

THE UNIVERSITY OF TENNESSEE
BOARD OF TRUSTEES

ADVANCEMENT AND PUBLIC AFFAIRS COMMITTEE

10:45 a.m. EST
Friday
March 1, 2013

Tennessee Room
University Center
Chattanooga, Tennessee

AGENDA

- I. Call to Order
- II. Roll Call
- III. Minutes of Last Meeting – **Action** **Tab 1**
- IV. UT Foundation and Alumni Affairs Report – **Information**
- V. Modifying the Name of the John Tickle Engineering Building (UTK)
– **Action/Consent** **Tab 2**
- VI. Modifying the Name of the Frank H. McClung Museum – **Action/Consent**.. **Tab 3**
- ~~VII. Renaming the Panhellenic Building as Thorpe Hall (UTK)
– **Action/Consent** DEFERRED **Tab 4**~~
- VIII. Renaming the Former Student Health Center as Temple Hall (UTK)
– **Action/Consent**..... **Tab 5**
- IX. Naming a New Residence Hall as the Fred D. Brown Jr. Residence Hall
(UTK) – **Action/Consent**..... **Tab 6**
- X. Naming the Football Practice Facility as the Anderson Training Center
(UTK) – **Action/Consent**..... **Tab 7**
- XI. Other Business
- XII. Adjournment

THE UNIVERSITY OF TENNESSEE
BOARD OF TRUSTEES

MINUTES OF THE ADVANCEMENT AND PUBLIC AFFAIRS COMMITTEE

November 9, 2012
Knoxville, Tennessee

The Advancement and Public Affairs Committee of the Board of Trustees of The University of Tennessee met at 10:45 a.m. on Friday, November 9, 2012, in Hollingsworth Auditorium on the campus of The University of Tennessee Institute of Agriculture in Knoxville, Tennessee.

I. CALL TO ORDER

Chair Charles E. Wharton called the meeting to order.

II. ROLL CALL

Johnnie Ray, President and CEO of the UT Foundation, Inc. and Vice President for Development and Alumni Affairs, called the roll, and the following committee members were present:

Charles E. Wharton, Chair
Anne Holt Blackburn
Joseph A. DiPietro
Vicky B. Gregg
Douglas A. Horne
Karl A. Schledwitz
Don C. Stansberry, Jr.
Tommy G. Whittaker

The Chair announced a quorum was present.

III. MINUTES OF LAST MEETING

Chair Wharton presented the minutes from the June 21, 2012 meeting. Trustee Stansberry moved approval, Trustee Blackburn seconded, and the motion carried.

IV. OPENING REMARKS BY COMMITTEE CHAIR

Chair Wharton commented that things at the University are as good as they have ever been. More goals are being achieved with greater respect and cooperation. It is a pleasure for the Trustees to work so well with the President and all leaders of the University.

Chair Wharton then reported that he will be working with Extension on developing the material for a program using Alumni Association chapters in each county to reach out to the 8th, 9th and 10th graders to interest them in college.

V. GOVERNMENT RELATIONS AND ADVOCACY REPORT

A. Anthony Haynes, Vice President for Government Relations and Advocacy, presented an overview of State and Federal Relations activities since the last Board meeting (Exhibit I). Trustee Whittaker asked Mr. Haynes to share with the group his thoughts on the impact to UT of the 2013 legislative session. Mr. Haynes responded that the upcoming session will be a challenge, primarily because there are so many new first-time members of the Tennessee General Assembly who are not used to dealing with the issues and challenges. Including those elected in 2010, almost half of the 132 members are new. He stated that UT will have to empower advocates to help with the real facts of the issues for public higher education. The Governor has said that he wants to help higher education, but it will be a challenge. The Governor has said he will have to make sacrifices in other areas in order to help higher education.

B. Mr. Haynes reported on the history of the UT Alumni Association's Alumni Legislative Council and UT Advocacy. He recognized UT's Advocacy Director, Carey Smith, and shared with the group a PowerPoint presentation on The University of Tennessee's new Advocacy Program (Exhibit 2).

VI. ANNUAL REPORT TO THE GENERAL ASSEMBLY

Mr. Haynes presented the Annual Report, which, pursuant to Tennessee Code § 49-9-208, is to be submitted to the Governor ten days before the General Assembly convenes and transmitted to the General Assembly by the Governor along with his State of the State Address.

Trustee Blackburn moved approval of the Annual Report to the General Assembly (Exhibit 3), Trustee Whittaker seconded, and the motion carried.

