

**MINUTES OF THE ADVANCEMENT AND PUBLIC AFFAIRS COMMITTEE
BOARD OF TRUSTEES
THE UNIVERSITY OF TENNESSEE
October 28, 2011**

The Advancement and Public Affairs Committee of the Board of Trustees of The University of Tennessee met at 8:30 a.m. on Friday, October 28, 2011, in the Hollingsworth Auditorium on the Institute of Agriculture campus.

I. CALL TO ORDER AND OPENING REMARKS BY COMMITTEE CHAIR

Chair Charles Wharton called the meeting to order. Chair Wharton introduced new Trustee Tommy Whittaker. He is a 1974 UTK College of Business graduate and is the President, CEO and Director of the Farmers Bank in Portland, Tennessee. His wife Shirley is also a UTK graduate in Elementary Education. He has already proven to be a valuable member particularly helping Hank Dye and Anthony Haynes in Nashville.

II. ROLL CALL

Scott Rabenold called the roll of committee members. Those present were:

Mr. Charles Wharton, Chair
Ms. Anne Blackburn
Dr. Joe DiPietro
Mr. Doug Horne
Mr. Karl Schledwitz
Mr. Don Stansberry
Mr. Tommy Whittaker

III. MINUTES OF LAST MEETING

Chair Wharton noted two changes that need to be made on page 5 in the last paragraph. Two references to \$110 million should have been \$100 million. Trustee Horne made a motion to approve and Trustee Schledwitz seconded. The minutes were approved with the changes noted.

IV. FEDERAL, STATE, AND MEDIA RELATIONS REPORT

Hank Dye, Vice President for Public and Government Relations, gave a brief overview of the board notebook material. He recommended that the group review activity summaries subsequent to the last Board of Trustees meeting and advise him of any questions. It has been a very busy time with the Legislature. The Governor's Budget hearing is November 15, 2011 and UT has significant requests. Hank reintroduced the Government Relations 101 program. It is an expanded UT Advocacy Program and is aimed at broadening participation, increasing outcomes and enhancing UT's positioning and posturing across the state. In addition, the Alumni Legislative Council program has been revamped and the number of regions across the state has been expanded. An advocacy council has been established to include campus, faculty and student groups.

V. 2011 ANNUAL REPORT TO THE GENERAL ASSEMBLY

State statute requires an annual report to legislators and others containing certain information. A copy is included in the board notebook. The President's annual report to the general assembly was motioned and approved by Trustee Driver and seconded by Trustee Horne.

VI. AFFILIATION AND SERVICES AGREEMENT WITH UC FOUNDATION, INC.

Dr. DiPietro stated that after extensive discussions with representatives of the UC Foundation, UT officials, and the State Comptroller, an agreement has been reached on an Affiliation and Services Agreement between the University of Chattanooga Foundation, Inc. the University of Tennessee on behalf of the University of Chattanooga, and the University of Tennessee Foundation, Inc.

A number of people including Ruth Holmberg (former Chair of UC Foundation Board), Mickey Barker, Tom Griscom (current UC Foundation Board Chair), Chancellor Brown, Bob Lyon, Scott Rabenold and Trustees Hall and Foy deserve special recognition for this special achievement.

The UC Foundation is a valuable asset and an incredible resource dedicated to advance UT Chattanooga. The purpose of this agreement is to maximize private giving to UTC, sharpen the focus of UTC's fundraising efforts, enhance the outreach and services available to UTC and their alumni to provide the means to increase UTC development and alumni operations such as staffing, activities, and other initiatives.

The agreement has been vetted through the Tennessee State Comptroller of the Treasury and approved by the Board of Trustees of the UC Foundation, Inc. and the UT Foundation Board of Directors.

Trustees Wharton, Hall and Foy reiterated their appreciation for the leadership of President DiPietro and Scott Rabenold for their hard work in getting this done.

A motion to approve the Affiliation and Services Agreement among the UC Foundation, Inc., the University of Tennessee on behalf of UT Chattanooga and the UT Foundation, Inc. as presented. A motion was made by Trustee Blackburn and seconded by Trustee Horne. The committee approved the agreement as presented.

