

**ANNUAL REPORT  
OF THE  
UNIVERSITY ADVANCEMENT COUNCIL  
ACADEMIC YEAR 2003-2004**

**Presented at the  
633<sup>rd</sup> Regular Meeting of the Faculty Senate  
October 21, 2004**

**COUNCIL MEMBERSHIP**

**Joseph Bartolomeo, English (Chair, Spring 2004)  
David Bojanic, HTM  
John Brigham, Political Science  
Jeanette Cole, Art  
Elizabeth Dale, Vice Chancellor for University Advancement  
Seshu Desu, Electrical and Computer Engineering  
Brendan Duprey, Undergraduate Student  
Naka Ishii, Library  
Cynthia Jacelon, Nursing  
Frank Lattuca, HTM  
Ernest May, Faculty Senate  
Gerald Schafer, Provost's Designee  
Ting-Wei Tang, Electrical and Computer Engineering  
Rebecca Townsend, Graduate Student  
Dara Wier, English  
Lawrence Zacharias, Management (Chair, Fall 2003)**

### ***A. Introduction***

The campus's preparation for a major capital campaign has resulted in a significant expansion of the responsibilities and personnel in University Advancement. In this year's meetings, the Advancement Council was informed, by Vice Chancellor Elizabeth Dale, individual directors of development, and other administrative officials, about the progress in Development activities on several fronts, and in turn provided these administrators with candid feedback and suggestions, particularly on ways in which faculty could assist in development efforts. One suggestion that has already been implemented was to include the chair of the Council as a member of the UMass Amherst Foundation Board. Not only have this year's chairs attended and reported to the Council on the Board meetings, but in the spring, the chair also served as a member of the committee that interviewed prospective campaign consultants, and as a member of the Foundation's Finance and Audit Committee. Finally, although the Public Affairs and New Offices no longer fall under the purview of the Vice Chancellor for Advancement, the Council felt it appropriate to retain its oversight and advisory function over these offices, and invited their directors to its final meeting.

### ***B. Meetings***

September 26, 2003: reports on operational issues in Development, on Foundation activities, and on the UMass Magazine, License Plate, and Bateman Scholar Committees.

November 7, 2003: presentations by two Directors of Development, James Mallett (Isenberg School of Management) and Ellen Leuchs (Social and Behavioral Sciences); report on UMass Amherst Foundation Board meeting.

December 5, 2003: report on the University's public relations efforts.

February 27, 2004: report on the UMass Amherst Foundation Board Meeting, presentations by two Directors of Development, CarolAnn Batchelder (Humanities and Fine Arts) and Douglas Reid (Natural Resources and Environment), and by Jeffrey Wolfman, Executive Director of Development.

March 24, 2004: report on Development planning for Homecoming, particularly the "Cosby Comes Home" events of October 29.

May 7, 2004: reports on the activities of the Public Affairs Office by its Director, Richard Conner, and on the News Office by its Director, Edward Blaguszewski. Also attending was John Dubach, Chief Information Officer and Special Assistant to the Chancellor.

### ***C. Conclusion***

The Council strongly supports the tireless work of the Chancellor and Vice-Chancellor in developing an infrastructure that will make a major campaign possible, even as they remain crucially engaged in extensive present fundraising efforts.

As the planning phase of the campaign comes to a close and the "quiet" phase begins in Spring 2005, the Council remains committed to supporting the efforts of the Chancellor, Vice-Chancellor, and Development staff by engaging faculty participation and by offering constructive response (and, as necessary, criticism) regarding the ends and means of the campaign.

Respectfully submitted,

Joseph Bartolomeo, Chair  
University Advancement Council