

**ANNUAL REPORT**  
**OF THE**  
**UNIVERSITY RELATIONS AND ADVANCEMENT COUNCIL**  
**ACADEMIC YEAR 2010-11**

**Presented at the**  
**710<sup>th</sup> Regular Meeting of the Faculty Senate**  
**November 3, 2011**

**COUNCIL MEMBERSHIP**

**Philippe Baillargeon, Languages, Literatures, and Cultures**  
**Joseph Bartolomeo, English (Chair)**  
**Joseph Berger, Education**  
**Thomas Brashear-Alejandro, Marketing**  
**John Brigham, Political Science**  
**Jeanette Cole, Art**  
**Dina Friedman, ISOM**  
**Amy Glynn, Interim Vice-Chancellor for University Relations**  
**Katharine Green, Nursing**  
**Naka Ishii, Library**  
**John Kennedy, Vice-Chancellor for University Relations**  
**Arthur Kinney, English**  
**Mike Leto, Vice-Chancellor for Development & Alumni Relations**  
**Ernest May, Faculty Senate**  
**Jay Schafer, Library (Provost's Representative)**  
**Justin Thompson, Undergraduate Student**  
**Peter Veneman, Plant, Soil, and Insect Sciences**  
**Dara Wier, English**

**A. Introduction**

In the fall of 2010, a search was completed for the position of Vice-Chancellor for University Relations, and John Kennedy was offered and accepted the position. The Chair of the URA Council was a member of the Search Committee, and also served in the summer of 2010 with Vice-Chancellor Leto and other members of the Foundation Board on a committee to recommend consultants for the capital campaign.

**B. Meetings**

September 30, 2010: Amy Glynn reported on the search process for Vice-Chancellor for University Relations, the debut of the new marketing campaign directed to potential students in Boston, New York, and New Jersey, and the response to the damaging story in the *Boston Globe*.

October 28, 2010: Mike Leto presented fundraising figures for 2009-10, which saw the largest gift in the history of the University and a new record for total giving in a single year. He also presented the campaign consultant's recommendations regarding the forthcoming capital campaign.

February 17, 2011: Mike Leto provided updates on annual fundraising, the capital campaign, which will enter a public phase—on and off campus, with faculty involvement—in the fall of 2012, and the progress on case statements by the individual Colleges, which will be completed by June 30, 2011.

The Council also unanimously adopted to the following resolution in regard to the potential merger between CHFA and CSBS:

“A merger of CHFA and CSBS would result in the loss of a dean. Since deans play an essential role in soliciting and closing major gifts, the proposed merger would not be beneficial and could be detrimental to moving forward on development, especially in the context of a capital campaign. From a development perspective, therefore, the University Relations and Advancement Council would recommend against the merger. Should the merger take place, the Council would recommend that the campus invest in additional development personnel for the new college, in order to partially compensate for the loss of a dean.”

March 31, 2011: John Kennedy described new initiatives for improving the campus's branding, marketing, and “footprint,” including website improvements, a “synergy task force” in University Relations to foster integrated communication, a new position—Executive Director of Internet Communications/Marketing, and expanded outreach to state legislators. To raise the profile of the faculty, he hopes to establish a live television studio on the campus, perhaps in cooperation with Five-Colleges, Inc., which would enable faculty to appear on more national and regional broadcasts.

April 14, 2011: Mike Leto reported on the Faculty/Staff Campaign, which involved 1152 donors and raised over \$592,000. He also provided an update on year-to-date fundraising, and outlined the progress of the “quiet phase” of the capital campaign, which will have as its theme “UMass Rising.” He and the Council discussed making greater use of faculty volunteers to meet with alumni and friends of the University as they travel for research or professional conferences.

**C. Conclusion**

With the capital campaign and several new initiatives in University Relations underway, the Council will continue to work with both Vice-Chancellors to provide faculty perspective and, when appropriate, to encourage faculty involvement.

Respectfully submitted,

Joseph Bartolomeo  
Chair