COMMITTEE: University Council Standing Committee – **PUBLIC AFFAIRS AND DEVELOPMENT COMMITTEE (PADC)** Planning Team
DATE: 2/14/2014   **TIME:** 8:00 a.m. **TO:** 9:20 a.m.

Membership: John LaGuardia, Courtney Gonser, Nancy Marion, Katie Watkins, Dale Mugler, Ian McCullough, Jeannette Quinn, Sandra Shirkey, and Peggy Walchalk

Minutes:

TOPIC	DISCUSSION	ACTION
I. Approval of Minutes	Review and approval of the October 8, 2013 • Ian McCullough motioned to approve • Jeanette Quinn second the motion	• Committee unanimously approved the October meeting minutes.

II. New Business	A Committee Goals
	    1. Improve donor support by software modernization
	    2. Enable Alumni and Development staff to increase donations
	    3. Identify long-term plans regarding Public Affairs and Development
	
	B. Team of Leaders
	  - Six groups created to stimulate high interest and new ideas.
	
	C. Five Days of Giving Campaign (December 16-20, 2013)
	  - Facebook campaign started in September. Increase from 5,000 to 11,000 Likes and yielded $2,000 in donations; 3,020 alumni updates; and 26,000 alumni engaged with campaign.
		• Arrange demo at Law School to observe Blackbaud vs. PeopleSoft software.
		
		• Charge comparisons of staffing compared to other schools.

III.	• Action Items Next step: Obtain information from company, arrange demo at Law School, and charge comparisons of staffing with other schools.	
IV. Next Meeting	• To be determined (Friday mornings work best for the committee)	• To be determined

Respectfully submitted,
Peggy Walchalk

COMMITTEE: University Council Standing Committee – **PUBLIC AFFAIRS AND DEVELOPMENT COMMITTEE (PADC)** Planning Team
DATE: 2/14/2014   **TIME:** 8:00 a.m.   **TO:** 9:08 a.m.

Membership: John LaGuardia, Courtney Gonser, Katie Watkins, Ian McCullough, Jeannette Quinn, Sandra Shirkey, and Peggy Walchalk

Special guests: Kim Cole, Christine Curry, Lia Thompson, and Barbara Weinzierl

Minutes:

TOPIC	DISCUSSION	ACTION
I. Approval of Minutes		▪ February 14, 2014 Meeting minutes to be reviewed and submitted for approval at next scheduled meeting

II. New Business	A. PeopleSoft Demo presented by Kim Cole
	   - Current software has too many layers and time constraints
	
	B. Blackbaud Demo presented by Lia Thompson
	   - Software is more proficient and would be beneficial for our Development and Alumni officers
	
	C. Data Comparison presented by Christine Curry
	   - Fundraising staff comparisons – Ohio Universities March 2014
	   - Advancement and Alumni Staff Comparison – Ohio Universities March 2014
	   - Fundraising Efforts Report Comparison – FY 2010 through FY 2012
	   - The University of Akron Attainment Numbers – FY 199-2013	

III.	Action Items Next step: Committee to prepare motion for obtaining Blackbaud software for the Development and Alumni Departments. Once prepared, motion will be submitted as a topic for University Council's consideration.	
IV. Next Meeting	Scheduled for Friday, April 18, 2014 (8 a.m.). Alumni Conference Room, Infocision Stadium.	

Respectfully submitted,
Peggy Walchalk

COMMITTEE: University Council Standing Committee – **PUBLIC AFFAIRS AND DEVELOPMENT COMMITTEE (PADC)** Planning Team
DATE: 4/18/2014   **TIME:** 8:00 a.m.   **TO:** 8:30 a.m.

Membership: John LaGuardia, Nancy Marion, Courtney Gonser, Katie Watkins-Wendell, Ian McCullough, Jeannette Quinn, Sandra Shirkey, and Peggy Walchalk

Minutes:

TOPIC	DISCUSSION	ACTION
I. Approval of Minutes	• Review and approval of the March 21, 2014 meeting minutes • Review and approval of the February 14, 2014 meeting minutes	
II. New Business	A. Review of the Raiser's Edge Motion Rationale - Ian McCullough motioned the support authorization of the acquisition and implementation of Blackbaud Raiser's Edge database software for the University Research and fundraising operations. Katie Watkins-Wendell seconded the motion. All members were in favor.	• Courtney to submit this topic to the University Council for consideration.