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Advancement and Public Affairs Committee
Board of Trustees
November 9, 2012

VII. AMENDMENT OF THE UT-UTFI AFFILIATION AND SERVICES AGREEMENT TO CHANGE THE REPORTING LINE FOR ATHLETICS DEVELOPMENT PERSONNEL AT UT KNOXVILLE

Vice President Johnnie Ray explained the proposed amendment of the UT-UTFI Affiliation and Services Agreement. In 2010, the University realigned the reporting structure for the UT Knoxville Athletics Department so that it now reports to the Chancellor of UT Knoxville rather than to the President of the UT System. To align the reporting structure for the development efforts of the Athletics Department with the reporting structure for the Department as a whole, Chancellor Cheek proposed that athletics development personnel report through the UT Knoxville Vice Chancellor for Development rather than directly to the President of the Foundation. This new alignment will build strong collaboration between the academic and athletic fundraising teams at UT Knoxville. Speaking on behalf of the Foundation, Mr. Ray said he strongly supports the proposal, as does President DiPietro.

To accomplish this change in the reporting line, an Amendment to the Affiliation and Services Agreement, which was approved by the Board of Trustees in June 2011, is required. In accordance with the terms of the Affiliation and Services Agreement, the proposed Amendment has been submitted to and approved by the Comptroller for the State of Tennessee.

Trustee Horne moved that the proposed Amendment to the Affiliation Services Agreement between the University and the University of Tennessee Foundation, Inc. be approved to change the reporting line for athletics development personnel at UT Knoxville (Exhibit 4). Trustee Blackburn seconded the motion, and it motion carried unanimously.

VIII. UT FOUNDATION AND THE SYSTEM STRATEGIC PLAN

Approaching his one-year anniversary with the University, Vice President Ray reflected on the system administration strategic planning process over the past year, spoke of an important window of opportunity to advance the University, and expressed his desire for the Foundation to play its part in elevating the status of all campuses.

Mr. Ray said that philanthropy is a market place and behaves like a market place. Some things the market will bear and some things the market will not bear.

There is work to be done, but the Foundation understands its market place and is strategically constructing operations around that market place.

Mr. Ray noted that the President has set an aspiration to achieve roughly \$200 million a year in steady state philanthropy by the year 2020. This is achievable and a reasonable goal. Although it will never be a straight upward trend line, the Foundation leadership is managing toward that outcome. All need to be mindful that the “for what” when raising money sometimes may be more important than the “how much. The President, Chancellors, and Vice Chancellors have been in close consultation with Foundation leadership about the key categorical game changers that will elevate each campus to a new competitive position.

Mr. Ray asked Chancellor Cheek to give an example of the number one priority of the UT Knoxville campus. Chancellor Cheek responded that faculty chairs and professorships are the priority for the Knoxville campus. The last campaign produced about 12 professorships and chairs, and they have been game changers. To incentivize donors to consider funding professorships and chairs, the campus has set aside \$2.5 million to provide immediate income for a professorship or chair when a donor commitment is made. Thus, when a donor gives \$1 million to be paid over a five-year period, the campus immediately puts \$22,500 in that account so the college and/or department can begin using that money immediately. The commitment is phased out over time as the endowment raises its commitment and after five years, the \$22,500 is coming from the endowment. The campus now has over \$5 million in 23 endowed professorships and chairs, and a new commitment has just been received. These will make a significant difference in attracting and retaining the very best faculty.

Mr. Ray reiterated that the Foundation is aligning its budgetary resources, deploying personnel, conducting marketing activities and campaign around promoting the things that are most likely to have a material effect on the competitive footing of each campus. While the Foundation will always be able and appreciative to receive gifts of specialized nature, identifying the things that are most strategic to the institution and organizing operations around those will allow the Foundation and the University to achieve maximum benefit from the current window of opportunity.

Mr. Ray mentioned the three new Vice Chancellors of Development—Randy Farmer at the Health Science Center, Keith Barber at the Institute of Agriculture, and Andy Wilson at UT Martin—all of whom appear to be great choices. Scott Rabenold continues to serve at a very high level at UT Knoxville. These

positions are critical because they all are the real front line operatives guiding the campuses efforts in partnership with the Chancellors. There has been a shift toward greater autonomy for the Vice Chancellors to make choices for their programs that will also mean a higher level of accountability. Once a new Chancellor is in place at UT Chattanooga, the search for a permanent Vice Chancellor for Development will begin there.