VII. UT FOUNDATION POLICY ON AFFILIATED FOUNDATIONS

As the UT Foundation, Inc. (UTFI) has implemented the Foundations Study Committee recommendations this past year, it has done so knowing the university's key constituents in the Memphis community feel strongly that the Health Science Center's fundraising efforts would be enhanced if potential donors knew that their gifts would be locally identified with a Health Science Center Foundation with a board of local community leaders. Now that the majority of the Foundations Study Committee recommendations have been implemented, how to best meet the needs for Health Science Center fundraising efforts has been analyzed.

Research has been conducted with the following organizations: AGB, University of Virginia, University of North Carolina, University System of Maryland Foundation,

University of Arkansas System Foundation, Community Foundation of Greater Memphis, East Tennessee Foundation, UTFI Legal Counsel and the UT campaign consultants.

The proposal is to create an affiliated foundation model. The UTFI would register itself in Memphis and would do business as the UT Health Science Center Foundation. This provides the UTHSC campus its own foundation and enables it to establish its own board of directors. The staff, back office, professional expertise and assets will continue to be the responsibility of the UTFI. The UTHSC Foundation Board of Directors would have representation on both the UT Investment Advisory Committee and on the UTFI Board of Directors. Revenue captured from gifts will continue to fund development staff growth. Separate accounting systems will be established. This model provides the framework to move forward with the UTHSC Foundation. The next step is to recruit and select the new vice chancellor for development and alumni affairs.

Chair Wharton moved for an endorsement for the UT Foundation Policy on Affiliated Foundations. Trustee Schledwitz made a motion and Trustee Blackburn seconded. The policy was unanimously endorsed.

It was noted that the process of forming other affiliated foundations would require the campus chancellor to submit a request to the UT President, who, in turn with the UT Foundation Board would accept or decline and who would then advise the Board of Trustees.

Trustee Horne made the recommendation that the UTAA president's term should be changed from a one year appointment to a two year term. Trustee Wharton asked him to discuss this with Lofton Stuart, Kim Cross, and Scott Rabenold and make a recommendation at the next board meeting.

VIII. UT ALUMNI ASSOCIATION REPORT

UTAA President Kim Cross gave the UT Alumni Association (UTAA) report. In June of 2010, the Board of Governors approved the first-ever strategic plan. It is an 18 month project that involved alumni, staff and administrators from each of the UT campuses. The ultimate goal behind the plan was to thoughtfully and strategically analyze how to strengthen the Association's role in connecting alumni with the university through programs and services.

The strategic plan is a five-year initiative identifying five key areas of concentration. The accomplishments of the first year include:

Programming

- During the past year, the Association worked with all campuses to make sure programs and services are offered to alumni of all ages. One step was to develop an alumni lifecycle to use in programming to reach the entire alumni spectrum.
- The alumni chapter program has been historically the largest outreach effort and engages approximately 30,000 people annually. It is currently being reviewed with the goal of how to engage more people via the chapter network.
- Technology also plays a key role in reaching more people, particularly those who live away from any UT campus. The staff is evaluating and testing the technology and how it might be better utilize tools to reach a broader audience.

Communications

- Communications is a key initiative and during the past year, the *Tennessee Alumnus* magazine was redefined in appearance and content, reflecting alumni feedback.
- In June, the Association introduced a new online community via IModules. This tool allows a more effective way to communicate with alumni and provides them a more effective way to communicate with each other. It has also allowed the Association to update both the alumni websites and online giving sites for each campus.
- The central communications team, under the leadership of Tiffany Carpenter, is working more closely with campus communication staffs, assisting in accomplishing their priorities and in coordinating consistent messages.

Legislative Relations

- This is a key focus, and the alumni staff and volunteers on the Alumni Legislative Council continue to work with Hank Dye and Anthony Haynes to develop a more active, informed and connected legislative advocacy program. The Association is currently evaluating the districts to ensure there are appropriate alumni contacts in all areas and also beginning to work more closely to include the faculty, students and alumni who wish to be engaged as campus or college advocacy groups.

Funding Model

During program evaluation, it became apparent that the UTAA was not being funded at the same level as peer institutions. Comparative studies indicated funding was 50-60 percent below the peer levels.

