**MEETING SCHEDULE**

Park Library  
FRIDAY, October 18, 2013

<table>
<thead>
<tr>
<th>DATE/TIME</th>
<th>ACTIVITY</th>
<th>LOCATION</th>
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</thead>
<tbody>
<tr>
<td><strong>Friday, October 18, 2013</strong></td>
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<tr>
<td>8:00 – 9:00 a.m.</td>
<td>Executive Committee – Breakfast meeting</td>
<td>Dean’s Conf Rm 407E</td>
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<tr>
<td>8:30 – 11:00 a.m.</td>
<td>Continental Breakfast</td>
<td>Baber Room</td>
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<tr>
<td>9:00 – 10:00 a.m.</td>
<td>Donor Relations &amp; Stewardship</td>
<td>Clarke Hist Library Rm 141</td>
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<tr>
<td>9:30 – 11:30 a.m.</td>
<td>Investment</td>
<td>Strosacker Room</td>
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<tr>
<td>11:30 – 2:00 p.m.</td>
<td>Buffet Lunch</td>
<td>Baber Room</td>
</tr>
<tr>
<td>12:00 – 1:00 p.m.</td>
<td>Planned Giving</td>
<td>Rm 211 E</td>
</tr>
<tr>
<td>1:00 – 2:00 p.m.</td>
<td>Athletics Development Committee</td>
<td>Rm 211 W</td>
</tr>
<tr>
<td>2:00 – 3:00 p.m.</td>
<td>Long Range Planning</td>
<td>Rm 211 E</td>
</tr>
<tr>
<td>3:00 – 4:00 p.m.</td>
<td>University Development</td>
<td>Rm 211 W</td>
</tr>
<tr>
<td>3:30 – 4:30 p.m.</td>
<td>Corporate &amp; Foundation Relations</td>
<td>Rm 211 E</td>
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<td>4:30 – 5:30 p.m.</td>
<td>Full Board</td>
<td>Strosacker Room</td>
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**Strolling Reception**  
Development Board members and Alumni Board members and guests  
Staff Lounge Rm 337  
5:45 p.m. – 7:30 p.m.
MEETING SCHEDULE
2014 CALENDAR

FEBRUARY 2014
Friday, February 7       Committee of the Whole          Naples, Florida
                        Strolling Reception/Alumni Reception

JUNE 2014
Thursday, June 5        Dinner                        University Center
Friday, June 6          Committee Meetings            University Center
                        Full Board Meeting

OCTOBER 2014
TBD
I. Welcome and Approval of Minutes
   August Hurt II

II. BioStar Review & Presentation
    (15-20 minutes – Tentative)
    Dr. Cannon, BioStar

III. Review of Investment Performance
     Chris Meyer, FEG

IV. BioStar Performance Review
    Chris Meyer, FEG

V. Real Assets Portfolio Construction
   Chris Meyer, FEG
   • Public/Private Real Estate

VI. Solutions to Accessing the Public Equity Markets
    Chris Meyer, FEG
    • Review of Overall Equity Portfolio
    • All Cap Manager vs. Sector Specific Managers

VII. Other Business
     Committee

VIII. Closed Executive Session
      Committee
INVESTMENT COMMITTEE MINUTES
June 7, 2013
9:30 – 11:00am, EST

Participants: Todd Anson, David Burdette, Lee Dow III, Gay Ebers, Todd Harter, Jan Hewlett, August Hurt, Doug Isles, Roger Kesseler, John Kulhavi, Kirk Love, Paul Richards, Jon Voigtman, Robert Wardrop II (via phone), and Kathy Wilbur.

Guests: Chris Meyer, Fund Evaluation Group (FEG), Mary Moran Hill, Kasie Natzel and Barrie Wilkes, Central Michigan University

Welcome and Approval of Minutes
August Hurt welcomed everyone. Motion was made to approve minutes from February 8, 2013 meeting, they were approved without changes.

Performance Review
Chris Meyer reviewed the endowment fund investment performance. Year to date, the portfolio was up almost 8.5%, focusing on last year large cap and international investments were strong. High yield has helped with the overall returns, and hedged strategies are doing what was expected of them, up 12%. When Chris was asked whether or not he had any concerns with any of the managers in the portfolio, he stated that Blair would be the only one he might have a concern with. He’s not concerned with the others because there have been no changes in management.

Responding to a prior request, Chris handed out a graph he prepared displaying the rolling 5 year returns for CRM. A member asked that the group take a look at CRM’s information ratio; another suggested the committee have a call in late July or August, with CRM on the line as well, to discuss mid-cap managers. The committee discussed possibly investing in the areas of real estate, emerging markets, and leveraged notes. Chris then reviewed the Capital Markets research materials, stating that FEG likes emerging markets, real energy assets, and real estate pockets of opportunities.

Asset Allocation Review, Tactical & Strategic
Chris recommended we reduce investment grade and add to emerging markets. Discussion took place with regards to better developing a strategy, rather than moving in as a “clump”. Chris agreed and stated that dollar cost average would be the best approach. The committee agreed to make the following rebalancing moves: Reduce US Equities by 3% (Vanguard Inst Index Fund, and DFA Small Cap Value Fund), increase Emerging Markets by 3% (DFA Emerging Markets), reduce Fixed Income by 3% (Loomis Sayles HI:I, non-investment grade cr), and increase Cash by 3%. These moves will bring the current and tactical targets more in line.

IPS – Split Hedged Equity & Diversifying Strategies
Chris presented the changes that FEG is recommending we make to the IPS. The changes were mostly nomenclature-related. A motion was made to vote on the changes, all committee members approved.
**Asset Allocation Study**
Real Assets (MLPs) and Bank Loans vs. High Yield were discussed as a part of the Asset Allocation Study. Real Assets are a pass through vehicle, have tax advantages, and might add protection in an inflationary environment. However, there is a risk that congress could pass new legislation that makes them taxable. Chris thinks this is unlikely because the U.S. wants to become energy independent. If the committee decides they’d like to go this route as a tactical move, funds within the Alerian MLP index should be considered. If the committee decides they would like this to be more of a long-term portfolio move, then the private partnership/direct method would be better. The committee agreed they would like Chris to put something together regarding MLPs for the upcoming conference call.

Bank Loans vs. High Yield were also discussed, and Chris explained that since bank loans are higher on the capital structure we don’t expect them to do as well over the long-term. However, he stated that he does like bank loans more than high yield. The committee asked Chris to pull together some bank loan managers to take a look at and discuss on the upcoming conference call. Chris said that now is the time to prepare ourselves for inflation, it might be slow, such as in Japan, but this is the time to do it.

**Fundamental Indexing Search**
Per the committee’s request, Chris brought research materials related to six Fundamental Indexing fund managers; Schwab Fundamental US Large Company, Research Affiliates Enhanced RAFI, PIMCO Fundamental Index PLUS, Revenue Shares Large Cap, Wisdom Tree Earnings 500, and Wisdom Tree Large Cap Dividend. Chris said that all of these have added value over the past five years. This might be a lower priority right now, but Chris thinks in the long run it might be something to consider. He feels that we should look at Fundamental Indexing as more of a long-term strategy, and a way to improve our large cap. The committee felt that more discussion was needed regarding this topic, and would like to see it on the agenda for the October meeting.