Mr. Ray provided the following additional updates:

- The completely re-conceived accountability measures for the fundraisers are fully operative and working properly.
- The constituent data base scan that was in the approval process at the last meeting has now been contracted and will generate a complete new demographic look at the constituent pool with an eye on refreshing the potential donor/investor pool for the future.
- Mr. Ray and the Vice Chancellors have now identified the areas they believe need to be strengthened over the next few years in terms of operations, including more people in the field but also stronger and more robust back office functions to support those people in the field, such as research, communications, and marketing.
- Removing the one-time \$28 million gift-in-kind to the UTK College of Engineering last year, donations are running about \$2 million ahead of this time last year. This gift is a perfect example of how one gift can radically alter the totals in any given year, which is an indicator of why the path to \$200 million a year by 2020 will not be a perfectly straight upward trending line.
- The affiliated Foundation at the UT Health Science Center is now off the ground. The membership has been identified. They have had their first organizational meeting with their first formal meeting set for December. This is a critical step forward in terms of constituency building for the Health Science Center in that we needed prominent people with a stake in the outcomes in the evolution of that campus.

Chair Wharton expressed thanks to Trustees Cates, Schledwitz, and Hagler for their help in getting this done. This is a unique opportunity to change fundraising in Memphis.

- The original pro forma that was developed at the formation of the Foundation in its current form relied heavily on assumptions on short term cash investment returns and also the performance of the stock

market. Neither performed as projected, and thus adjustments downward had to be made two times during the past year. Creative solutions were found that will keep the Foundation on track strategically. This was done in a very collaborative manner with the Chancellors and Vice Chancellors all weighing in and having equity in the final solutions. Longer range, the time for reopening discussions with the University and Chancellors about future budget is here. Those discussions have tentatively begun and several options will be put forward that will make future budgets more stable and predictable.

- UT Alumni Affairs (UTAA) programming is also part of the Foundation and much has happened there. Much of what is going on now in the evolution of Alumni Affairs was started before Mr. Ray's arrival but is continuing in earnest and on a positive trajectory.
- The UTAA has successfully transitioned from a 78-member Board of Governors to a more active, engaged 32-member Board.
- The UTAA has begun its implementation and transition to a more geographic and campus focus within its Alumni Chapter structure.
- Staff and operational resources will be focused on areas where the majority of UT alumni live.
- Alumni, representing the various campus constituencies will be asked to plan and implement programs with specific campus interests and focus. Campuses will have the ability to train and motivate these volunteers to plan programs that are tied to their specific campuses goals.
- Annual Giving has hired Erick Weber to coordinate the Annual Giving efforts throughout the University.
- Campuses and college-specific fund raising is now being done throughout the calendar year rather than just during the fall semester.
- The Telefund Center is relocating to a more central location on the Knoxville campus (Andy Holt Tower) and is expanding the calling stations at the time of the move. Through computers, the phones will be dialed over a million times in the coming year reaching out to our constituents.

Mr. Ray reported that the Foundation has been devoting much time in doing an analysis into each of the five goals of the System Administration Strategic Plan, determining how the Foundation and its resources, assets, and people will be aligned to support the Plan and its implementation and also the specific campus strategic plans.

The strategic efforts the Foundation can utilize to directly influence and advance the UT System Administration Strategic Plan and examples are listed below.

Goal One: Enhancing Educations Excellence

- Work with campus and institute Vice Chancellors to identify strategic fundraising priorities that support their campus or institute goals.
- Audit existing endowments and look for opportunities to repurpose dormant endowment funds.
- Institute consistent internal messaging around the need for strategic fundraising.

Goal Two: Expanding Research Capacities:

- Work with each campus and institute to develop research priorities for fundraising as part of campus-specific strategic fundraising priorities.
- Invest in foundation and corporation fundraising focused on research initiatives.

Goal Three: Fostering Outreach and Engagement

- Identify opportunities to communicate the economic impact of the UT System and its campuses and institutes through alumni programming and communications.
- Create opportunities for alumni to be involved in service initiatives both on their campuses and within their communities.
- Utilize campus fundraising plans to “tell the story” of their campus for institutes need for support.
- Interpret campus goals in terms of impact on society.

Goal Four: Ensuring Effectiveness and Efficiency

- Stewardship activities will be elevated to new heights.
- Auditing existing endowments.
- Utilize economies of scale with central Foundation back office functions.

Goal Five: Advocating for the UT System

- Alumni must be engaged with the new advocacy program.
- Achieve a clear identity for the Foundation’s role at the system level so the Foundation is supporting the system-wide aggregation of the value proposition of the differences on our campuses but at the same time also supporting the individual campuses.