- The first corrective step was joining the development program, a move into the UTFI, to provide the UTAA more creative fundraising.
- A ten-year funding model was developed. Two dedicated fundraisers have been added to focus on generating private gifts supporting the Association's Fund for the Future, which provides scholarships, faculty awards and program support.
- The UTAA also entered into a contact with Alumni Partners, an outside firm specializing in identifying event and program sponsorships for alumni associations.

Alumni Career Services

Next year, the UTAA embark upon a new effort to serve alumni in the areas of career services and networking. From survey responses, the top alumni request was to see more offered in career services and networking.

Subsequently, a task force established in early 2011 evaluated the best practices and recommended a career serviced program. This recommendation was evaluated, and the initial steps were identified to be implemented next year.

- Mike McCay was hired as the Director of Career Services and Marketing.
- During the first year, the Association will purchase two online tools, Career Shift and NACELink that will enable all alumni to search for jobs, post resumes, and network with other UT alumni.

- One or two programs will be established in key markets to focus on career services and networking and to provide webinars on topics such as preparing resumes, preparing for an interview, and other key issues.

Ms. Cross, along with the alumni staff and volunteers solicited Trustees' input. Chair Wharton asked how the Alumni Association and its network could be involved in helping get more high school students to consider going to college. The role of the UTAA in such a project is undefined at this time, but under study.

Ms. Cross thanked the Trustees for their time and especially the leadership they provide to the University of Tennessee. The Alumni Association is excited to move forward and partner with them to strengthen the university.

IX. NAMING OF THE UTC LIBRARY ANNEX (AUDITORIUM) BUILDING

Dr. DiPietro, on behalf of the University of Tennessee at Chattanooga, asked the Trustees to consider naming the UTC library annex (auditorium) building currently under construction in honor of Dr. Lawrence G. Derthick, Sr. It would be named the *Dr. Lawrence G. Derthick, Sr. Hall*.

Dr. Derthick was a teacher, principal, superintendent, college professor, textbook author and eventually appointed the U. S. Commissioner of Education by former President Dwight D. Eisenhower. He worked tirelessly toward the goal of bringing about quality, harmony and mutual respect among all racial groups with equal opportunity for all.

Chair Wharton made a motion to approve the naming and Trustee Blackburn seconded. The naming was unanimously approved.

X. NAMING OF THE CENTER FOR INTERDISCIPLINARY RESEARCH AND GRADUATE EDUCATION

Dr. DiPietro, on behalf of the University of Tennessee, Knoxville, asked the Trustees to consider naming the recently created Center for Interdisciplinary Research and Graduate Education (CIRE) in honor of Governor Phil Bredesen. It would be named the *Bredesen Center for Interdisciplinary Research and Graduate Education*. CIRE is a joint undertaking between UTK and the Oak Ridge National Laboratory (ORNL).

Governor Bredesen has made many contributions to building the partnership between the university and ORNL. The support of Governor Bredesen and his administration for UT-ORNL programs has had a profound influence on educational and research resulting in new programs and substantial success.

Trustee Stansberry made a motion to approve and Trustee Schledwitz seconded. The naming was unanimously approved.

XI. CAMPAIGN UPDATE

The *Campaign for Tennessee* has been a seven year effort which will end December 31, 2011. The continued success of the fundraising is that alumni and friends believe in the direction of the university. Over \$1.24 billion has been raised to date with about 60 days

left. Mr. Rabenold wanted to recognize the Institute of Agriculture whose initial goal was \$55 million was subsequently changed to \$85 million and will exceed over \$110 million. One constant significant contribution to the Institute of Agriculture campaign has been Buddy Mitchell, who after January 31, 2012 will reduce his work schedule. He has done an incredible job.

UT Martin has doubled its initial goal and Chattanooga and Knoxville and UTHSC have also exceeded their initial goals.

XII. VIDEO PRESENTATION


A video was created to thank donors for their support was shown.

XIII. OTHER BUSINESS

Trustee Horne noted some of the UTFI board members and staff will be attending the Association of Governing Boards (AGB) conference on foundations in La Jolla in January 2012. With the discussions of a Memphis foundation taking place, he welcomed potential UTHSC Foundation Board of Directors to attend as well.

XIV. ADJOURNMENT

With no other business stated, the meeting was adjourned.



Scott Rabenold
Interim Vice President for Development
and Alumni Affairs



Hank Dye
Vice President for Public and
Government Relations