

**ANNUAL REPORT
OF THE
UNIVERSITY ADVANCEMENT COUNCIL
ACADEMIC YEAR 2004-2005**

**Presented at the
643rd Regular Meeting of the Faculty Senate
September 22, 2005**

COUNCIL MEMBERSHIP

**Joseph Bartolomeo, English, Chair
David Bojanic, Hospitality and Tourism Management
John Brigham, Political Science
Jeanette Cole, Art
Elizabeth Dale, Vice Chancellor for University Advancement
Seshubabu Desu, Electrical and Computer Engineering
Andrew Effrat, Education
Naka Ishii, Library
Cynthia Jacelon, Nursing (On Sabbatical)
Tim Kenney, Athletics
Frank Lattuca, Hospitality and Tourism Management
Ernest May, Faculty Senate
Gerald Schaefer, Library (Provost's Representative)
Ting-Wei Tang, Electrical and Computer Engineering
Dara Wier, English
Lawrence Zacharias, Management**

A. Introduction

The primary accomplishment of the Advancement Council in 2004-05 was the development, in cooperation with the Chancellor and Vice Chancellor for Advancement, of a communications strategy for informing faculty and staff of the goals and priorities of the upcoming capital campaign, and for soliciting response from the campus community. Council members met with the Chancellor to discuss faculty concerns about the campaign and suggested a campus-based campaign planning process—centering on the posting of an online brochure outlining campaign priorities—which was endorsed by the Senate. The Council then reviewed drafts of the campaign priorities and an accompanying question-and-answer page, raised specific questions about content, and suggested changes in format. The final document was posted to the campus community for review and comment in early 2005. The Chair of the Council remains a member of the UMass Amherst Foundation Board and of its Finance and Audit Committee, and served in 2004 as a member of the search committee for the Assistant Vice Chancellor for Development. Members of the Council were provided with agendas and minutes from all Foundation Board meetings. Finally, the Council continued its regular oversight and advisory functions regarding University Advancement as well as the Public Affairs and News Offices.

B. Meetings

October 6, 2004: reports on the June Foundation Board meeting and Finance and Audit Committee meeting; Advancement update; campaign update from Bill Simmons, campaign consultant.

October 12, 2004: special meeting with the Chancellor to address faculty concerns about the campaign and to discuss a process for communication

November 5, 2004: reports on the October Foundation Board Meeting, Homecoming weekend, and the “Cosby Comes Home” event.

December 10, 2004: review and comments on the draft of campaign priorities and the accompanying Q&A.

February 18, 2005: discussion of role of new Assistant Vice Chancellor for Advancement, Toivo Tammerk; discussion of integrated communications plan for the campaign, and of leadership briefings and campaign related events.

March 25, 2005: remarks by Toivo Tammerk; report on the March Foundation Board Meeting.

April 29, 2005: reports on the activities of the Public Affairs Office by its Director, Richard Conner, and on the News Office by its Director, Edward Blaguszewski

C. Conclusion

As the Campaign commences its “quiet” phase, the Council remains committed to working in cooperation with Chancellor, Vice Chancellor, and Development staff, engaging faculty participation, and offering constructive response to proposed campaign initiatives, and to Advancement activities generally.

Respectfully submitted,

Joseph Bartolomeo, Chair
University Advancement Council