In conclusion, the Foundation is in good shape. Mr. Ray continues to see evidence it can advance toward reaching the goal of \$200 million by 2020, but with an eye on strategic fundraising as well as the dollar amount.

Trustee Cates stated a critical component of the strategic plan would be to do all we can to diminish the commitment to restricted gifts. It is his understanding that about 98% of the gifts come in for a specific purpose. He asked if there is any program in process or being thought about to try to change this. Mr. Ray responded it is very important to have a clear understanding from the campuses on what their priorities are, and then the Foundation can heavily market those specific priorities. Mr. Cates express his view that it is important to encourage unrestricted giving. Mr. Ray said there are possibilities for that as well. When there are concrete sets of ideas and plans, then there are prospective donors that can be convinced to make an unrestricted gift. For example, Chancellor Strategic Investment Funds, which are in essence unrestricted funds in the hands of the Chancellors who then could invest them in strategic campus priorities. Chair Wharton mentioned that either Texas A&M or Texas includes in its gift agreement for significant gifts a requirement that a portion of the gift must be unrestricted.

Dr. DiPietro pointed out that unrestricted dollars are very difficult to raise because most people want to give to something or to a program. The key is to tie it to the vision of the strategic plan—to advance the plan collectively—and then allow the Chancellors and others to deploy it to move the plan forward.

Trustee Stansberry asked if the UTHSC affiliated Foundation has been well received. Trustee Cates stated it has been a long time coming and has been well received. Although it is too early to tell how effective it will be, he has no doubt it will be a fund producer at the Health Science Center.

Trustee Gallimore asked that within the restricted money in our inventory now, what system is in place to monitor that those are being used the way the donor intended. Mr. Ray stated there are controls both at the Foundation level and at the academic unit level to make sure they are being used according to the donor wishes. It is through this mechanism that the Foundation will do what he stated earlier, which is to discover any endowments that are not being used because of obsolete or outdated provisions. Chair Wharton noted there are strict legal liabilities for the misuse of these types of funds.

IX. OTHER BUSINESS

No other business came before the Committee.

X. ADJOURNMENT

With no other business, the meeting was adjourned.

Johnnie D. Ray
Vice President for Development
and Alumni Affairs
President/CEO, UT Foundation, Inc.

Anthony Haynes
Vice President for Government
Relations and Advocacy

THE UNIVERSITY OF TENNESSEE
BOARD OF TRUSTEES

ACTION ITEM

DATE: March 1, 2013

COMMITTEE: Advancement and Public Affairs

CAMPUS/UNIT: UT Knoxville

ITEM: **Modifying the Name of the John Tickle Engineering Building**

RECOMMENDATION: Approval

PRESENTED BY: Jimmy G. Cheek, Chancellor, UT Knoxville

The recommendation to modify the name of the John Tickle Engineering Building , at the request of the Mr. Tickle and the College of Engineering, is presented in the following memorandum from Chancellor Cheek, with President DiPietro's signature indicating his concurring recommendation.

MOTION:


That the name of the John Tickle Engineering Building on the campus of The University of Tennessee, Knoxville be modified to be the John D. Tickle Engineering Building.



Office of the Chancellor
527 Andy Holt Tower
Knoxville, TN 37996
Phone: 865-974-3265
865-974-4811

MEMORANDUM

TO: Joseph A. DiPietro
President, UT System

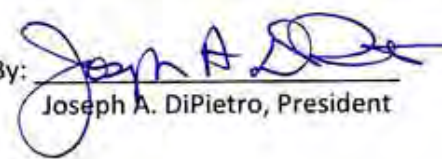
FROM: Jimmy G. Cheek 
Chancellor, University of Tennessee, Knoxville

DATE: January 31, 2013

SUBJECT: Proposal to Modify the Name of the John Tickle Engineering Building

In accordance with the Board of Trustee Policy on Naming Facilities and Other Assets, the University of Tennessee, Knoxville is requesting to modify the name of the John Tickle Engineering Building to the John D. Tickle Engineering Building. Both the College of Engineering and the donor have requested that the middle initial "D." be added to the name of the building.

With your agreement, we request this be submitted for approval at the February meeting of the University of Tennessee Board of Trustees. If you have any questions, please contact me.

