

**MINUTES OF THE ADVANCEMENT AND PUBLIC AFFAIRS COMMITTEE
BOARD OF TRUSTEES
THE UNIVERSITY OF TENNESSEE
June 20, 2007
Knoxville, Tennessee**

The Advancement and Public Affairs Committee of the Board of Trustees of The University of Tennessee met at 9:30 a.m. (eastern daylight time) on June 20, 2007 in Room 160 of the Plant Biotech Building, Knoxville, Tennessee.

I. CALL TO ORDER

Chair Susan Williams called the meeting to order.

II. ROLL CALL

The Chair called the roll of committee members. Those present were:

Mr. William Carroll
Mr. James Hall
Ms. Anne Holt Blackburn
Ms. Andrea Loughry
Dr. John D. Petersen
Mr. Charles Wharton
Ms. Susan Williams

III. APPROVAL OF MINUTES

The Chair referred the committee to the minutes from the March 6, 2007 meeting of the committee. A motion to approve the minutes was duly made, seconded and unanimously approved.

IV. REPORT BY PRESIDENT OF THE NATIONAL ALUMNI ASSOCIATION

Debbie Diddle, President of the UTNAA thanked the committee for the opportunity to give an update of the Alumni Association. Here are some key points made.

- Alumni participation is at 11.20% with total number of alumni on record at 202,893
- Number of active chapters/clubs is 115, attendance at 2006 events was 30,130 with an operating budget of \$113,000
- Revenue initiatives being done by alumni is the affinity credit card, magazine advertising, sponsorships and currently working on insurance (auto/home/health/life) initiative
- Currently working on the following benefits to offer to alumni are car rental discounts, alumni merchandise discounts and university bookstore discounts.

Mrs. Diddle outlined seven goals for the UTNAA. They are as follows:

- Expand volunteer involvement and participation
- Identify resource/funding opportunities that will expand programs and services
- Evaluate, enhance and expand programs and services
- Enhance coordination and information exchange between alumni/development staffs
- Expand the annual giving program
- Conduct regular surveys/data collection initiatives
- Develop short-term and long-term (strategic) plan

V. REPORT BY CHAIR OF THE DEVELOPMENT COUNCIL

Mrs. Dee Haslam, President of the UT Development Council, gave an update of the Council activities. The Council had its spring meeting in Chattanooga. It was a great meeting. The Council learned much about UT Chattanooga. The goal of the Development Council is to learn about the system as much as possible as ambassadors of the university.

There are more than 25 current and former Development Council members who are serving in leadership roles in *The Campaign for Tennessee*. Not only are they serving in these roles, they have also lead by example. Total giving of the Development Council members as of this date is over \$66 million.

Mrs. Haslam reminded the committee of *The Campaign for Tennessee* launch on April 18, 2007.

VI. REPORT BY VICE PRESIDENT FOR DEVELOPMENT AND ALUMNI AFFAIRS

Henry Nemcik, Vice President for Development and Alumni Affairs stated that the university is in a seven-year system-wide campaign, which includes athletics. It started in 2005 will end in December 2011. All Trustees receive reports on the campaign. We are continuing to make great progress in the campaign. Mr. Nemcik is very proud of Dr. Joe Johnson's leadership on the faculty/staff portion of the campaign. The totals will be announced at the campaign launch. Excited about the members of the Development Council that are active in the various colleges/programs. The Development Council is the premier fundraising volunteer organization at the university. We are nearing 100 percent campaign participation from the Trustees (with the exception of the new Trustees)

Mr. Nemcik invited Bruce Downsborough, Assistant Vice President for Advancement Services and David Shufflebarger, Managing Partner with Alexander Haas Martin & Partners (campaign consultant) to attend the meeting to do a presentation on the role of planned giving in a campaign. The role of planned giving key points made were:

- Endowments are built primarily from planned gifts
- It is not uncommon for mature programs to receive 1/3 of gift income from bequests and trusts
- Planned giving is featured in most campaigns
- Donors considering planned gifts at much earlier ages
- Planned giving component in campaigns is likely to increase, charitable gift annuities are growing

Some key points about planned giving at the University of Tennessee were made from the presentation:

- UT was among one of the first public universities to have a full-time planned giving officer
- The Program is constrained by resources
- Emphasis on trusts
- Results include outright gifts, real estate, etc.
- Campaign designed to increase future income