**Closed Executive Session**
A closed session was held to discuss the upcoming investment consultant RFP. Members were asked to submit contact information for anyone they would like to see the RFP materials sent to. The committee also decided they would like to start having monthly conference calls, Kasie will set these up.

The meeting was adjourned around noon.
DONOR RELATIONS & STEWARDSHIP COMMITTEE AGENDA

Friday, October 18, 2013
Park Library

Chair: Jeff Seeley
Vice-Chair: Cynthia Fitzgerald (Acting Chair)
Members: Al Cambridge, Mary Lou Hazleton, Dave Heeke, Philip Kintzele, Sherry Knight, Ira Kreft, John Kulhavi, Rick McGuirk, Mike Murray, Emily Palsrok, Anne Veltema

I. Welcome and Approval of Minutes
   Cynthia Fitzgerald

II. Direction of Donor Relations Committee Update
   Cynthia Fitzgerald

III. Update Activities
   • Retirees’ Brunch - Grandparents U Marcie Otteman/Gwynn Tilmann
   • Women’s Connection Gwynn Tilmann
   • CMED Saginaw Groundbreaking Kathy Wilbur/Christine Alwood

IV. Stewardship Transition Plan
    Kathy Wilbur

V. Other Business
   Cynthia Fitzgerald
Jeff Seeley (chair) welcomed everyone.

Minutes from the last meeting were unanimously approved.

Member introductions were completed.

**Update Donor Relations Activities**

**Opus 2013/2014** – Christine Alwood gave an overview of the event which took place on CMU’s campus on Saturday, April 6, 2013. A fundraising goal of $60,000 was set, and $62,000 was reached. The event will be held in Grand Rapids on Saturday, April 5, 2014. The chair for the 2014 event will be Steelcase, and there may possibly be honorary chairs. The goal for the Grand Rapids event will be to raise $100,000. A new lead sponsor level ($50,000) has been created.

Opus is not just a fundraiser; the other goals include student engagement and profiling our School of Music students in hopes of recruiting additional talented students.

**Scholarship and Endowment Student Engagement** (Christine Alwood)

The Scholarship and Endowment Luncheon was held at the Student Activity Center on Saturday, April 20. There was a record number of attendees again this year; an increase of 32.2%. We were expecting more than
400 attendees, so finding a space on campus to accommodate these increasing numbers is becoming a challenge.

This year, a videographer was on-hand at the luncheon to record a sampling of donors and student recipients. The students were asked to share how the receipt of scholarship money has impacted them; the donors were asked to share why they have chosen to give to CMU scholarships. Thanks to Bryan Griffin, the committee members were able to view some of the recordings. Bryan indicated that the video(s) were sent out to Development Officers this past week. We will be sharing the recordings via Alumni Relations emails, facebook, etc.

**Women’s Connection** – Christine explained that the Women’s Connection initiative started out as a way to connect to female CMU alumnae. In the 2007, the initial fundraising goal was $25,000. 1,897 donors have now raised more than $144,000. This year, we started selling special CMU scarves for $80/each. We continue to grow this initiative. There were more than 200 attendees at the Detroit area event this year. Mrs. Elizabeth Ross wanted to increase donations to award more scholarship money. In the past couple of years, via phonathon, we have increased the number of gifts.

**Barthwell Group Outreach** – Christine explained to the committee members that two events were scheduled to follow-up after the dinners held in the Detroit area. The College of Medicine event was held at the Detroit Athletic Club on May 16. Dr. Yoder addressed the attendees.

A Career Services event is scheduled for June 24 at the Detroit Athletic Club. We are hoping to engage business and provide internship and job opportunities.

**Annual Endowment Report Draft** – Christine reviewed a proposed change in the layout of the Annual Endowment Financial Reports. She asked the committee members for their comments and opinions.

It was stated that we want to increase the total endowment to $100 million. Some donors see the reports showing a loss and are concerned. We would like to show performance over 3, 5 and 10 year periods. The reports show a “snapshot” of the fund performance/value on one particular date; we have to sometimes send additional reports to explain that the value of a fund will fluctuate.

Committee members inquired about the time frame for preparing and mailing the reports annually. The information from Financial Services is available to us earlier, but not board-approved until after September. Members asked if the letters and reports could be merged prior to the Board approval. Per Bryan Griffin, more than $34,000 was donated after the financial reports were mailed last year. We could merge the letters and reports after we get the figures in September and have them ready to print in the event that no changes are necessary after the figures are audited by the Board. We mail these once/year. Donors/Contacts compare the reports to last year’s reports and determine how much is in the spendable.

**Bell Tower Society Corporate/Foundation Levels** – Kimberly Houston-Philpot reviewed some prospective giving levels for Corporations/Organizations/Foundations. To illustrate, she distributed materials – one showed a pyramid-shaped figure representing four different types of donors. The bottom section (Prospect level), currently comprising 45% of corporate/foundation donors, would ideally make up only 40% of corporate/foundation donors. The next level up (Acquaintance level), currently is at 24%; Kimberly proposes that Acquaintance level donors make up 30% of corporate/foundation donors. The next level up (Friend level) currently equals 24% of corporate/foundation donors. Kimberly proposes the Friend level should make up 20% of corporate/foundation donors. The very top level (Partner level) is 7% of donors of this type. Kimberly would like to see 10% of corporate/foundation donors at this level. Each donor level is defined by several criteria, including frequency of giving, geographic location of corporation/foundation, and connection to CMU.
The Director of Corporate and Foundation Relations position was vacant for approximately two and one-half years. All giving societies currently in place are designed more for individuals than corporations/foundations. The new framework will guide the actions of the CFR area.

It would be ideal to tailor plans for Partner level donors. It was suggested to ask Geoff Bartlett about his conclusions reached regarding his doctoral dissertation.

Kimberly indicated that Bell Tower Society should be for individual donors, not for corporate or foundation donors.

**Other Business** – Chair Jeff Seeley distributed materials and asked the committee members’ thoughts about the goals, functions, and expectations for the Donor Relations/Stewardship committee. He would like to put together a core group that could meet prior to the October meeting. He is willing to coordinate contacts and make sure that all CMU donors have unique and meaningful donor experiences. He suggested that we utilize volunteers more to enter into these CMU/donor experiences. John Kulhavi suggested talking to the Deans first. Jeff feels that we should identify the top 200 (start out with the top 25-50) donors “currently” (over the past 5-10 years) in CMU giving. We would need to distinguish between higher and lower level donors. We would need to address and determine the higher and lower levels. He proposes establishing criteria to classify ‘A’ and ‘B’ donors, developing plans to recognize the donors, and create an appropriate, interesting and meaningful experience for each top donor.

Meeting adjourned 2:00 p.m.
Central Michigan University
Office of Development and External Relations
cordially invites you to a complimentary

Retirees' Brunch

Friday, September 27, 2013
9:00 a.m. - 11:00 a.m.
Rotunda Room, Bovee University Center

Please respond by returning the enclosed RSVP card prior to September 23, 2013. Also to RSVP or for questions, please contact Gwynn Tilmann at (989) 774-7153 or email tilma1gs@cmich.edu.
Welcome
Michael A. Gealt
Executive Vice President/Provost, Central Michigan University

Featured Speakers
Annie Sanders
Associate Director of Alumni Relations at Central Michigan University
Marcie Otteman
Executive Director of Alumni Relations at Central Michigan University

Joined by past participants of GrandparentsU®

GrandparentsU® - A lifetime of memories

Held annually each June, this summer camp brings generations together for three days of fun and wonder on the campus of Central Michigan University! This experience includes hands-on educational sessions conducted by faculty members along with other fun activities for grandparents and children ages 8 to 12.