Approved By: 
Joseph A. DiPietro, President

Cc: Catherine Mizell

THE UNIVERSITY OF TENNESSEE
BOARD OF TRUSTEES

ACTION ITEM

DATE: March 1, 2013

COMMITTEE: Advancement and Public Affairs

CAMPUS/UNIT: UT Knoxville

ITEM: **Modifying the Name of the Frank H. McClung Museum**

RECOMMENDATION: Approval

PRESENTED BY: Jimmy G. Cheek, Chancellor, UT Knoxville

The recommendation to modify the name of the Frank H. McClung Museum is presented in the following memorandum from Chancellor Cheek, with President DiPietro’s signature indicating his concurring recommendation.

MOTION:

That the name of the Frank H. McClung Museum be modified to be the Frank H. McClung Museum of Natural History and Culture.



Office of the Chancellor
527 Andy Holt Tower
Knoxville, TN 37996
Phone: 865-974-3261
865-974-4811

MEMORANDUM

TO: Joseph A. DiPietro
President, UT System

FROM: Jimmy G. Cheek
Chancellor, University of Tennessee, Knoxville


DATE: February 19, 2013

SUBJECT: Proposal to Modify the Name of the Frank H. McClung Museum

In accordance with the Board of Trustee Policy on Naming Facilities and Other Assets, the University of Tennessee, Knoxville is requesting to modify the name of the Frank H. McClung Museum to The Frank H. McClung Museum of Natural History and Culture. The Museum Board of Advisors has endorsed this change which was recommended by the strategic planning committee. One of the goals of the change is to help the museum better identify its mission and collections and to strengthen its branding and marketing efforts.

The museum, which was dedicated on June 1, 1963, was built with funds bequeathed by Ellen McClung Green as a memorial to her father, Frank H. McClung. The descriptive terms "of natural history and culture" are consistent with Mrs. Green's directive that the museum be used "for the display, preservation and study of paintings, works of art, objects of natural history, historical objects and such other uses and purposes as generally appertain to museums."

With your agreement, we request this be submitted for approval at the Winter Meeting of the University of Tennessee Board of Trustees. If you have any questions, please contact me.

Approved By: 
Joseph A. DiPietro, President

Cc: Catherine Mizell

THE UNIVERSITY OF TENNESSEE
BOARD OF TRUSTEES

ACTION ITEM

DATE: March 1, 2013

COMMITTEE: Advancement and Public Affairs

CAMPUS/UNIT: UT Knoxville

ITEM: **Renaming the Panhellenic Building as Thorpe Hall**

RECOMMENDATION: Approval

PRESENTED BY: Jimmy G. Cheek, Chancellor, UT Knoxville

The recommendation to rename the Panhellenic Building as Thorpe Hall in honor of Grace Francis Thorpe is presented in the following memorandum from Chancellor Cheek, with President DiPietro's signature indicating his concurring recommendation.

MOTION:

That the Panhellenic Building on the campus of The University of Tennessee, Knoxville be renamed Thorpe Hall.

THE UNIVERSITY OF TENNESSEE
BOARD OF TRUSTEES

ACTION ITEM

DATE: March 1, 2013

COMMITTEE: Advancement and Public Affairs

CAMPUS/UNIT: UT Knoxville

ITEM: **Renaming the Former Student Health Center
as Temple Hall**

RECOMMENDATION: Approval

PRESENTED BY: Jimmy G. Cheek, Chancellor, UT Knoxville

The recommendation to rename the former UT Knoxville Student Health Center as Temple Hall in honor of Oliver P. Temple and Mary Boyce Temple is presented in the following memorandum from Chancellor Cheek, with President DiPietro's signature indicating his concurring recommendation.

MOTION:

That the former Student Health Center on the campus of The University of Tennessee, Knoxville be renamed Temple Hall.



Office of the Chancellor
527 Arity Hall Tower
Knoxville, TN 37996
Phone: 865-974-3265
865-974-4811

MEMORANDUM

TO: Joseph A. DiPietro
President, UT System

FROM: Jimmy G. Cheek
Chancellor, University of Tennessee, Knoxville

DATE: January 31, 2013

SUBJECT: Proposal to Change the Name of the Former Student Health Center to Temple Hall

In accordance with the Board of Trustee Policy on Naming Facilities and Other Assets, the University of Tennessee, Knoxville is requesting to change the name of the former Student Health Center to Temple Hall. This will be named in honor of Oliver P. Temple and his daughter, Mary Boyce Temple.

Oliver P. Temple (1820-1907) became a Trustee of East Tennessee University in 1854 and served until his death in 1907. He received his A.B. degree from Washington College in 1844, he was admitted to the bar in 1846 in Greenville, and later became a Whig candidate for Congress and was defeated by Andrew Johnson in 1847. He moved to Knoxville in 1848.

