

**MINUTES OF THE ADVANCEMENT AND PUBLIC AFFAIRS COMMITTEE  
BOARD OF TRUSTEES  
THE UNIVERSITY OF TENNESSEE  
March 6, 2007  
Martin, Tennessee**

The Advancement and Public Affairs Committee of the Board of Trustees of The University of Tennessee met at 1:00 p.m. (central time) on March 6, 2007 in Room 206C of the Boling University Center, Martin, Tennessee.

**I. CALL TO ORDER**

Chair ProTempore Jim Haslam called the meeting to order.

**II. ROLL CALL**

Ms. Loughry called the roll of committee members. Those present were:

Mr. William Carroll  
Mr. James Hall  
Mr. James Haslam, II  
Ms. Anne Holt Blackburn  
Ms. Andrea Loughry  
Dr. John D. Petersen  
Mr. Charles Wharton

Ms. Williams was absent due to illness. The Chair recognized and welcomed Nancy Overton, Trustee Emerita from the Martin area.

**III. APPROVAL OF MINUTES**

The Chair referred the committee to the minutes from the November 2, 2006 meeting of the committee. Mr. Carroll moved approval of the minutes. The motion was duly seconded and unanimously approved.

**IV. REPORT BY PRESIDENT OF THE NATIONAL ALUMNI ASSOCIATION**

The Chair called on Kerry Witcher, interim Director of the National Alumni Association, to report on the National Alumni Association. Mr. Witcher began his report that UTNAA President Debbie Diddle was unable to attend today's meeting and he would present her remarks on her behalf. He stated that one of her goals with the UTNAA has been to look at what is being done well and what programs offered to alumni can be enhanced. He

stated that the Board of Governors has been extensively examining programs and services that we offer. He shared with the Committee the UTNAA initiatives that fall under the Strategic Plan. He stated that during the past year the UTNAA has undertaken a comprehensive survey of our alumni asking them to help us update their records to better enable communication with alumni. He stated that approximately 40,000 responded and from those responses the UTNAA acquired 33,000 new email addresses. He discussed the annual giving program. He stated that the UTNAA is embarking upon some focus groups to work with alumni donors to help us evaluate our program to make our program better. He discussed UTNAA tour programs to invite alumni to engage in international travel and continuing education. He stated that UTNAA is looking into providing 25 to 30 trips per year. He discussed efforts to expand services to alumni for career services. He reported on efforts to enhance communication through updates to the UTNAA website to allow us to better serve alumni with information on a daily basis. He stated that Debbie Diddle will be available in June to update this Committee on the initiatives he discussed today. A Committee member asked whether alumni are contacted to help us with the legislature to accomplish UT's priorities. Dr. Petersen stated that Mr. Dye utilizes an alumni legislative council and he will discuss those efforts in his report to the Committee. Mr. Jackson discussed the coop program and internships offered by the Engineering Department. He asked about the career service efforts discussed by Mr. Witcher and whether there were programs to help students meet with alumni who can offer practical experience to our students. Mr. Witcher stated that the Director of Career Services on the Knoxville campus is looking at branching out the career services program for alumni beyond what it has ever been before. He stated that the process is in the early stages and he will bring the suggestion to his attention. Mr. Nemcik stated that each campus seeks to provide internship opportunities for students. Chancellor Crabtree stated that the Knoxville campus has various internship programs for students. He discussed specific examples of internships obtained by students and stated that all college departments and programs have information for students to seek internships. In addition he stated that the Knoxville campus is currently emphasizing undergraduate research opportunities. He discussed 30 research opportunities funded at \$2,500 each for students at ORNL and other labs. Mr. Strudivant discussed his engineering internship opportunity as a student at UTM.

## **V. REPORT BY CHAIR OF THE DEVELOPMENT COUNCIL**

The Chair called on Mr. Witcher to provide remarks from the Chair of the Development Council. Mr. Witcher stated that the chair was unable to attend today's meeting. He stated that the Council exists to support UT raise private support to help UT achieve its goals. He stated that one of Dee Haslam's goals was to take the good work already being done and further engage the Council members to take better advantage of their talents and time. He stated that thanks to Ms. Haslam's efforts, Council members are more engaged than ever before. He stated that they are helping to identify donors and assisting with setting up appointments and going on calls. He stated that to date, current Council members have given approximately \$71 million to UT during the current campaign. The Council has identified key markets where there is major gift potential and are beginning to hold events in those markets with a very specific message about the campaign. He

stated that so far these regional events have been held in Atlanta and Houston. Lastly, he discussed the staff members working with the Council.