Participants eat and sleep in the residence halls, attend special classes together throughout the campus, and experience many highlights of CMU during GrandparentsU®.

The term Grandparents University® is a registered trademark originating at the University of Wisconsin-Madison, and is used with permission.

Available Parking:
♦ Lot 15—West of the U.C. is available for guests with health and/or mobility challenges.
♦ Lots 18 and 27
♦ Limited handicapped spacing directly in front of the U.C. in half circle drive.

With your help CMU can better support its brilliant faculty, provide for its diverse student body, and build a dynamic campus.

2013 Annual University Campaign
Sept. 27 - Dec. 6
1) **2013-2014 Events and Programs**

All events take place on Fridays from 11:30am-1:30pm and include a luncheon followed by the program:

**Southeast Michigan Area**  
Oct. 4, 2013 ~ Marriott, Troy  
Presentation: “Workplace Bullying: 10 Things to Know, 10 Things to Do”  
featuring Dr. Betty Kirby, Associate Dean, College of Education and Human Services and Dr. Holly Hoffman, Chair, Counseling & Special Education Department

**West Michigan Area**  
Oct. 25, 2013 ~ Meijer Gardens, Grand Rapids  
Presentation: “Creating Your Own Magic: Reinventing Yourself from the Outside - In”  
featuring Dr. Mildred Matlock, Chief Operating Officer, Detroit Receiving Hospital ~ Detroit Medical Center

**Tri/Bay/Thumb Area**  
Nov. 15, 2013 ~ Bay Valley Resort, Bay City  
Presentation: "A Powerful You"  
featuring Sherene McHenry, Ph.D., LPC  
Founder of Fully Engaged, LLC

**Central Michigan Area**  
Jan. 31, 2014 ~ UC Rotunda, Mt. Pleasant  
Presentation: “Workplace Bullying: 10 Things to Know, 10 Things to Do”  
featuring Dr. Betty Kirby, Associate Dean, College of Education and Human Services and Dr. Holly Hoffman, Chair, Counseling & Special Education Department

**Northwest Michigan Area**  
May 2, 2014 ~ Grand Traverse Resort, Traverse City  
Presentation: Happiness: Be a Fountain, not a Drain  
Featuring Dr. Joan Hornak  
CMU Professor Emeritus, Counseling and Special Education Department and ’65 Alum

2) **Scholarship Update**

**Financial Report (as of 10-08-13)**

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<th>Description</th>
<th>Amount</th>
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<td>Current Endowment Investment</td>
<td>$149,886.77</td>
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<td>+Scarves fundraising due to Endowment</td>
<td>$8,750.00</td>
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<td>+Outstanding Pledges due to Endowment</td>
<td>$1,942.44</td>
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<tr>
<td>Current Available Spendable</td>
<td>$3,353.43</td>
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<td>Total Individual Donors</td>
<td>2,059</td>
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**Award**

We are able to increase the award this academic year to $2,500 per student ($1,250/semester) = $5,000 total

**Recipients**


Alexandro was an incoming freshman in 2001. He is from household with a single mother, after losing his father to cancer in 2005. He also has a younger sister struggling with a wide range of disabilities, including cerebral palsy, that require full-time care from their mother. The family has survived off of Death Benefits from Social Security and the cost of college is entirely his responsibility to fund.

**Susan Taylor: 2013/2014 Academic Year**

Susan is a single parent who is about to begin her final year at CMU as an undergraduate student. She is going into Special Education and will begin her student teaching this Fall of 2013. In addition to her schooling and parenting responsibilities, Susan manages to be very involved with campus organizations, local community service projects and extracurricular activities with her son. Just to name a few, Susan participates with Special Olympics, The National Honor Society of Leadership & Success, Golden Key International Society, the Disability Awareness Committee and the Web Governance Committee. As a future teacher, Susan intends to help students reach their fullest potential and specifically hopes to one day work with students who have Autism.
PLANNED GIVING COMMITTEE AGENDA

Friday, October 18, 2013
Park Library
Room 211 E
12:00 p.m. – 1:00 p.m.

Chair: Kirk Love
Vice-Chair: Gay Ebers-Franckowiak

Members: Al Cambridge, Ed Grant, Todd Harter, Mary Lou Hazleton, Greg Housner, Doug Iles, Philip Kintzele, Jill LeBourdais, Mike Morris, Jan Hewlett, and Bryan Weiferich

I. Welcome and Approval of Minutes Kirk Love
II. Gift Expectancy Report Kirk Love/Ted Tolcher
III. Five Year Gift Report Kirk Love/Ted Tolcher
IV. Public Broadcasting Estate Planning Ads Geoff Bartlett/Ted Tolcher
V. Centralight Ads Ted Tolcher
VI. Results of two previous marketing campaigns Ted Tolcher
VII. Building an Advisory Network Kirk Love/Ted Tolcher
VIII. IRA Presentation Ted Tolcher
IX. Legacy Society Rich Juday
PLANNED GIVING COMMITTEE MINUTES
Friday, June 7, 2013
Bovee University Center
Terrace Room A
11:00 a.m. – 12:00 Noon

Present: Kirk Love, Gay Ebers-Franckowiak, Mary Lou Hazleton, Mike O’Donnell, Mike Morris, Ed Grant, Doug Iles, Al Cambridge, Todd Harter, Greg Housner, Philip Kintzele, Jill LeBourdais, Jan Hewlett

Guests: Rich Juday, JoAnn Hinds, Kathy Wilbur, Ted Tolcher, Eric Clark

Approval of Minutes and Meet New Members

Committee unanimously approved the minutes from the February 8, 2013 meeting minutes from Naples.

Progress on website

CMU has selected and moved our service for our planned giving webpage provider to Pentera. Showed committee new webpage and looked at banners, pictures, news & legislation section, life stages planner, Legacy Society, e-brochures and many other links and pages. We are happy with the service thus far and are looking forward to working with Pentera.

Marketing plan - 2013

Shared a copy of the previous newsletter so that the committee could see what the format looks like now that we are working with Pentera. CMU will have 3 “mini” campaigns each year. Each campaign will have a newsletter, postcard and e-newsletter all providing the same subject and donor story.

CHIP update

Provided a brief reminder about what the CHIP (Centennial Heritage Investment Program) policies are and what has been decided to be done with them. Each college will decide if they would like to cash in or leave them as is. Ted and the Deans will meet.
Comerica update

Assets have been transferred for our gift annuity program, payments have been made to the annuitants and things are going smoothly after the transition.

Legislation

Congress is looking at reforms. We probably won’t know anything until the end of the year.