In 1872, Temple became one of the founders of the East Tennessee Farmers Convention. Temple served as its first president and as later made honorary vice president for life. He was the first person to introduce Jersey cattle into East Tennessee. He was instrumental in obtaining land-grant status for the University of Tennessee and for curricular modifications to bring the institution more into accord with the spirit of the Morrill Act.

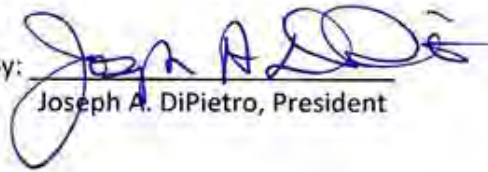
From 1912-1958, Oliver P. Temple Hall was a major component of the Agriculture campus. In 1910, the University of Tennessee Trustees accepted an offer of \$5,000 from the East Tennessee Farmer's Convention to erect a convention hall on the Agricultural campus. Temple's daughter, Mary Boyce Temple, also contributed \$1,000 toward its construction.

"Temple Avenue," which UT changed to "Volunteer Boulevard" was named for him, as was "Temple Court," one of the buildings which was recently razed to make way for the new Student Union Building.

Mary Boyce Temple (1856-1929) gave the University \$25,000 in 1919 to establish the "Oliver Perry Temple Foundation." This foundation sought to purchase and breed purebred animals and improve plant breeding. In accepting the gift, the Trustees noted that it was "the first large gift of this munificent character ever made by any citizen of the state to the University during his [her] lifetime." Upon her death in 1929, she donated her entire library to UT.

We believe it is fitting to honor both Oliver Temple and his daughter, Mary Boyce Temple by renaming this building Temple Hall. With your agreement, we request this be submitted for approval at the February meeting of the University of Tennessee Board of Trustees. If you have any questions, please contact me.

Approved By:



Joseph A. DiPietro, President

Cc: Catherine Mizell

THE UNIVERSITY OF TENNESSEE
BOARD OF TRUSTEES

ACTION ITEM

DATE: March 1, 2013

COMMITTEE: Advancement and Public Affairs

CAMPUS/UNIT: UT Knoxville

ITEM: **Naming a New Residence Hall as the Fred D. Brown Jr. Residence Hall**

RECOMMENDATION: Approval

PRESENTED BY: Jimmy G. Cheek, Chancellor, UT Knoxville

The recommendation to name the new UT Knoxville residence hall in honor of Fred D. Brown, Jr., is presented in the following memorandum from Chancellor Cheek, with President DiPietro’s signature indicating his concurring recommendation. A letter of endorsement from Trustee Spruell Driver follows the Chancellor’s memorandum.

MOTION:

That the new residence hall on the campus of The University of Tennessee, Knoxville be named the Fred D. Brown Jr. Residence Hall.




Office of the Chancellor
527 Andy Hall Tower
Knoxville, TN 37996
Phone: 865-974-3265
865-974-4811

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MEMORANDUM

TO: Joseph A. DiPietro
President, UT System

FROM: Jimmy G. Cheek 
Chancellor, University of Tennessee, Knoxville

DATE: January 31, 2013

SUBJECT: Request to Name the New Residence Hall the Fred D. Brown Jr. Residence Hall

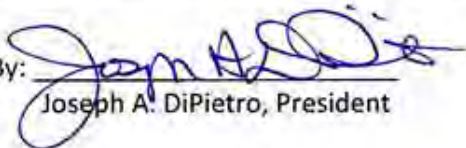
In accordance with the Board of Trustee Policy on Naming Facilities and Other Assets, the University of Tennessee, Knoxville is requesting to name the New Residence Hall after Fred D. Brown Jr. The building would be named the Fred D. Brown Jr. Residence Hall, in honor of him and his service to the University of Tennessee, Knoxville.

Brown graduated from Hall High School in Alcoa, Tennessee. He received his bachelor's degree from the Tuskegee Institute and then did post-graduate studies at the University of Arizona, the University of Hawaii, Tennessee State University, Fisk University, Vanderbilt University, and the University of Tennessee. He served as a lieutenant in the United States Army.

In 1952, Brown returned to Halls High School to begin his teaching career. He later joined the faculty of Oak Ridge High School as the first African American teacher in the newly integrated school. Beginning in 1969, Brown served for six years as a charter member of the Alcoa Board of Education. He was the first African American board member.

His efforts to promote diversity are still honored at the University of Tennessee, Knoxville with the Fred D. Brown Memorial Scholarship in the College of Engineering and his name will always be a part of the legacy at the College. The fact that minority enrollment in the College now averages well over 200 students can be directly linked to his contribution to the education of minority students.

