

Faculty Senate Development and Alumni Committee—Goals and Action Plans 2003-04 (11/21)/03 version

Committee Members: Linda Davidson, Barbara Dewey, Andy Dunsmore, Mark Hedrick, Nancy Howell (Chair), Joe Iannelli, Sarah Keeton, Alumni representative (TBA)

GOAL:	ACTION PLAN:	RESPONSIBLE:
1. Identify policy issues related to the determination of development campaign priorities (opportunities for faculty input)	<ol style="list-style-type: none"> 1. Identify at what points in the UT Campaign process faculty input is possible 2. Identify multiple academic interests to reach wide variety of donor demographics 3. Understand differences between campaign and annual giving 4. Attend UT Campaign training session 	4. Howell (completed Nov. 7)
2. Monitor UT Development Foundation* activities (meetings, minutes, initiatives)	<ol style="list-style-type: none"> 1. Invite current UT Development Foundation Executive Director and possibly UT Research Foundation Executive Director to speak to a joint meeting of related Senate committees (e.g. development, budget, research, etc.) 2. Review minutes and bylaws 3. Determine if member of our committee should attend next Foundation meeting 	<p>On hold</p> <p>Howell: write letter to Eli Fly re: web site updates</p>
3. Conduct a communications audit of UT alumni publications (via Candace White)	<ol style="list-style-type: none"> 1. Make contact with Candace White regarding how a communications class may assist in this goal 	Howell
4. Develop talking points for development staff to communicate the benefits of faculty development funding to potential donors	<ol style="list-style-type: none"> 1. Identify potential topic areas (e.g. sabbaticals, graduate student research, faculty research seed funds) 2. Identify potential types of donor audiences, including retired UT faculty and UT graduates on other university faculties 	
5. Formulate a plan to encourage a higher percentage of faculty donors to UT (focus on participation rates)	<ol style="list-style-type: none"> 1. Determine what the current level percentage of UT faculty donate to UT 2. Determine if there is any breakdown on the percentage of UT donors to athletic versus academic programs 3. Continue to emphasize the importance of percentage participation 4. Partnership opportunities between academics and athletics 	Davidson

* UT Development Foundation website: <http://admin.tennessee.edu/foundation/>

Next meeting: **Late January 2004 (TBA)**