Submitted by Rose Best
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<tr>
<td>Planned Gifts</td>
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<td>$1,902,200.00</td>
<td>$95,000.00</td>
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<td>$11,588,849.00</td>
<td>$783,729.00</td>
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**Central Michigan University - Planned Giving Totals**
Central Michigan University
Legacy Society Expectancy Chart—**Dollars**

**Total Dollars Expected**
$28,373,678

Central Michigan University
Legacy Society Expectancy Chart—**Donors**

**Total Donors Expected**
281
I. Welcome and Approval of Minutes
   Greg Housner

II. Athletic Director’s Report
    Dave Heeke

III. Chippewa Athletic Fund Report
     Craig Willey/Brian Brunner
     CAF Report:
     2012-2013 Annual Fund Summary
     Fundraising Summary and comparison
     Chippewa Champion membership update
     Chippewa Challenge Review
     Touchdown Terrace

IV. Events Center Update
    Bob Heller
    Quicken Loans Proposal
    Capital Project Goals:
    Atrium/Pillars
    Borrelli/Sherwood Wrestling Room
    Performance Development Center
    Athletic Director’s Suite, Away Games, Invited Guests

V. Mentoring Program Progress Report
   Jay Phillion/Greg Housner
   Tera Albrecht/Jeremy Ploch

VII. Other Topics: 
     Dave Heeke
Athletics Development Committee Minutes

Friday, June 7, 2013
Terrace A
University Center
2:00 – 3:00 p.m.

Chair: Jay Phillion
Vice Chair: Greg Housner

Present: Richard Featheringham, Ed Fernandez, Dave Heeke, Dave Keilitz, John Kulhavi, Rick McGuirk, Jay Phillion, Jeff Seeley, Greg Housner

Absent: Todd Anson, Mike Buell, Kim Thompson, Bob Heller

Guests: Craig Willey, Brian Brunner, Derek van der Merwe, Ted Tolcher, Mike Tierney, Paul Richards

The minutes were approved from the last meeting with no changes.

Athletic Director’s Report – Dave Heeke reminded everyone of a few things. First, a Women’s Golf Coach has been hired and that program is off and running. Head Coach Tim Beidleman will recruit for a year and then begin competition Fall 2014. CMU will also add Women’s Lacrosse, hiring a coach next summer (2014) and then again follow a similar pattern – recruit for a year and then compete (2015-16). Eric Fisher was the #1 Draft choice, which has been tremendous for the University and Athletics. There has been an increased interest in recruiting for the football program and exposure for the University. It has been measured by many as the single biggest event that has ever happened to the University, exposure wise – it was quite remarkable. Sports Information Staff chronicled the whole thing in New York so there is a lot of information for the archives. Eric represented himself and CMU well on a national stage. On the academics side, 252 athletes had a 3.0 GPA or better this past semester. Overall GPA for the semester was 3.118 up from the Fall 2012 GPA of 3.1. The overall semester GPA for females was a 3.36 and 2.9 for males. Women’s Softball was the highest GPA with a little over a 3.5, Field Hockey also had a little over a 3.5, and Soccer had a 3.5. Those were the top three GPAs. For men’s teams, Cross Country had the highest GPA with 3.4. There were seven women’s programs that had a GPA over 3.0 and two men’s programs (Cross Country and Baseball). 47% of male athletes and 78% of female athletes had a 3.0 GPA or higher. Overall 140 student athletes had a 3.5 GPA or better for the spring semester and 25 student-athletes (nine men and sixteen women) had a perfect 4.0 for the semester. The overall GPA was 3.158 for the year, the highest it’s been since 1997. There will be five home football games this fall, opening at home against New Hampshire.
Homecoming is October 19 versus Northern Illinois. Football opens the season at University of Michigan.

Dave then went through a Future Projects PowerPoint presentation. While there is nothing we’re moving forward on yet, this would be our priority for future projects. As we talk about master planning a capitol campaign, and future fundraising endeavors, this is where Athletics would be centered. These projects are not etched in stone. The first project is the Performance Development Center at Theunissen Stadium for Baseball. It will be a new indoor training center primarily for hitting and pitching. One of the challenges going forward is the amount of space we will need indoors at the IAC with two new sports and additional student athletes. This would be located southeast of the clubhouse, along the left field line. There would be three cages and two mounds. It be a climate-controlled, year-round facility. It would butt up to the current bullpen and, if possible, connect to the current building. Cost will determine a lot of things so the project may have to be value-engineered a little bit. If possible we would like it to connect to the current building. There would be a small training room addition, some storage, and a surface for hitting, pitching and a little bit of ground ball activity. The second project is the Kelly/Shorts Stadium north end zone complex. We are trying to meld this into a project not only for football, but also for additional needs. With additional sports coming on, there is a need for additional offices and additional space for athletes’ training room facilities and this would be an opportunity to meet those needs. It would also be an enhancement of our overall north end zone, the traditional main entrance to Kelly/Shorts. We would like to build a plaza entryway but again, these are general concepts. There would be a 24-hour entry to this building because it would be a functioning building every day. The concept is a two-story building with seating in front, some type of luxury/club seating that would be revenue generating to help pay off the debt accumulated for a project like this. The bottom level would house support facilities. The functionality of the current building is a challenge as far as toilets, showers, and a small training room. We are just running out of square footage with 100-200 people going in and out of that building every day. Jay Phillion asked about the ease of selling a suite located on the end zone. Dave noted that it was a good point and they are gathering as much information as possible at this stage. Derek van der Merwe added that there would be some multi-functional use space as well, which could be used to host donors, hold game-day meetings, etc. The initial budget for the baseball hitting facility is over $2 million. They would like to get that down to about $1.5 million to make it a doable project. This project is likely to happen much sooner and there are already a number of people interested in it. The football project is estimated at $16 million as is. We’re looking at a number of different revenue streams for this. It would likely involve a $6+ million campaign (athletics exclusive). There is potential for $10 million in other revenues that is still being negotiated. Jay Phillion commented that the projects look good and the current stadium looks outdated.

Dave Heeke also mentioned that Derek has accepted the Athletic Director position at Austin Peay and he will be missed. John Kulhavi asked who questions should be directed to in Derek’s absence. Dave said he will look to reorganize some things in the future, but that everyone should feel free contact him or other staff members.

Chippewa Athletic Fund report – Brian Brunner presented a fundraising summary and comparison of where the CAF is to date compared to last year. The numbers are very encouraging and we are ahead about $50,000 from where we were last year at this point. Having an Assistant Director on staff this year and having Craig Willey work closely with the ticketing
area have both helped the CAF this year. The goal for 2012-13 is a 6% increase over last year, roughly $1.36 million. The Chippewa Champions program continues to grow as it heads into year three. Some programs have been able to hit their stretch goal of getting 50 Champions. Richard Featheringham brought up the idea of having a Football Champions program. Brian responded that the entire Champions program was modeled off of the 1100 Club and there is hesitation to diminish the value of that program. Donors can still give $500 to the Football Championship Fund, and while they may not be a member of the 1100 club, their funds would still be going to the same fund and utilized in the same way. Dave Heeke added that we also don’t want to erode the annual giving to the Chippewa Club (which would create some serious issues for our programs) with these above and beyond giving programs. Paul Richards asked how many members had joined or not renewed their 1100 Club membership. Brian said the situation is very fluid and that he could bring those numbers in the fall once the fiscal year had ended. Mike Tierney suggested holding an 1100 Club event both in Detroit and Grand Rapids. Brian agreed that this would be a good idea to engage members who cannot make it to campus. Dave Keilitz asked where Women’s Basketball was finding all of their Champions – were these new members or where are they coming from? Brian responded that there were a lot of new members, but the program has a large niche following. Women’s Basketball also does a really great job with their events and their court side seating is a Chippewa Champion exclusive. Dave wanted to confirm that those donors weren’t pulling support from elsewhere to give to Women’s Basketball. Brian said this is the case with a couple of the Champions, but not the case overall. Greg Housner asked what Women’s Basketball was doing beyond other programs, since they have had such great success with their Champions program. Brian explained that Women’s Basketball is one of the top three sports that CMU has, in terms of visibility. The program has also had a lot of success, but Sue Guevara and her staff get most of the credit because they have really made the effort to engage with the donors. Dave Heeke also said that Sue has gotten connected with some high profile women’s organizations in our community. Many times these are people who weren’t familiar with the athletics’ side and how to get involved and this started some really good word of mouth within the community. John Kulhavi added that in short, Sue asks for the money. She is very astute and has that personal touch to those who support her program.

