

ECCA minutes 04/3/2001

APPROVED 4/17/01

EXECUTIVE COMMITTEE OF THE CAMPUS ASSEMBLY Tuesday, April 3, 2001

3:15 p.m., Regents Room

PRESENT: Travis Amiot, Barbara Elliott, Barry James, Roger Lips, Kathryn
A. Martin, Aaron Pederson, Paula P. Randall, Jeff Romano,
Justin Rubin

EXCUSED: Kari Amstutz, Steve Castleberry, Mary Jane Kuhlmeier

GUESTS: Bill Wade, director, University Relations and Development
Joe Michela, director, Auxiliary Services
Bob Krumwiede, assistant vice chancellor, VCAA

CALL TO ORDER: The meeting was called to order at 3:15 p.m. by Chair Jeff Romano.

APPROVAL OF MINUTES: A motion for approval of the March 20, 2001, ECCA minutes (amended) was seconded and approved.

FOR INFORMATION ATTACHMENTS:

Physical Facilities Committee minutes of February 15, 2001: Vice Chancellor Greg Fox is checking on the existence of University System policy on commercial signage; when Chancellor Martin learns the results, she will appoint a group to explore a policy at UMD. A motion for acceptance of the standing committee minutes was seconded and approved.

UNFINISHED BUSINESS

Commencement Marshals: The following faculty members have agreed to serve as marshals for the undergraduate commencement: Jonathan Conant, CLA; Dave Wyrick, CSE; Paula Pedersen Randall, CEHSP; and Praveen Aggarwal, SBE. Jeff Romano will be mace bearer. Romano will forward names of participants to Lucy Kragness, commencement chair.

NEW BUSINESS

Update on development/fundraising at UMD---Bill Wade: Handout--Campaign Minnesota (a brochure on the capital campaign as it relates to UMD). Wade said the graphic design throughout the brochure was meant to be consistent with the case statements within the University System. UMD has made a commitment to raise \$28 million, exclusive of the School of Medicine. Specific funding goals by unit are: College of Education & Human Service Professions, \$2.5 million; College of Liberal Arts, \$2.8 million; College of Science and Engineering; \$7 million; School of Fine Arts, \$3.7 million; School of Business and Economics, \$5 million; Athletics, \$4.3 million; Institution-wide opportunities \$2.7 million. Wade brought attention to a page entitled "Range of Gifts Necessary to Achieve \$28 million" that provides prospective donors a sense of the largess of UMD's goals, and challenges them to see where they fit in grand scheme of things. Wade said UMD is doing well in the "Leadership Gift" and "Major Gift" levels. Special Gifts (smaller gifts) have not been emphasized for this campaign. Wade shared a report "Campaign Status Report" that details goal statistics by unit. When asked if opportunities arise to steer money to different colleges, Wade said donors today are more specific about where their money should go; not a lot of opportunity arises to steer

money. Wade said UMD's goal is on track. The campaign ends June 30, 2003. UMD hopes to exceed its goal of \$28 million, possibly to \$30 million. Wade said, although we will wave the flag of success, not everyone's needs will be met nor opportunities realized, as some units will be over and some under their funding goals.

In answer to a question if guidelines have been established so units don't "cross wires" when approaching prospective donors, Wade said he and UMD development officers have established guidelines and work closely to stay clear on solicitation issues. Also, the University Foundation controls all approaches from the University System to the Bush, McKnight, Kresge, and other major foundations.

Chancellor Martin made two points:

1. Although UMD will make it to the \$28 million, we will not be able to fund all of things on the list. As an institution, UMD does not have a lot of alumni capable of endowing a chair. Work needs to be done on cultivation of those individuals to get them to contribute.
2. Regarding not funding certain areas, such as the endowed chair, Martin mentioned an instance where a university doubled its campaign goal, but never funded their top priority. UMD guesses what we think we need, and donors respond to what they want to give to.

Chancellor Martin commended Bill Wade on his ability to encourage people to give money. Under Bill's leadership we are capitalizing on every opportunity. The majority of money raised goes into financial aid.

Update on Kirby Plaza project -- Joe Michela and Bob Krumwiede: Michela, addressing Auxiliary Services portion of the project (majority of second floor, portion of the first floor, and the bus hub) said we are now at the reality stage of what we think we can fund and are trying to get in range of just over \$10 million. The money will come from contributions from Auxiliary Services, an internal loan, and the Duluth Transit Authority. The second floor will contain a child-care center with an outdoor playground, Auxiliary Services offices, a sit-down restaurant, a food court, and public washrooms. A new addition will contain a central commons area extending into the bus loading area. Funding has been secured for free bus transportation for the next two years. The current Bullpub area will be divided into three parts: a high-tech store, an upscale convenience store, and relocation of the Bulldog shop. Michela said it is a huge renovation project which will begin after the 2001-02 academic year. The first floor will contain a upscale coffee shop adjoined by an outdoor, landscaped plaza, and a relocated print shop. On the third floor will be a new corridor through the Rafters, an entrance to the Ballroom, and an entrance to the Library. Auxiliary Services operates at a high quality and is able to make a profit. It is able to finance this project because of cash flow and its ability to borrow money.

Bob Krumwiede, speaking from the academic prospective, said space obtained on the second floor will allow consolidation of activities presently in the Student Support Services area, freeing up offices in academic spaces. Infrastructure costs by remodeling Kirby Plaza will have already been addressed by Auxiliary Services and will carry through on the remainder of the first and third floors. Krumweide said he and Michela have reached a balanced compromise in terms of the needs of the campus. Funding for the first and third floors remains to be addressed. The plan is to have about 65 offices, 8-40 seat classrooms, and 2-60 seat classrooms, which sounds impressive, but is misleading because growth rates of faculty, researchers, and enrollment have

been increasing substantially each year. Specifics remain to be worked out. Chancellor Martin suggested parties involved meet to get a better sense of dollars and space, and have a cohesive plan to present at the fall 2001 Campus Assembly meeting.

CHANCELLOR'S REPORT

Legislature: While at the Legislature recently, a resolution was passed in both the Senate and House congratulating UMD for winning the first Women's Division1 National Championship. Legislatures were impressed when told UMD hockey players were not present to receive their trophy because they were attending classes.

Marketing: The University of Wisconsin and College of St. Scholastica have both embarked on marketing campaigns. Although UMD receives free marketing in newspaper headlines because of the quality of what we do, Martin is thinking we may also want to pursue a marketing campaign. The chancellor asked for thoughts on how to capitalize on UMD's achievements via email.

ADJOURNMENT: The meeting adjourned at 4:30 p.m.

The next ECCA meeting is April 17 at 3:15 p.m. in the Regents Room.

Respectfully,

Peggy O'Bey, secretary

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