VII. ANNUAL REPORT OF THE UT FOUNDATION, INC.

As required under Article II (A)(2) and (A)(3) of the Memorandum of Agreement between the University of Tennessee and the University of Tennessee Foundation, Inc., Mr. Henry Nemcik presented the following activity for the UT Foundation, Inc. during fiscal year 2007:

- The Foundation has received approximately \$1,700,000 in endowment contributions through May 2007. The total Foundation endowments at May 31, 2007 are approximately \$7.8 million.
- The Foundation has total pledges outstanding of approximately \$58.2 million at April 30, 2007. Bequest expectancies, gift annuities and CRTs total \$59,529,918.
- The Foundation received land valued at \$87,500 in Marion County. The land was subsequently sold with the proceeds benefiting the Athletic Department.
- The UT-Martin rodeo team continues to use the land in Weakley and Obion gifted to the Foundation. The Foundation is currently receiving funding to pay the note attached to the land.
- The Foundation continues to operate the Knoxville Place student-housing complex adjacent to the Knoxville campus. The Foundation is not presently engaged in other entrepreneurial activities.
- The Foundation has not received any gifts that would place a financial liability on the University.
- The goals of the UT Foundation are aligned to those of the university.

VIII. NAMING OF 930 MADISON BUILDING IN HONOR OF DR. RALPH S. HAMILTON

The 930 Madison Avenue Building on UT Health Science Center's campus, at the Hamilton Eye Institute, if approved, will be named in honor of Dr. Ralph S. Hamilton. Dr. Hamilton has served on the Development Council and has been a very active contributor to the ophthalmology program with his time, expertise and resources. A motion to approve was duly made, seconded and unanimously approved.

IX. ANNUAL REPORT OF NAMING OF INTERIOR/GROUNDS SPACES NAMED

Mr. Henry Nemcik presented the following annual report to the Board of interior/grounds spaces named on the campuses/units. The following is the report as received from each campus/unit:

<u>Campus/Unit</u>	<u>Naming of Facility (Interior/Grounds) 2006-2007</u>
<i>Institute of Agriculture</i>	None Reported
<i>UT Chattanooga</i>	Synterprise Lab named in Engineering Building

<i>UT Knoxville</i>	None Reported
<i>UT Knoxville Athletics</i>	Pratt Pavilion: Brenda Lawson Court – Women’s Court Kevin & Michelle Clayton – Men’s Locker Room Thompson-Boling Arena: Robbie Nutt – Women’s Locker Room Neyland Stadium: Dr. William Youmans Athletic Training Room McKenzie-Lawson Athletic Center: Howard Family Rotunda Gordon Ball Family Boardroom
<i>UT Health Science Center</i>	Kaplan Clinical Skills Assessment Center dedicated January 2007 Exam Rooms Named: Mr. & Mrs. Bernard Kaplan; Dr. Barry Kaplan, Dr. Bertram D. Kaplan, Dr. Rodney Y. Wolf, Dr. Don Ellis, Mr. Mike Pietrangelo, Dr. Les Binkley, Dr. William Rosenberg, Dr. Peter Kosovsky, Thomas A. Gerwin College of Pharmacy: Ben S. Moore Student Lounge Bob and Janie Shutt Community Pharmacy Outreach Pgm Offices Bill, Jean and Cynthia McClard Clinical Pharmacy Research Lab Bill and Betty Staggs Library/Conference Room Sandy and Don Fancher Drug Information Center
<i>UT Martin</i>	Gooch Hall, Room 311 named the Dorothea Norton Classroom SGA President’s Office named the Paul D. Blaylock Office

X. REPORT BY VICE PRESIDENT FOR PUBLIC AND GOVERNMENT RELATIONS

Hank Dye, Vice President for Public and Government Relations, reported that the survey study of the branding campaign was just received and he is pleased to report that the parts we were excited and concerned about are moving in the right direction. A report will be provided soon. Hank discussed the media coverage UT received over the past year. There was quite a bit of coverage around the country and most of it was positive.

In the Board notebooks there is a report on Federal legislation that lists all of the appropriation asks that UT is currently dealing with. UT has had very good visits with the delegation in Washington and Nashville. We have had very good support from the members of the legislature. In the Board materials, there is also a report on State legislation. It was a very busy legislative session, so Hank encouraged the group to study that report. Hank thanked the group for their support and help with the legislator and overall he was very pleased with the legislative session.

XI. OTHER BUSINESS

None stated.

XII. ADJOURNMENT

With no other business to discuss, the meeting was adjourned.