Lastly, the 4th Annual Chippewa Challenge Golf Outing is next Friday. Pre-outing revenues are ahead of where we were last year. Wrestling in particular has done an outstanding job in meeting the challenge to help us meet our goals and have raised over $6,500 alone through an initiative called Chip Shots where the student-athletes wrote letters to high school wrestling clubs and people in their local communities.

C-Rings have been delivered from the relaunched program. There has been a great response from a number of people who received their rings and are looking forward to wearing them as a symbol of their pride.

Craig Willey gave the Events Center update in Bob Heller’s absence. Craig handed out an Organizational Chart to give a better picture of how the fundraising area is organized. At the first of the year Brian Brunner was promoted to Director of the Chippewa Athletic Fund. As a part of that, he oversees all of the annual fund activities (Chippewa Club, Chippewa Champions, and 1100 Club) and the staff that supports him, which includes Ginger Kaufman, our Office
Professional, and Alysha Anders, our Assistant Director. Brian continues to report to Craig. Craig has taken on some additional responsibilities with our ticket operations and ticket sales and will also assume some sport management responsibilities with our Wrestling program this upcoming year. As always, Bob Heller is our major gifts officer, our senior development officer. His focus is on major gifts, capital projects, scholarships, endowments, etc.

In regard to the Events Center, Bob wanted to let you know about a very nice development. He is in conversations with Quicken Loans in Detroit. Nothing is in final form, but Bob has worked with our corporate relations and foundation staff on campus to prepare a proposal that would be a $10 million ask that has to do with naming right to the building. The goal is for this proposal to be in its final form and be submitted in June. Ted Tolcher confirmed that the gift would be for ten-year naming rights. John Kulhavi, as Events Center Committee Chair, said the committee would like some closure on the 2.8 million outstanding on the building. Not much progress has been made on wrapping that up. Dave Heeke agreed to help convene a meeting to help come up with a plan to finish raising the 2.8 million. Ted said that a part of this is the Borelli/Sherwood project that is going on.

Jay Phillion reported on the mentoring program. We are now at the point where we have our first class of nine mentees paired with nine mentors. All of the mentors are very excited and feel they can really help some of these students who are now in their last year of school. The formal kickoff will be August 23rd where the mentors and mentees will come together for the first time with an overall program review, a meet and greet, and a dinner. At our next meeting I’ll be able to report back on how the event went. We have a formal mentoring manual available for you to look at. Dave Heeke said this will be a great connection with a CMU alum for the student-athletes down the road.

Mike Tierney suggested scheduling the Development Board Meeting on the Thursday before the Chippewa Challenge. Both Jay Phillion and Jeff Seeley agreed that this was a very good idea.

Paul Richards commended the Chippewa Athletic Fund on their follow-through in asking for donations. He suggested showing the potential donor a picture of what they can help accomplish. Sometimes people don’t read text, but they will look at photos. He thought this may help donors better relate to the projects.

On behalf of the committee and the board as a whole, Paul Richards thanked Jay Phillion for his tenure as committee chair. He also thanked Greg Housner for filling Jay’s shoes as chair this fall.

John Kulhavi noted that while he usually receives a phone call to donate memorabilia for the Chippewa Challenge silent auction, he did not receive a call this year. Brian Brunner said they are absolutely willing to accept something if John has a piece he is willing to donate.

Meeting adjourned 3:00 p.m.
LONG RANGE PLANNING COMMITTEE AGENDA
Park Library
Friday, October 18, 2013
2:00 p.m. – 3:00 p.m.
Room 211 E

Chair: Mike Murray
Vice-Chair: Jim Fabiano II


I. Welcome and Approval of Minutes

II. Crowd-Funding

III. Progress on CAH upgrades

IV. Staff Structure/New Employees

V. Other Business
Chair: Mike Murray
Vice-Chair: Jim Fabiano, II

Present: Rick Barz, Cynthia Fitzgerald, Ed Grant, August Hurt, Mike Murray, Jim O’Laughlin

Absent: Lee Dow, Jim Fabiano, Richard Featheringham, Ed Fernandez, Chris Ingersoll, John O’Connell, Michelle Szymczak

Guests: Geoff Bartlett, Dave Bunting, Eric Clark, Bryan Griffin, Steve Lawrence, Paul Richards, Ted Tolcher

Mike Murray welcomed the committee. Minutes were approved with no changes.

Steve Lawrence presented the 10 year Campus Master Plan. At George Ross’ request, this plan came to be after the CMU Strategic Plan was developed and after “academic prioritization” was completed. An “all encompassing” approach to developing the plan was used. Steve mentioned 5 different firms that were involved in different aspects of the project. The “big issue” identified in the academic area on campus was Lab Space. The new bioscience building will help that substantially. The big short fall in auxiliary space was identified as “student center” space. Average campus building is more than 40 years old. Most of these buildings have the original systems in them which means 1) high maintenance costs today, 2) many systems are inefficient, and 3) a lot of systems will need replacing in the near future. Many building roofs are currently older than their designed life expectancies.

There are two large infrastructure projects that are expected to taken to the BOT for approval:

- New steam line installation with a cost of 4.5 million. This will allow a second steam line to leave the power house which will improve the heating in the buildings on south campus.
- Enhance the chilled water loop and add chillers at a cost of $3 – 6 million depending on the number of chillers needed.

The land use element of the plan looks out 50 years from now and may never happen as documented. It provides a guide for how future building/road/parking development should be done.
The list of over 200 capital projects was first winnowed down to 42 projects at a cost of $700 million. This list was pared down again to a list of 17 projects - $400 million (includes the bioscience building, CMED Saginaw, expansion of HP Building, refurbish Brooks, football end-zone/locker/office space project, light safety/fire protection, Grawn replacement, repurpose some library space, and others). After presenting this list to President Ross, he wants to review the list of 42.

The capital projects list proposal is expected to be completed by August 2013 with presentation to the BOT anticipated in September 2013.

Bryan Griffin gave a presentation of On-Line Credit Card Giving. The current on-line form is out dated and cumbersome for the user. When a giver wants to make a donation they currently need to fill out the on-line giving form and then connect to another site to make the actual credit card payment. There was a recent IT update that interrupted the link between the online form and the credit card site that caused several donors to abort the process because of the problem. This caused a potential loss of $5,000. Athletics is calling the donors that were affected by this problem but it does cause frustration for the user and additional time involvement from the staff.