## **VI. REPORT BY VICE PRESIDENT FOR DEVELOPMENT**

The Chair called on Henry Nemcik to provide a campaign update. Mr. Nemcik stated that the Campaign for Tennessee continues to make great progress. He discussed his forecast for the future. He referred the Committee to the bar chart included in the meeting materials under tab 3. He stated that campaigns tend to follow a bell curve pattern as campaigns typically decline before a final push at the end. He stated, however, that even in the reduced levels in the bell curve for the Campaign for Tennessee the amounts are far more than they have ever been for UT.

Mr. Nemick then discussed US Giving Benchmark versus the Campaign for Tennessee pie charts included in the materials. He discussed the sources for gifts to the Campaign. The US Giving Benchmark demonstrates that individuals account for 84% of the national average. He stated that our individual gifts were slightly lower and our corporate gift percentages were higher than the national average. He stated that we are on target nationally for the Campaign. He stated he planned to close the Campaign with UTNAA participation and several meetings have been held to develop a plan for the alumni for the last year or two of the campaign. He stated that the Campaign has been initially driven by very large gifts by our very best donors for very unique institutionally changing programs. He stated that we are building the infrastructure to drive the remainder of the campaign at the department level. He discussed difficulties in recruiting and retaining development staff. He stated that there were 55 applicants who applied for the latest position open in Knoxville. He stated that of that amount only two people had development experience, the rest had a variety of backgrounds. Mr. Nemcik discussed tools available to the Development staff that can help them identify donors who can potentially provide larger gifts to specific departments. He stated that he and his staff are still planning the Campaign kick off. He stated that each institution would have their own kick off.

Mr. Nemcik updated the Committee on total dollars received through February, \$503 million. He stated that this represents excellent progress. He stated that UTHSC has hired a new Vice Chancellor to maximize potential efforts in Memphis which is one of the current priorities for the Campaign. Mr. Schledwitz asked whether a seven-year campaign was typical. Mr. Nemcik responded that a seven-year time frame is predominately the most popular. He stated that shorter campaigns potentially cause you to call on leadership too often.

Ms. Loughry complimented Mr. Nemcik and his staff on the monthly emails sent to the Trustees to update them on the campaign. Mr. Nemcik stated that the staff receives a more detailed version to help them understand what is successfully generating donations.

Dr. Petersen stated that the two campuses that were further behind in their progress in the

Campaign both have relatively new Chancellors. They also have new staff, which means that relationships have to be rebuilt and cultivated to generate donations.

Mr. Nemcik introduced the newest member of his staff, Scott Rabenald. He stated that Scott will serve as the director for the Campaign and coordinate many aspects of the Campaign. Mr. Rabenald thanked Mr. Nemcik and the President for their entrustment of this responsibility. He thanked the Board for all the work they do noting that donations are more available for schools with strong and solid leadership in place. He stated that he was very excited to work for the Campaign and to work with the Board in the future. Mr. Haslam stated that Mr. Rabenald had been a tremendous asset to the Athletic Department and he will be an asset to this Campaign.

Mr. Haslam stated that he has been involved in a number of fundraising efforts. He applauded Mr. Nemcik's efforts with this Campaign. He stated that Henry is a new breed of fundraiser, he doesn't make all the calls, he calls on Dr. Petersen and myself to make some calls and makes sure we are very well prepared to get the best result.

Mr. Haslam updated the Committee on the UT Foundation. He stated that the UT Foundation met in January in Nashville during the second day of Legislature. He stated that a number of Legislatures were present. He stated that the UT Foundation is getting a lot of support for its efforts.

## **VII. APPROVAL OF NAMING OF BASEBALL FIELD AT UT KNOXVILLE**

Dr. Petersen stated that he was recommending the naming of the baseball field at UT Knoxville as the Robert M. Lindsay Baseball Field. He stated that this request is in honor of Mr. Lindsay's recent seven figure gift commitment to baseball facility upgrades. He noted that Mr. Lindsay is a native of Maryville and served 30 years in the United States Foreign Service and has since retired to Georgia. He stated that his father, Robert M. Lindsay, Sr. was a 1915 graduate of UT and a member of the football and baseball teams. Mr. Hall moved approval of the naming of the baseball field. The motion was duly seconded and unanimously approved.

