation Board meeting in June. The budget will be finalized once the final numbers are received from the campuses.

Chair Wharton asked if this budget includes the UT Alumni Association and how many active development officers and staff members were in the Foundation. This budget does include the Alumni Association. Current total staff is around 236 with 45-50 being alumni and about 65 being fundraisers.

IX. NAMING THE SCIENCE LAB BUILDING AT UT, KNOXVILLE

Chair Wharton called for a motion to approve the naming of the science lab building at UT, Knoxville as the “Ken and Blaire Mossman Building.” Trustee Pryse moved approval, Trustee Lampley seconded and the motion carried.

X. NAMING THE BLACK CULTURAL CENTER AT UT, KNOXVILLE

Chair Wharton called for a motion to approve the naming of the Black Cultural Center at UT, Knoxville as the “Frieson Black Cultural Center” in honor of Ronald E. Frieson and Donald E. Frieson. Trustee Brown moved approval, Trustee Pryse seconded and the motion carried.

XI. ANNUAL REPORT OF NAMING INTERIOR SPACES AND GROUNDS

Mr. McCurry presented the Annual Report of Naming Interior Spaces and Grounds for the Committee’s information (Exhibit 3).

XII. MARKETING AND COMMUNICATIONS REPORT

Dr. Johnson gave a brief update and announced there will be a presentation highlighting a new Institute of Agriculture initiative.

She reported that her team is making progress on the redesign and realignment of the University of Tennessee website, which is on target for a soft launch of the most visited sites by August and is hopeful for a full launch around December. This Committee is invited to be part of the testing phase and her office will be in touch with the Trustees should they wish to participate. To see the survey results or examples of what to expect in the new site, she encouraged the group to visit the website redesign blog via a link at the bottom of the tennessee.edu homepage.

A copy of her team’s 2014 Summary of Activities report was given to the Committee for their review. She is proud of what her team has accomplished over the past year and is excited about the progress they will make as they move into the next fiscal and calendar year.

A member of Dr. Johnson’s office team, Ms. Erica Jenkins, was recently honored by the Volunteer Chapter of the Public Relations Society of America. This award recognizes exceptional promise and leadership shown early in an individual’s career. She also announced Mr. Lofton Stuart was recognized as Executive of the Year for his longtime support and leadership.

Dr. Johnson introduced Ms. Lisa Stearns, Vice Chancellor for Marketing and Communications, and Dr. Keith Barber, Vice Chancellor for Institutional Advancement,

both from the UT Institute of Agriculture. They gave a brief presentation about an initiative in which the University of Tennessee is a leading partner (Exhibit 4).

Dr. Barber reported that in late 2013 Governor Haslam issued a directive to the State of Tennessee and specifically to those in agriculture for the Governor's Rural Challenge, a 10-year strategic plan to help Tennessee become number one in the growth and development of agriculture and forestry. This initiative was authored by Mr. Julius Johnson, Commissioner of the Tennessee Department of Agriculture (TDA), Mr. Lacy Upchurch, President of the Tennessee Farm Bureau Federation (TFBF), and Dr. Larry Arrington, Chancellor of the UT Institute of Agriculture (UTIA).

This challenge contains four recommendations with a common thread of building awareness of the impact agriculture makes on the State of Tennessee and more importantly on each Tennessean. This can be done by telling the story in a different manner and with a different medium. This was discussed with the UTIA Advancement Board, which is a group of statewide agriculture leaders lead by Mr. Mark Wilson, Tennessee President of Farm Credit Mid-America.

Ms. Stearns reported on how they will tell the story through Facebook, Instagram and Twitter. Tennesseans, without realizing it, are already telling the agriculture story by connecting daily magic moments to agriculture because they are Ag moments. UTIA, along with their state-wide partners, are very excited and pleased to share a new campaign they will be launching called *Magic Moments*. They will be asking people to share their moments and begin to think about how agriculture impacts their lives. The campaign will be very grass roots based. At the center will be a push to create speaking opportunities to non-agricultural audiences and every speaker will be provided with a tool kit that will include videos, sample speeches, brochures, posters, and takeaways. There will also be the social media component with sharable graphics and infographics and a campaign website that will house all of the components, including links to more information about agriculture.