Fred D. Brown Jr. has been an inspiration to many students who credit him with their success. It is very fitting that a place which houses our students be named in his honor. With your agreement, we request this be submitted for approval at the February meeting of the University of Tennessee Board of Trustees. If you have any questions, please contact me.

Approved By: 
Joseph A. DiPietro, President

Cc: Catherine Mizell



February 1, 2013

Dr. Jimmy G. Cheek
Office of the Chancellor
The University of Tennessee at Knoxville
527 Andy Holt Tower
Knoxville, TN 37996-0152

Dear Chancellor Cheek:

One of the most rewarding experiences of my life was being a student in the College of Engineering's (COE) Minority Engineering Scholarship Program (MESP) at UT-Knoxville. I sincerely appreciate and congratulate you for recommending that a residence hall be named in honor of **Mr. Fred D. Brown, Jr.**, the founder and first Director of MESP. Please accept this letter of support as you make final preparations to present this matter to the UT Board of Trustees at its meeting on March 1, 2013.

I know that all MESP alumni will share a profound sense of pride in our alma mater for bestowing this honor on Mr. Brown. He made it his mission to personally identify and successfully recruit the best students in Tennessee and neighboring states with a high aptitude for engineering studies, and he ensured that we stayed focused on our studies and graduated on time with an engineering degree. Mr. Brown did not wait to see which students applied for admission to UTK; he and his staff worked tirelessly at student recruitment by personally going to high schools to meet with guidance counselors and their best qualified students, whom he then encouraged to enroll in the COE at UT-Knoxville.

I enrolled in the COE as a member of MESP Group X (i.e., Group Ten) in the fall quarter of 1982. Looking back, I realize that Mr. Brown went to great lengths to ensure that his students got off to a strong start academically, and that we had a cohesive support structure to ensure successful persistence to graduation. During the spring of our senior year in high school, we had to come to Knoxville for an in-depth orientation and to get our preliminary business wrapped up such as class enrollment, residence hall assignments, and most importantly, finalizing our engineering co-op employer matches.

We also had to learn the unwritten "dos and don'ts" of being a MESP student. One of the "don'ts" I remember was that MESP freshmen could not participate in the fall quarter tradition of "Rush" to join Greek letter organizations. We could not even think about joining a fraternity or sorority until after we had completed our freshmen year and established a strong GPA by MESP standards!

In the category of "dos", I recall that we were strongly encouraged to collaborate with other MESP students; freshmen were especially to learn from upperclassmen about how to succeed in the most difficult engineering "weed-out" classes such as Statics and Dynamics. While today in 2013 UT-Knoxville has "learning communities" where engineering students can live and study together on the same floor of a residence hall, more than 30 years ago Mr. Brown created what I would describe as a "virtual learning community" by deliberately and systematically cultivating peer-to-peer study groups, mentoring relationships and other collaborations among MESP students. Despite the oft-viewed intimidating size of the Knoxville campus, Mr. Brown gave us and our parents an encouraging reassurance that we would be surrounded by an ever-present network of dedicated staff and fellow MESP students who bonded like a family. When explaining the MESP family to Group X, Mr. Brown encouraged us to consider him, his Assistant Director Robert Netherland, and COE Associate Dean Dr. Andrew Spickard as "*Daddy Fred*", "*Uncle Bob*" and "*Cousin Andy*"! Dr. Spickard just happened to be the only Caucasian present during this discussion, so a hearty laugh was enjoyed by all upon hearing Mr. Brown refer to Dr. Spickard as "*Cousin Andy*" and proclaim that "*all of us are family!*"

Dr. Jimmy G. Cheek

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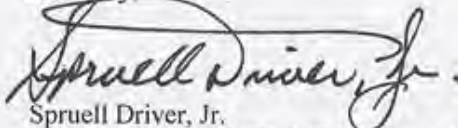
Mr. Brown's demeanor was always down-to-earth, witty and no-nonsense. He once shared a story with us that I have recalled on many occasions. The story involved one of his most capable MESP students who became overwhelmed with anxiety over a particularly difficult final exam he had the next morning. As Mr. Brown tried to encourage the young man, the student told Mr. Brown that he intended to "throw up his hands, pray about it, turn it over to God, and try to get some sleep." In his no-nonsense way, Mr. Brown's advice to that young man (and to all of us who were being told this story), was that the best course of action was to "*pray as though your success depends solely on God, but you better keep working and applying yourself to your studies as though your success depends solely on you!*" I have found Mr. Brown's advice to be timeless.

