

ANNUAL REPORT
OF THE
UNIVERSITY RELATIONS AND ADVANCEMENT COUNCIL
ACADEMIC YEAR 2008-2009

Presented at the
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November 12, 2009

COUNCIL MEMBERSHIP

Joseph Bartolomeo, English (Chair)
Philippe Baillargeon, Languages, Literatures, and Cultures
Joseph Berger, Education
John Brigham, Political Science
Jeanette Cole, Art
Naka Ishii, Library
Cynthia Jacelon, Nursing
Jera Jamison, Education
Gary Kamen, Kinesiology
Tim Kenney, Athletics
Arthur Kinney, English
Linda LaDuc, Management
Ernest May, Faculty Senate
Thomas Milligan, Executive Vice-Chancellor for University Relations
Gerald Schafer, Library (Provost's Representative)
Howard Stidham, Chemistry
Toivo Tammerk, Vice Chancellor for University Advancement
Peter Veneman, Plant and Soil Sciences
Dara Wier, English
Lawrence Zacharias, Management

A. Introduction

2008-09 was a transitional year for the Advancement Office and for the Council. Toivo Tammerk, who had ably served as Acting Vice Chancellor for Advancement after Elizabeth Dale's departure in 2006, announced his plans to retire. In light of administrative restructuring (see below), the position was renamed Vice Chancellor for Development and Alumni Affairs. The Search Committee included Joseph Bartolomeo, the current chair of the Council, and Lawrence Zacharias, his predecessor, and the search ended successfully with the hiring of Mike Leto.

Chancellor Holub's first administrative appointment resulted in Tom Milligan's filling a newly created position, Executive Vice Chancellor for University Relations. Since the Advancement Council has historically had purview over University Relations, it was subsequently renamed. Both Vice Chancellors met with and reported to the Council throughout the academic year, a practice that will continue in the future.

B. Meetings

September 25, 2008: report from Toivo Tammerk on 2008 fundraising, and on strategies for dealing with a changed economic environment; report from Tom Milligan on the reorganization of University Relations and the evolving communications, marketing, and branding.

October 24, 2008: report from Toivo Tammerk on the October 17 UMass Amherst Foundation Board Meeting, and on the implications of budget cuts on University Advancement.

February 19, 2009: presentation by retiring Vice Chancellor Tammerk regarding the progress of Advancement generally, and the Capital Campaign in particular, and the challenges for his successor. The Council also adopted a resolution on the proposed reorganization of academic units, which called for the maintenance of current funding and staffing levels for development, the articulation of a clear, succinct rationale for each restructured college, which could be presented to alumni, friends, and donors, especially those from the affected units, and careful management of development portfolios in the realigned units.

April 2, 2009: presentation by Tom Milligan on the revamped campus website, on the new services that University Relations will offer to the campus community, and on the continued efforts to develop a "governing narrative" about the University to multiple constituencies, with a focus on "students, dollars, votes, and image."

C. Conclusion

With the appointment of Vice Chancellor Leto, and the laying of the groundwork for University Relations by Vice Chancellor Milligan, the coming year promises to be extremely active within both units. The Council will therefore become more active in its oversight and advisory capacities.

Respectfully submitted,

Joseph Bartolomeo
Chair