Global Steering Committee Minutes  
October 13, 2016  
1:30-3:00 PM  


Guest visitor: Lil O’Rourke, the President of the URI Foundation, met with the committee to discuss the capital campaign and how it relates to global issues at the University, particularly scholarship funds for study abroad.

She has 32 years of experience in Advancement and served as SVP of International Advancement at Syracuse University; she values international issues. There are 8000 alumni around the world from Syracuse. She recognizes the complicated issues in globalization of universities, and appreciates that we have a Global Steering Committee in place to advise global efforts at the University.

Michelle Nota—adding international alumni work to her portfolio; traveling to meet alumni; will work with Admissions on building international alumni base.

Capital Campaign: sense of urgency, focus on common goals, and forces us to articulate our priorities. “Nucleus phase” (also known as “silent phase”) happening in January. We are understaffed in the Foundation and she is figuring out how to raise funding for hiring staff. Training of deans and others around campus has/is occurring. Tom Ryan has just been elected to chair the Board of the Foundation and Mike Fascitelli will be chairing the capital campaign.

In 18-24 months after the nucleus phase—we will be going public with the campaign. Units need to figure out goals; student scholarships will be a big part of fundraising. Goals are being determined now; dollar amounts are being established for different targets and programs (e.g., professorships, buildings, rooms, student scholarships, etc.)

J-term is an exciting program that will likely be a focus of fundraising. Other areas: recruiting students from other countries; how to leverage the good experiences international alums have had in programs; physical spaces for international students. We need to match donor passion with our needs—most successful approach. We need to build interests where they are, even it means that an alumnus from one college wants to give to another college’s priorities.

URI’s Annual fund’s giving rate is low: 7% giving among alumni. Business Engagement Center—will do much of the outreach to businesses.
Questions followed for Ms. O’Rourke:

Last capital campaign? Was 6 years ago. There should not be campaign fatigue among our supporters. We really do not know who are alumni are; data analytics project uncovered data for us in this area and we are getting better data in this area. Graduate admissions may be another area to involve. International students often are RA’s and TA’s. They are important to the research and teaching mission of URI. Some colleges are more involved than others in the international arena and there are strong connections already made. Partnering with faculty working with international students is a viable avenue for reaching successful alumni.

Global ambassador program—who is the contact now? Michelle Nota

Ms. O’Rourke described the organizational structure of the Foundation and the protocol for fundraising activities. Faculty and professional staff need to work with deans. The Foundation is trying to move away from zero sum game: trying to develop a “culture of philanthropy.” Ms. O’Rourke will provide the guiding document on the culture of philanthropy to Nancy for distribution.

Could we create a site for alumni to continue communication and maintaining connections with them? Alumni Association may be able to do this. We should be able to build this initiative further with the Alumni Association and the Foundation.

Breaking down the silos in fundraising is important, especially for smaller programs. Also, how do we branch out from major donors? Early stages of the campaign, we go after major donors. But then once it is started, smaller donors are courted.

How do we get to non-alumni, such as parents? The Foundation is working with Enrollment Services to start a Parent Circle, to capitalize on parent experiences.

How do faculty bring back the culture of philanthropy to departments? Help people understand the role and goals of fundraising and how it helps the University and students. Bring positive messages back to colleagues about the need to match our resources to our aspirations and how fundraising helps in this process.

“Boutique giving” may be necessary for some areas of the university that are small or underrepresented and don’t have a home in colleges (International, Honors Program, Experiential Education, etc.). These are important and valued parts of the University but are small, so they will need to be championed in the fundraising process.

Do priorities ever get re-evaluated? The umbrella statement (test statement that will be vetted by stakeholders) will be crafted in a way which should be broad enough to include many areas. This will make it less likely that complete re-prioritization is necessary.
After Ms. O’Rourke left the meeting, other issues were discussed by Global Steering Committee:

1. Question for Provost Office: Curriculum mapping—identifying courses and learning outcomes in colleges; many appear to be outdated or no longer on the books. Laura suggested that Dania send the list to Dean and Laura. We will try to figure out a mechanism to update the list with colleges. In the meantime, the subcommittee can try to define the parameters of what it means to be a global course.

2. Need to solicit additional subcommittee members at our next meeting.

3. Pathway program update was presented by Laura.