Mr. Brown's reputation for running a tight ship and his impressive results engendered steadfast confidence and support from an impressive group of companies and enterprises who sponsored the scholarships and co-op work assignments for MESP students. Without his ability to win the confidence of these employers, MESP could not have provided the scholarship stipends and life-changing work experiences afforded to its students. These corporate supporters, who demanded excellence from MESP and its students in order for there to be ongoing support, included companies like Alcoa Aluminum, Armstrong Industries, Bechtel Corporation, Dow Chemical, DuPont, Eastman Kodak (via Tennessee Eastman Company), Honeywell, IBM, Monsanto, TVA and Union Carbide, just to name a few.

Of course, any endeavor with the scope and magnitude of MESP required various forms of leadership and contributions from a host of individuals, including various COE deans, faculty members and staff, but make no mistake about it, Mr. Brown was the "heart and soul" and the embodiment of MESP. The program was in fact often referred to on campus by engineering and non-engineering students as the "Fred Brown Program". In the spring 2006 issue of *Tennessee Engineer*, Mr. Brown is credited with increasing African-American student enrollment in the COE from 26, in 1972, to 133 in 1985, when he retired. I find those statistics to be all the more impressive when one accounts for the numerous MESP students who graduated annually between 1972 and 1985. Additionally, MESP produced more than one graduate to finish as the "*Top Graduate*" in the COE, and several MESP students were honored with *Chancellor's Citations for Excellence* and as *Torchbearers*. All of this demonstrates that the "Fred Brown Program" produced not only excellent engineering graduates, but well-rounded campus leaders as well. Many MESP students were able to graduate debt-free and several continued their studies in graduate and professional schools. Today, scores of MESP alumni can be found as successful professionals in many fields of endeavor including the various disciplines of engineering, scientific research and development, medicine, business, law, commercial real estate, public utilities management, government relations and more. The impact and legacy of Mr. Brown's tireless work expands exponentially if one considers the cumulative contributions of all MESP alumni to our University and society. I believe that all MESP alumni and the dedicated UT officials who have since supported today's Diversity Engineering Programs stand on the shoulders of one giant – Fred Brown.

The relationships and experiences that I enjoyed as a MESP student, and the life lessons that I learned from Mr. Brown still propel, inspire, and serve me well today. Albert Einstein once said – "*only a life lived for others is a life worthwhile.*" Mr. Brown lived his life in a manner that was "*worthwhile*" by any measure, and I am forever grateful to have been one of the many "*others*" for whom he lived. Someday I hope to be lucky enough to have my children and grandchildren live in the new residence hall to be named in honor of Mr. Brown. I know that I will experience great joy and pride in sharing the stories, wit and wisdom of Fred Brown with future generations of Tennessee Volunteers!

Sincerely,



Spruell Driver, Jr.
UT Trustee, BS/IE '87, MESP Group X

THE UNIVERSITY OF TENNESSEE
BOARD OF TRUSTEES

ACTION ITEM

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DATE: March 1, 2013

COMMITTEE: Advancement and Public Affairs

CAMPUS/UNIT: UT Knoxville

ITEM: **Naming the Football Practice Facility as the Anderson Training Center**

RECOMMENDATION: Approval

PRESENTED BY: Jimmy G. Cheek, Chancellor, UT Knoxville

The recommendation to name the new football practice facility as the Anderson Training Center in honor of the Anderson family of Knoxville, Tennessee and Florence, Alabama is presented in the following memorandum from Chancellor Cheek, with President DiPietro's signature indicating his concurring recommendation.

MOTION:


That the new football practice facility on the campus of The University of Tennessee, Knoxville be named the Anderson Training Center.



Office of the Chancellor
527 Andy Holt Tower
Knoxville, TN 37996
Phone: 865-974-3265
865-974-4811

MEMORANDUM

TO: Joseph A. DiPietro
President, UT System

FROM: Jimmy G. Cheek 
Chancellor, University of Tennessee, Knoxville

DATE: February 6, 2013

SUBJECT: Request to Name the Football Practice Facility the Anderson Training Center

In accordance with the Board of Trustee Policy on Naming Facilities and Other Assets, the University of Tennessee, Knoxville is requesting to name the new football practice facility as the Anderson Training Center.

We believe recognizing the contribution of the Anderson family of Knoxville, TN and Florence, AL in this way is befitting of their generosity and leadership at the University of Tennessee, Knoxville.

Approved By: 
Joseph A. DiPietro, President

Cc: Catherine Mizell

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