

University of Mary Washington
Budget Advisory Committee 2012-13
November 27, 2012
GW 106
8:00 to 9:00 a.m.

Present: B. Friesner, T. Meringolo, N. Al-Tikriti, D. Hall, T. O'Donnell, R. Pearce, P. Messplay, T. Pratt-Fartro

- I. Presentation: Mr. Meringolo shared a PowerPoint presentation which provided an update on each of the major activities in each of division in Advancement in University Relations. In particular, he discussed the national perspective on the cost to raise a dollar: direct mail renewal (\$.20), planned giving (\$.25), benefit/special events (\$.50), direct mail/donor acquisition (\$1.00 to 1.25). Research analytics is used to identify high priority potential donors from the approximately 30,000 addressable alumni and then run the entire alumni database. UMW receives ratings for annual giving, major donors, and planned giving. He explained also that the traditional phoneathon approach of most institutions needs to be modified because of the disappearance of land lines. He noted that UMW is moving to a new service – iModules – which is much more social media rich (coming July 2013). This will be a boon for the leadership of the 17 regional alumni networks.

FY2012 was a record fundraising year on many fronts. For example, in terms of cost to raise a dollar as a percentage of dollars raised the results were a \$1,136,448 cost of fund-raising vs. \$9,391,658 dollars raised in gifts and pledges. Phonathon total cost as a percentage of funds raised was \$.22 on a dollar. He then presented slides showing UMW's alumni giving vis-à-vis other public institutions in the Commonwealth – with a clear conclusion: UMW alumni giving is remarkable.

The discussion turned to weaknesses. Mr. Meringolo identified two areas where the University is lagging: parents and corporate and foundation relations. Although progress is being made with the parent's council, we are not able to do enough in corporate and foundation grants to this point.

The Mary Washington First Campaign and progress on the campaign was then discussed. It is a \$50,000,000 campaign to be conducted over five years.

The branding campaign was also briefly discussed, with no major changes envisioned or expected. Mr. Meringolo also noted the web piece of the UMW brand and the most recent photo shoot.

Ms. Hall asked about the eagle image and the problems associated with its many different variants. Mr. Meringolo acknowledged that it was a point well made.

Finally, the UMW Regional Network map was shared and discussed.

II. Minutes. The minutes from 11-13-12 were approved unanimously.

III. Future meeting dates -- still waiting to hear from Dean Gendernalik-Cooper.

The meeting adjourned at 9:25 a.m.