Commissioner Johnson thanked the University for their efforts and Mr. Mike Wilson for his leadership.

XIII. GOVERNMENT RELATIONS AND ADVOCACY REPORT

Mr. Anthony Haynes presented state and federal relations updates as well as an update on the University's Advocacy Program since the February Board meeting (Exhibit 5).

Key Activities

- We are raising the visibility of UT research by marketing our research capabilities.

- President met with National Science Foundation Director, Dr. Francis Cordova, in March to discuss the importance of NSF's funding and the University's gains toward becoming one of the nation's top public research universities.
- Dr. John Schissmeur's research with hypersonics at the UT Space Institute will assist growth in the aerospace industry. UT hopes to be a leader in this research effort. We are working with Dr. David Millhorn and his staff to look for ways UT can work with the Department of Defense and other agencies.
- Tours and briefings for state legislative leadership continue to be planned to Oak Ridge National Laboratory to help advance the understanding of its role and significance.
- Congressman Marsha Blackburn attended a meeting at UT Knoxville hosted by the aero defense program. She has offered to arrange a meeting with UT representatives and the House Armed Forces Chair.
- We were influential in getting an advisory group established for Personalized Medicine initiatives, although Dr. Bob Davis from the Health Science Center was not appointed to the group.
- A second series of campus research tours is planned for the summer to UT campuses to learn what they are working on in research areas.
- We are working with Senator Lamar Alexander and his staff on the Reauthorization of Higher Education Act.
- We are working with the Department of Energy on security and defense issues and looking at realignments and reassignments at ORNL to assist in these efforts.
- Government is still under sequestration caps. The two sides are not budging, which could lead to another government shutdown.

Legislative Results

- Work is being done to increase efficiency by bringing awareness to unfunded discount mandates.
- Work is being done with Senator Lamar Alexander and his staff on a shortened FAFSA (Free Application for Federal Student Aid) form.
- Higher Education Publications Committee was terminated.

UT Advocacy

- With coordinated efforts through UT's Advocacy program we were successful in getting the Lone Oaks 4-H Center funded. In a short period of time, over 7,500 emails, phone calls, and contacts with legislators and state leaders were made regarding the Center. UT also worked closely with the Tennessee Farm Bureau in this effort.
- UT will host the annual meeting of Public Higher Education Legislative Advocacy Professionals (PHELAP) in Nashville July 29-31. Representatives from over 50 higher education advocacy programs are expected to attend.

- Advocacy 101 training programs are scheduled for presentation to alumni groups in Memphis, Nashville, and Chattanooga this summer and fall.

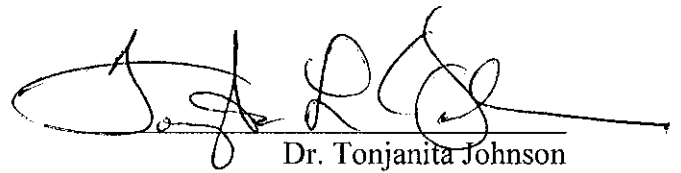
Haynes concluded by acknowledging the retirement of Office of Government Relations and Advocacy Administrative Coordinator Connie Cantrell and thanking her for 43 years of service to UT and the State of Tennessee.

XIV. OTHER BUSINESS

No other business stated.

XV. ADJOURNMENT

With no further business, the meeting was adjourned.



Dr. Tonjanita Johnson
Vice President for Communications
and Marketing

Mr. Anthony Haynes
Vice President for Government
Relations and Advocacy

Mr. Rickey N. McCurry
Vice President for Development and Alumni Affairs
President/CEO, UT Foundation, Inc.