Bryan worked with Eric Clark to develop a new online giving form for the Student Emergency Fund using PayPal. This new test site it much more user friendly. It was tested with Marcie Otteman as the user. It took her fifteen minutes to complete the current on-line giving form and only three minutes to complete the test version. This test version will also auto fill whereas the current version does not and it is easily accessed by phone.

Development has been working with IT for the last four years but still no solution. Last year there were 90,000 online donors and so far this year we are at 157,000. It is imperative to improve the On-Line Credit Card Giving form because this is the trend of the future. We don’t want to lose out on gifts because of a difficult website.

Bryan and Eric are also working on developing Crowd Funding projects.

Dave Bunting updated the committee on the repairs that will be taking place at the Carlin Alumni House. These improvements will be coming out of surplus CAH funds. The CAH derived at the excess funds when not filling positions, etc. These are necessary updates and not cosmetic renovations:

Current scheduled repairs/improvements:
- Replace awnings on the building (current ones are weathered and torn)
- Update reception area (current area is very outdated)
- Update kitchen space (old tile was cracked)
- The entire interior will be painted. It has been thirteen years since the last paint job.

Would also like the following updates:
- Removal of the three nonworking window unit air conditioners
- Update the alarm system

Meeting was adjourned.
UNIVERSITY DEVELOPMENT COMMITTEE AGENDA

Friday, October 18, 2013

Park Library

Rm 211 W

3:00 – 4:00 p.m.

Chair: JoAnn Hinds
Vice-Chair: Gary Collins

Members: Todd Anson, Mike O’Donnell, David Heeke, Jim Fabiano II, Doug Iles, Dave Keilitz, Robert Kennedy, Sherry Knight, John O’Connell, Kim Thompson, Jon Voigtman, Robb Wardrop, Amy McIntosh

I. Welcome and Approval of Minutes
   JoAnn Hinds

II. Student Emergency Fund Update
    Bryan Griffin

III. Annual University Campaign
     Bryan Griffin

IV. Crowdfunding Update
    Bryan Griffin

V. Facebook Update
   Bryan Griffin

VI. Growth of Online Giving vs Phonathon
    Bryan Griffin

VII. Other Business
     All
The minutes from the February 8, 2013 meeting were unanimously approved with no changes.

**Admissions Project** - Bryan Griffin gave a presentation on the Phonathon/Admissions Project - Phase 1. The CMU Phonathon was approached by Admissions to assist in contacting potential CMU students who had signed up for orientation but had not paid. Admissions was manually calling those students. Phonathon contacted 1,393 students out of 2,400. We were able to secure 14 students for fall orientation who paid via credit card and could potentially generate over $628,000 while at CMU. Of the remaining numbers, 277 potential students said they would attend CMU, 588 were undecided and 430 were not attending CMU. The Phonathon provided reasons why the students were not attending CMU on a daily basis. Emails were sent to the 277 students that said they would attend orientation. The project concluded in 5 days using the Phonathon whereas manually it would have taken 36 days. This program can be provided on a more regular basis and is brand new this year. Going forward we would plan to start the program earlier.

**Student Connect Facebook Program**
CMU Facebook fan update – on 5/22/12 we had 28,280 fans. As of 5/23/13 we had 41,034 fans. We added 12,737 new fans, with an increase of 45.93%. This was mostly due to the CMU vs. MSU Facebook Fan contest held between 8/9 and 9/8. Our alumni Facebook page is 1st in the MAC and 2nd in the Big Ten behind U of M with 45,558 and 6th in the nation when compared to other alumni association Facebook pages. The Senior Connect winner, Ryanne Watson, was promoted on Facebook.

Our Twitter followers as of 6/12/12 were at 2,100. As of 5/23/13 we had 2,984 Twitter fans, adding 884 new followers with an increase of 42%. The LinkedIn Group members as of 6/12/12 were over 12,000. As of 5/23/13, LinkedIn has 14,599 members, adding 2,599 new members with an increase of 21.66%. Out of 381 clicks on the donation page, only 30 people gave. The giving page needs to work better in a mobile environment. An engagement app is coming up for an alumni game that we are working on with University Communications.
**Student Emergency/Parents Fund**

The Student Emergency Fund - All funds raised for the Senior Class gift will go to the Student Emergency Fund instead of the ‘Making Our Mark’ scholarship. The CMU 2013 Senior Class campaign goals are to connect 1,000 graduating seniors to our alumni Facebook page, increase the number of donors to over 450 which would set a record and to increase the participation rate – all through our CMU Phonathon. Donors who give to the Senior Class campaign are entitled to purchase an engraved brick, which is placed along the sidewalks of Warriner Mall. We lowered the brick price from $30 to $20.13, the class graduation year which has helped increase the number of donations and bricks purchased.

The Parents Fund – This fund is used for Safe Rides, the Take Care Initiative and the Parents newsletter to name a few. In 2010, a record year for the Parents Fund, we raised over $90,000 and over 2,000 donors compared to over $88,000 raised and over 1,900 in 2013 – our 2\textsuperscript{nd} best year overall.

Meeting adjourned 4:00 p.m.
Student Emergency Fund Update

GIVE ONCE. HELP TWICE.

There's never been a better time to give to CMU. Through the generosity of an anonymous donor, all Student Emergency Fund donations will be matched until our goal of $50,000 is met.
Help a CMU Student in Need

Sometimes our students are faced with unexpected family emergencies that put them up against both emotional and financial obstacles. The Student Emergency Fund helps CMU students make ends meet so they can continue on their path to a CMU degree. The following are real stories; to protect privacy, no names have been shared.

A CMU senior was working two waitressing jobs to stay afloat when she got word that her mother’s cancer had returned. The diagnosis meant numerous trips to Ann Arbor and a bone marrow transplant. With the help of $740 from the Student Emergency Fund, the student was able to cut down her hours at work to be with her mother during her medical treatments, and still graduate as planned.

A hearing impaired student with a 3.0 GPA faced a difficult decision. When her hearing aid broke, it threatened her ability to follow along in class. With the help of $170 from the Student Emergency Fund, the student was able to get her hearing aid repaired quickly.

A student was almost a sophomore when his parents divorced. It was a stressful time, as one parent moved north while the other headed to Florida, leaving the student to fend for himself. With the additional expenses of setting up new homes, neither parent could help with additional college costs. The Student Emergency Fund stepped in with $800 to help the student purchase books for two semesters.
Online Donation

Complete this short form to securely send your donation.

Your information

- Campaign
- First name: Etc.
- Last name: Clark
- Address: 510 N. Clinch Ave
- City: Mount Pleasant
- State: Michigan
- Zip: 48858
- Phone: 602-613-4778
- Email: cmugreen.com

Do not publish my donation

Donation details

- Donation type
- Amount: One time
  - $10.00
  - $25.00
  - $100.00
  - $500.00
  - $1000.00

Payment method

- Check / Money Order
- Credit Card

Credit card number

Expiration date

Card (CVV) code

Card type: Visa
Student Emergency Fund – Overall Goal

Raise - $25,000 by December 31\textsuperscript{st} 2013

Match - $25,000

Total for the SEF - $50,000
## Student Emergency Fund – Fundraising Update

### Student Emergency Fund Update 10-04-2013

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<th>Source</th>
<th>Dollars</th>
<th>Donors</th>
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<td>Phonathon</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$17,444</strong></td>
<td><strong>663</strong></td>
</tr>
</tbody>
</table>

### 2013 SEF Donation Goal

- **Current Donations with Match**: $34,888.00
- Donation goal last updated on October 4, 2013
2013 Annual University Campaign

Date and Specifics of the Campaign

Started retiree campaign on September 27\textsuperscript{th} at retiree brunch.
Al Quick is the chair of the retiree campaign.
October 14\textsuperscript{th} through December 6\textsuperscript{th}
Goal - $1,000,000. Last year we raised over $892,000.
1,050 donors = highest participation rate ever for the campaign.
Match – The University will again match $1 for every $2 given
FundCMU is the official Central Michigan University crowdfunding platform that connects students, faculty, staff, alumni and friends interested in supporting specific projects.

