

SPECIAL MEETING OF THE INSTITUTIONAL ADVANCEMENT COMMITTEE

MINUTES

University of Connecticut
University Communications
34 North Eagleville Road, Room 101
Storrs, Connecticut

October 2, 2019

Committee Trustees: Dr. Andrea Dennis-LaVigne, Charles F. Bunnell, Shari G. Cantor, Jeanine A. Gouin and Bryan K. Pollard, Esq.

University Senate Representative: Dr. David A. Yalof

Staff: Mo Cotton Kelly, Tysen Kendig, Joann Lombardo, Scott Roberts, and Rachel Rubin

Vice-Chair Dennis-LaVigne called the meeting to order at 1:00 p.m.

The Committee approved the special meeting minutes dated June 11, 2019, as circulated.

Mr. Roberts reviewed the naming recommendations for The Fraser Family Football Locker Room, and Paul and Linda Mariano Conference Room, both located in the Burton Family Football Complex on the Storrs Campus. A motion was made and a seconded to pass both namings on to the Board of Trustees.

Mr. Roberts offered background for the Rose and Julius Urman Professorship for Excellence in the School of Pharmacy. A motion was made and a seconded to pass the professorship naming on to the Board of Trustees.

Mr. Roberts reviewed the Named Gift Opportunities for the Student Recreation Center. After a brief discussion a motion was made to approve the Named Gift Opportunities with the one condition, the resolution background be changed to present tense, rather than future tense. The motion was seconded and the resolution was approved.

Mr. Roberts shared with the Committee that fundraising for the new fiscal year is off to a great start, already at \$17 million, also including the UConn Foundation Board meets this week. Mr. Roberts asked Ms. Cotton Kelly to provide an update on Alumni Relations as well as Foundation Communications.

Ms. Cotton Kelly shared that she is now overseeing the communication and marketing efforts for the UConn Foundation, and explained how Annual Giving ties into the US News and World Report rankings. She was also happy to report the Alumni Relations team is doing a tremendous job with programming. Over the past few years they have achieved greater collaboration with the Schools and Colleges, engaging more alums. Lastly, Ms. Cotton Kelly spoke about the upcoming UConn Forward event scheduled for October 7, 2019, which the Governor will be attending.

Mr. Kendig announced the latest edition of the UConn Magazine is mailing out and thanked the UConn Foundation for the collaboration producing the publication. Mr. Kendig also shared some of University Communications' work establishing a social media presence for the new president, as well as media visits and work done for the upcoming inauguration. He also touched on UConn Health Communications operations, now staffed with a new assistant vice president for health communications as well as a health

information officer. Lastly, he noted the successful collaboration with most schools and colleges having their communications folks more integrated with University Communications.

Ms. Lombardo provided an overview of the functions of the Office of Governmental Relations. She shared about the focus at the State Capitol tracking, supporting and sometimes opposing bills and efforts in Washington, D.C. on federal issues. Ms. Lombardo noted the extensive relationship building with elected officials, giving tours of the Storrs Campus, UConn Health and regional campus'. The Office organizes and sponsors events, hosting them at ribbon-cutting ceremonies.

Vice-chair Dennis-LaVigne adjourned the meeting at 1:55 p.m.

Respectfully submitted,

Jen Cote, Secretary to the Committee