III.	Action Items
	   - Visit the Office of Research Administration for an overview
	   - Schedule a fall meeting with Ted Curtis for a campus and facilities update
		• Scheduled for May 8, 2014.
		
		• Courtney will organize.

IV. Next Meeting	Scheduled for Thursday, May 8, 2014 (8 a.m.) Polsky Room 284.	

Respectfully submitted,
Peggy Walchalk

THE UNIVERSITY OF AKRON

COMMITTEE: University Council Standing Committee – **PUBLIC AFFAIRS AND DEVELOPMENT COMMITTEE (PADC)** Planning Team
DATE: 5/8/2014   **TIME:** 8:00 a.m.   **TO:** 9:00 a.m.

Membership: John LaGuardia, Nancy Marion, Dale Mugler, Courtney Gonser, Katie Watkins-Wendell, Ian McCullough, Timothy McCarragher, Sandra Shirkey, and Peggy Walchalk

Minutes:

TOPIC	DISCUSSION	ACTION
I. Approval of Minutes	Review and approval of the April 18, 2014 meeting minutes - Motion to approve by Dale Mugler, seconded by Katie Watkins-Wendell, and all were in favor.	
II. New Business	A. Overview of the Office of Research Administration – Katie Watkins-Wendell *A Unified Approach to Research Administration Presentation*	• Katie noted that she is open to ideas and will be glad to meet with faculty to inform them of opportunities and procedures.

III.	Action Items
	  - The Blackbaud Raiser's Edge motion has been submitted to University Council. The topic might be reviewed at the May 13, 2014 meeting.
	
	  - Schedule a fall meeting with Ted Curtis for a campus and facilities update.	

IV. Next Meeting	Scheduled for Friday, September 12, 2014 at 10 a.m. (Honors Conference Room, Honors Complex Room 178).	

Respectfully submitted,
Peggy Walchalk

COMMITTEE: University Council Standing Committee – **PUBLIC AFFAIRS AND DEVELOPMENT COMMITTEE (PADC)** Planning Team
DATE: 9/12/2014   **TIME:** 10:15 a.m. **TO:** 11:00 a.m.

Membership: John LaGuardia, Dale Mugler, Courtney Gonser, William Kollman, Rachel Bodenschatz, Donald Carey, and Peggy Walchalk

Minutes:

TOPIC	DISCUSSION	ACTION
I. Approval of Minutes	Review and approval of the May 8, 2014 meeting minutes	- Future meetings to be held on Monday mornings at 10 a.m.

II. New Business	A. Committee Name Change – Institutional Advancement
	    - The new role will cover the Alumni, Development, Communications, Marketing and if approved by the Board of Trustees, Enrollment Management
	
	 B. University Council Revised Goals – prepared by Nancy Marion and Courtney Gonser
	
	   1.) Enable Alumni and Development (Advancement) staff to increase donations from alumni and friends by improving data software – specifically Blackbaud's Razor's Edge. This will allow Alumni and Development to:
	
	     a.) Maintain more accurate, complete and timely records on alumni and friends
	     b.) Input and manipulate data – increases consistency and accuracy of records
	     c.) Efficiency in record keeping, data management and maintenance.
	
	     This data software will allow for Advancement team to reach out to more prospects/potential donors which will yield more donations.
	
	   2.) Maintain or improve rank of 3rd top fundraising institutions in Ohio.
		- Members to vote on revised goals via e-mail communication.

III.	Action Items / Next step – to meet with Eileen Korey, Assoc VP & Chief Communication Officer, and Wayne Hill, Assoc VP & Chief Marketing Officer	- John LaGuardia to request meeting with University Community and Marketing Department.
IV. Next Meeting	Date and location to be determined.	

Respectfully submitted,
Peggy Walchalk, Secretary and SEAC representative