Please support our featured programs by donating online and by sharing a project page with your family and friends. Click on a project below to learn more. Make an impact on CMU today!
Facebook Update – Football Forecaster App

CURRENT ENGAGEMENT AS OF OCTOBER 3, 2013

356 NEW LIKES VIA APP
1313 APP VIEWS
1006 APP PARTICIPANTS

243 PEOPLE SHARED APP
72,238 SHARED TO PEOPLE
Seven Days of Homecoming Campaign takes place over a 7 day period.

New demographic is collected each day someone enters the campaign (mobile #, email, birthday.

A CMU branded prize will be promoted every day.
I. Welcome and Approval of June 2013 Minutes
   Mike Morris/Michelle Szymbczak

II. Review:
    Kimberly Houston-Philpot/All
    a. June Meeting Actions
    b. CFR Results/Accomplishments

III. CFR Committee Assistance in Donor Management

IV. Update:
    a. CFR Strategic Goals - Implementation Plan
    b. Donor Relationship Model – Strategic Assessment

V. Other/Miscellaneous
   Mike Morris/Michelle Szymbczak
Corporate and Foundation Relation Committee
Minutes
Friday, June 7, 2013
University Center – Terrace C
4:00 – 5:00 p.m.

Chair: Michelle Szymczak
Vice Chair: Mike Morris

Present: Rick Barz, Emily Palsrok, Mike Reed, Gary Collins, August Hurt, Robert Kennedy, Jim O’Laughlin, Ira Kreft, Jeff Seeley, Paul Richards, Ted Tolcher, Caprice Hazen, Kelley Bowers, Ryan Buckley, Kimberly Houston-Philpot

Absent: Michelle Szymczak, Jay Phillion, Chris Ingersoll

Mike Morris welcomed the Board. February committee minutes were approved with no changes.

Kimberly Houston-Philpot delivered a PowerPoint presentation which highlighted the following areas:

- CFR Strategic Priorities & Goals Update
- CFR “Relationship Management Framework”
- 2013 YTD Grant Submissions Activity

Committee Comments, Questions and Insights:

Committee wanted to know the % of CFR grants requests made outside the state of Michigan and also requested a more detailed report that summarized CFR Grants Submitted, In Process and Completed (e.g. decision made). This information will be forwarded to CFR Committee members. Suggestions were made to include Development Board members in the proposal processes by leveraging their relationships through email notification of current proposals. It was also suggested that LinkedIn “Premium” social media be utilized as an asset to discovering professional connections. The committee also requested a detailed implementation plan for the 2013-2015 CFR strategic goals and a strategic assessment of each donor category in the newly developed Relationship Management Framework

Committee adjourned @ 5:00 p.m.
FULL BOARD AGENDA

FRIDAY, OCTOBER 18, 2013
4:30 – 5:30 P.M.

PARK LIBRARY
STROSACKER ROOM

CALL TO ORDER & WELCOME           PAUL RICHARDS
APPROVAL OF FULL BOARD MINUTES      PAUL RICHARDS
PRESIDENT’S REPORT                  DR. GEORGE ROSS
VICE PRESIDENT’S REPORT             KATHY WILBUR
INTRODUCTION OF DR. MICHAEL GEALT, PROVOST KATHY WILBUR
ALUMNI REPORT                       MARCIE OTTEMAN
ENROLLMENT/ADMISSIONS REPORT        STEVEN JOHNSON
COMMITTEE REPORTS                   COMMITTEE CHAIRS
ADJOURN MEETING                     PAUL RICHARDS
Full Board Minutes
Session I and II
Bovee University Center – Rotunda
June 7, 2013

Chair: Paul Richards
Vice Chair: John Kulhavi
Present:
Todd Anson, Rick Barz, David Burdette, Al Cambridge, Gary Collins, Lee Dow, Gay Ebers-Franckowiak, Richard Featheringham, Cynthia Fitzgerald, Ed Grant, Todd Harter, Mary Lou Hazleton, Dave Heeke, Jan Hewlett, JoAnn Hinds, Greg Housner, August Hurt, Doug Iles, Dave Keilitz, Robert Kennedy, Phil Kintzele, Sherry Knight, Ira Kreft, Jill LeBourdais, Kirk Love, Rick McGuirk, Mike Morris, Mike Murray, Mike O’Donnell, Jim O’Laughlin, Emily Palsrok, Jay Phillion, Al Quick, Mike Reed, George Ross, Jeff Seeley, Michelle Szymczak, Mike Tierney, Ted Tolcher, John Voughtman, Robb Wardrop, Kathy Wilbur
Absent: Mike Buell, Jim Fabiano II, Ed Fernandez, Chris Ingersoll, Bill Johnson, Roger Kesseler, Ted Kortes, Robert McCabe, John O’Connell, Gary Shapiro, Sid Smith, Clarence Tuma
Staff present: Marcie Otteman, Christine Alwood, and Charla Miller

Session I
President Report
President Ross thanked chair for accommodating his schedule as he has to travel out of town. President Ross announced the appointment of a new Provost, Dr. Michael Gealt who will on start August 1, 2013. Dr. Gealt is from Little Rock, Arkansas, University of Arkansas and comes to CMU with vast amount of experience in the academic world.

President Ross indicated that we have seated our inaugural College of Medicine class of 64 students. The CMED Admissions Committee reviewed thousands of applications and interviewed hundreds of applicants, but were able to narrow the pool down to 64 students, along with a wait list of students all with high academic scores and credentials necessary for a successful medical student. A White Coat ceremony will be held on August 3. Families of the students along with faculty and staff of CMU are invited and classes will start August 12. President Ross is very proud of the fact that faculty are place, staff are in place, facility is ready and we are moving forward.
The Board of Trustees in April approved President Ross to move forward with Phase I on the construction of CMED East Campus in Saginaw which will be housed on the campuses of Covenant and St. Mary’s Hospital.

Also in April, the Board of Trustees approved the largest capital outlay project in the history of CMU, the building of a new Bioscience Building. The estimated cost is $95.2 million. Thirty million dollars will be provided by the State, there will be loans, allocated CMU dollars from construction reserves and some fundraising to pay for the cost of the building. The building is still in the planning and design stages and it is expected that ground will be broken in the spring of 2014 and completion is expected in the spring of 2017. Enrollment in the biosciences has doubled in the last few years and as you are all aware, the sciences have only grown by leaps and bounds. Unfortunately our physical space have not kept up with the demand as we are still providing bioscience educational needs in a very antiquated building (Brooks Hall) that was built in the early 1960s.