## **VIII. REPORT BY VICE PRESIDENT FOR PUBLIC & GOVERNMENT RELATIONS**

The Chair called on Hank Dye to provide a report to the Committee on Public and Government Relations. Mr. Dye referred the Committee to the materials in the meeting notebooks behind tabs 5 and 6. He discussed the Internal Communication Plan included behind tab 5. He introduced Gina Stafford, Director of Communications. He stated that the Communications plan grew from work Ms. Stafford did in recently achieving her master's degree. He stated that the plan involved a very in-depth study from interviews of employees across departments and counties. He stated that about twenty counties were covered in the interviews. He noted that time and again employees told them that they were glad to have been asked and given the opportunity to speak about this and be heard. He stated that it would be important for participants in the interview to feel some ownership in the plan as it is rolled out. He discussed the priorities that interviewees

wanted to know about such as budget and leadership changes. They were interested in receiving important news face to face. Email and the Campus newspaper were ranked as important sources for information. He stated that his staff was about to launch an updated content improved website. He stated that the interviewees reported that they do use the website almost daily and rely on it as a source for information. He stated that the commitment to this plan has to begin at the top. He stated that President Petersen and his staff have been very committed to this plan. He stated that resources have also been committed. He announced the hiring of an internal communications director on April 1 in Knoxville, Andy White a UT Graduate and Lt. Colonel in the Air force. He stated that Andy brings strong experience to the position and he was excited to have Andy on board.

Ms. Loughry asked how efforts to improve internal communication would be monitored. Mr. Dye responded that it was included in the scorecard for the Strategic Plan and the annual employee satisfaction survey conducted by Sylvia Davis's group will provide input from employees.

Mr. Stokely asked whether bilingual communications would be provided. Mr. Dye responded that bilingual communications would be done on a campus-by-campus basis if needed.

Mr. Dye next discussed the federal legislative update included in the materials. He discussed positive meetings with Senator Corker and Congressman Cohen. He stated that last week Kurt Schlieter presented our annual priorities. He stated that Kurt works very hard with each Institute to coordinate our priorities and to incorporate the expectations of the Legislature. He stated that Dr. Millhorn would meet with Senator Corker on Thursday regarding federal biofuel initial matters. He added that he and Dr. Petersen would go to Washington in mid April.

Mr. Dye then discussed the state legislature activity. He stated that he is watching about 325 bills. He stated that over 4500 new bills were introduced this year. He noted that since the last meeting of this Committee, there have been a lot of changes in Nashville. He discussed meetings with the new Lt. Governor, Ron Ramsey. He stated that Jamie Woodsen was re-appointed chair of the Senate Education Committee and she has been very helpful to the University. He stated that the Governor submitted his budget proposal a couple of weeks ago. It had a number of higher education increases with the funding based on a cigarette tax. He commented on how the budget impacted us and changes we are interested in making. He stated that the President would elaborate further tomorrow on our strategy with the budget. He stated that essentially we still feel strongly that a 5% salary increase has to happen for UT. He stated that we would continue to work with the Governor for capital priorities not included in the Governor's budget. He stated that the biofuel initiative that was included was not considered by us to be an education initiative, but rather a transformational initiative for the state. He discussed upcoming meetings in Nashville included the budget presentation before the House Finance Committee.

Mr. Dye discussed the efforts of the Alumni Legislative Council. He stated that it has been around for some time and previously was called the Political Action Committee.

There are approximately 125 members and we maintain a comprehensive file on their contacts in the Legislature. The Council is organized on a regional basis with regional chair people who we call upon when we need information or when a contact needs to be made. He stated that in February of last year the entire group came to Knoxville for a briefing and last year our work with the Council was very successful.

Mr. Dye stated that his department is also reaching out to faculty and staff organizations on each campus. He stated that Anthony Haynes went to each campus and met with faculty senates and staff representatives. For UT day on the Hill he stated that we would have representation from each of the campus and institute faculty and staff. He asked that the Trustees also attend UT day on the Hill to lend their support.

Mr. Murphy asked Dr. Petersen how soon discussions about potential tuition increases would occur. Dr. Petersen stated that he would present some preliminary scenarios tomorrow during his report to the Board that are based on the Governor's budget. He stated that he hoped to continue to work with the Governor to increase support from Nashville between now and the June Board meeting.

**X. OTHER BUSINESS**

The Chair asked if there was any other business to come before the Committee. There was none stated.

**XI. ADJOURNMENT**

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

Respectfully Submitted,

---