At the July Board of Trustees meeting, CMU Master Plan will be presented to the Board for their review and will hopefully be approved by the Board at their September meeting. The Master Plan will encompass the next 10 years of building and growth at CMU and will provide us with our roadmap for the future. When it has been approved, it will be shared with the Development Board. Also at the September Board meeting, the Enrollment Management Plan and Strategic Plan will hopefully be approved by the Board of Trustees as well.

**Vice President Report**

Kathy Wilbur also thanked the Board for their willingness to accommodate her traveling schedule today. She indicated that Dr. Ross is leaving today to be honored by the Michigan Chronicle who has honored Dr. Ross with the Man of Excellence Award.

Also, our own Marcie Otteman was recognized as a Woman of Excellence by her peers at CMU in April and Ed Grant received the very prestigious Pioneer Award from the Michigan Association of Public Broadcasting.

VP Wilbur also announced that she has been making some reorganizational changes in the Development and External Relations specifically in the area of technology in that some staff have been realigned to better utilize and increase technology services for Development Officers/staff. We currently have some key Development Officer vacancies in CMED, Global Campus and Science and Technology. We are hoping to conclude the searches and hire staff sometime this summer or early fall. An updated organizational chart was distributed to all Development Board members in attendance.

VP Wilbur also discussed a future CMU Capital Campaign, which will have ties to the Master plan, Strategic Plan and new Enrollment Management Plan which are all very critical pieces to the campaign.
Session II

Chair Paul Richards presented a motion to approve minutes from February 8, 2013 meeting. Unanimously approved.

Elections:

Paul Richards indicated that at this morning’s session of the Executive Committee, the slate of Development Board members whose terms expired in June 2013 were approved to be presented to the Full Board. The following members were unanimously reelected for another three year term which expires in June 2016. Todd Anson, Rick Barz, Mike Buell, Jim Fabiano II, JoAnn Hinds, Doug Iles, John Kulhavi, Mike Murray, Jim O’Laughlin (Associate), Mike Reed, Paul Richards, Kim Thompson. The following were approved by the Executive Committee as potential new members, pending their acceptance and unanimously approved the the Full Board. Dina Reed, Dr. Amy McIntosh, Floyd Wilson, Bryan Wieferich (Associate), Anne Veltema (Associate), and Michael Justin Thomas (Associate).

Bioscience Building Update:

Steve Lawrence, Associate Vice President, Facilities Management discussed the current design planning phase of the Bioscience Building which is expected to break ground in the spring of 2014 and completed in the spring of 2017 with classes starting in August 2017. This will be a 158,000 square foot building with non-academic space, and very versatile lab and research space with energy conservation construction. The demolition of the last four Washington Apartments will allow for the space for the building. Brooks Hall will continue to be used for freshman and sophomore classes.

Alumni Report

Marcie Otteman, Alumni Relations Director distributed the recent Alumni brochure that was designed by University Communications to be used in mailings and upcoming Alumni events which is designed to encourage alumni to rediscover their Chippewa Pride. Gold memberships has increased by 15% in the last year. There has also been an increase of 978 CMU alumni license plates sold since last year due to social media and we do receive revenue from the State of Michigan for every sale of the license plate. Over 12,000 plates have been sold and we are still ahead of Western Michigan University.

Alumni Relations has formed a partnership relationship with the city of Mt. Pleasant to help communicate upcoming events on campus, one of which is Grandparents U which is coming up later in June. Marcie said Alumni Relations is also gearing up for the fall football season.
Committee Reports

Investment Committee

August Hurt, Chair, thanked committee members for their hard work and dedication when looking at ways to improve things for the university. The committee reviewed under performing stocks and reduced some stocks and increased some other funds to better utilize our investments.

Long Range Planning

It was reported that the committee reviewed the draft of the Campus Master Plan which included 17 priority capital outlay projects with a projected cost of $400 million dollars over the next ten years, which included the Bioscience Building. This plan has not yet been approved by the Board of Trustees.

Bryan Griffin continues to explore options regarding updating our website for on line giving to make it more user friend and easier to access.

It was reported that the Carlin Alumni House will get a face lift this summer in the form of paint and some minor remodeling.

Planned Giving

Ted Tolcher indicated that the Planned Giving website has been improved which is very user friendly now and has many planned giving options, user friendly language and is easier to access. Ted has been working with a consultant to enhance our information on estate planning to hopefully peak donor interest in a more gentle way. The CHIP insurance policy plan has been more closely scrutinized in conjunction with the Office of Budget and Finance. This was a policy offered years ago to alumni and one that could be purchased at a lower cost. Ted will be working with the Deans to determine if they would like to cash in or leave them as is. As discussed at the February meeting, assets have been transferred for our gift annuity program to Comerica, and payments have been made to the annuitants and things are going smoothly after the transition. Ted also mentioned that Congress is looking at reforms so we probably won’t know anything until the end of the year.

Donor Relations

Jeff Seeley reported that three of the Donor Relations events this year were a huge success, OPUS 2013, Scholarship/Endowment Luncheon, and Women’s Connection have continued to grow and well attended. OPUS 2014 will be held in Grand Rapids and First Lady Elizabeth Ross has been appointed chairperson for this event.

Athletics

Chair Richards thanked Jay for his tenure as Chair of the Athletics Committee. Jay reported that Athletic fundraising has exceeded last year’s goal and thanked Bob Heller and Dave Heeke for those
efforts. The Chippewa Challenge Golf Outing will take place next weekend and that goal of $130,000 will more than likely be met or exceeded this year due to increase in sponsorships and participation. The Athletic Mentoring program will become a reality this fall and will kick off on August 23. The goal is to take the top senior athletes from all sports and pair them with former athletes in the business world and be a mentor throughout the year to discuss life after college and their career goals. Hopefully this will be a rewarding experience for both student and alumni. Another amazing factoid that Dave Heeke shared with the Athletics Committee was that our student athletes overall average grade point average for our athletes is 3.18, which is the highest since 1997.

**University Development**

Joanne Hinds discussed how our Phonation students have been contacting students who have still not made up their mind about attending CMU and the reasons for the delayed responses. The program has been very successful and was very helpful to the Admissions Department. The University Development Committee also learned a lot about Facebook and social media and how it has enhanced the data base for alumni contacts. The Brick program has been a success and continues to grow each year.

**Corporate and Foundation Relations Committee**

The Committee chair reported that the committee is learning more about collaboration and strategic planning with corporations and foundations in terms of fundraising efforts and thanked Kim Houston Philpot for taking charge and increasing CMU’s exposure in the corporate world.

**Full Board**

Paul Richards thanked all outgoing chairs of Committees and indicated that August Hurt and Mike Murray agreed to stay on their committees through 2014. The Investment Committee will have a new Vice Chair, Jon Voightman and Cynthia Fitzgerald has agreed to be the Vice Chair for Donor Relations and Stewardship.

Chair Richards indicated that at the Executive Committee meeting, it was determined that CMU Business cards will be issued to all Development Board members for those who want them and the Development Board directory will be updated for the October meeting. Charla Miller will be contacting all Development Board members to get updated information for both directory and business cards. Chair Richards also gave a subtle reminder that Development Board member’s annual financial commitments are due.

Jeff Seeley gave a hearty thanks to some of the Development Board members who in a very quick turnaround provided emergency funds for the Women’s basketball team so they could stay on campus this summer.

Meeting adjourned 5:00 p.m.