




September 2024 Advancement Committee

Schedule	Wednesday, September 4, 2024 9:30 AM — 10:00 AM CDT
Venue	Maxine A. Smith University Center - Bluff Room 304
Organizer	Colton Cockrum

Agenda

1. Call to Order and Opening Remarks	1
Presented by Robert Carter	
2. Roll Call and Declaration of Quorum	2
Presented by Colton Cockrum	
3. Approval of Advancement Meeting Minutes from March 13, 2024	3
For Approval - Presented by Robert Carter	
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Presentation - Presented by Tara Jones	
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Presented by Robert Carter	
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Presented by Robert Carter	

1. Call to Order and Opening Remarks

Presented by Robert Carter

2. Roll Call and Declaration of Quorum

Presented by Colton Cockrum

3. Approval of Advancement Meeting Minutes from March 13, 2024

For Approval

Presented by Robert Carter

**University of Memphis Board of Trustees
Advancement Committee Meeting
Meeting Minutes
March 13, 2024**

Agenda Item 1: Call to Order and Opening Remarks

Trustee Carter called the meeting to order. Trustee Carter stated that as this was the inaugural meeting, there were no minutes to approve. Trustee Carter introduced the members of the committee: Trustee North, Trustee Edwards, Trustee Ellison, and Trustee Carter. Trustee Carter stated that the Board of Trustees has reorganized their governance to most effectively reflect the most relevant affairs of the university and that giving to the university is a critical part of how the university programs are kept moving forward.

Agenda Item 2: Roll Call and Declaration of Quorum

Trustee Carter recognized Board Secretary, Colton Cockrum to call the roll.

Secretary Cockrum called the roll.

Trustees present:

Trustee North
Trustee Edwards
Trustee Carter

Trustees present virtually:

Trustee Roberts, Trustee Roberts confirmed that she was alone and could hear

Additional Trustees present:

Trustee Springfield
Chairman Marchetta
Trustee McKinney
Chairman Johnson

Secretary Cockrum announced the presence of a quorum.

Agenda Item 3: Advancement Giving Update

Trustee Carter recognized Hannah Waldman, Senior Director of Principal Gifts, as representative for University Advancement. Ms. Waldman noted that she was standing in for Kimberly Grantham, Interim Vice President of University Advancement, who was unable to attend the committee meeting. Ms. Waldman presented a PowerPoint on the University Advancement Update.

Ms Waldman stated that Advancement focused in FY23 on three key performance indicators as a division, meeting two of the three goals. They believe limited staffing is a major contributing factor to being able to strategically engage enough qualified alumni. Ms. Waldman gave an update on the campaign to date, and stated they are on target to reach the goal by 2027. They believe that the arrival of a new Senior Vice President of Advancement later this year will help propel the division and the campaign into a more active and external phase. Ms. Waldman next gave an update on the R1 sustainability challenge saying they have made great strides towards the governor's \$50M R1 match. She stated that enormous potential lies in increasing the total donor count, and therefore participatory giving and a culture of philanthropy are the main focuses of their annual week of giving called Driven by Giving. Ms. Waldman stated that it has been a very successful vehicle to reach more donors than they could serve through direct fund-raising staff alone. Ms. Waldman concluded the Advancement report.

Agenda Item 4: Additional Business

Trustee Carter stated that the university is actively in the search for a Senior Vice President of Advancement for the university and is now down to three finalists. Trustee Carter said that President Hardgrave and the search team are working their way through the finalists and expect to have an announcement before too much longer about who will be leading Advancement for the university.

Trustee Carter recognized Trustee North who stated one of the things learned in this committee meeting is that Advancement and the donations from our donors are so incredibly important to us. The university faces a lot of challenges with inflation, with funds the state government provide to it, and with the increasing pressure on its students for their ability to pay increasing tuitions. Trustee North continued saying that our ability to keep all of that under control is heavily dependent on our donor base. It is not donations that go to funding a new building or funding the athletic stadium. He stated this is the heart of the university – it funds our professors and all the places our students are allowed to receive their education. Trustee North said he wanted to acknowledge everything that University Advancement does in helping to raise those funds. It really sends out a plea to all alumni about the importance of the incredible things that are going on here at the university and how it needs their support because they have demonstrated that it can use more.

Trustee Carter thanked Trustee North for his comments and made closing remarks that he echoes those sentiments, and he is looking forward to this committee and the role that it will play in moving University Advancement forward.

Agenda Item 11: Adjournment

Trustee Carter adjourned the meeting.

4. Advancement Update

Presentation

Presented by Tara Jones

The University of Memphis Board of Trustees

Presentation

Date: Sept. 4, 2024

Committee: Advancement Committee

Presentation: Advancement Update

Presented by: Dr. Tara Jones, Senior Vice President of Advancement

Background: Dr. Jones will be providing an advancement update that will include information regarding key performance indicators related to the Ascend Strategic Plan, R1 sustainability, endowment, and campaign update.

Advancement Update

Advancement Committee

Tara Jones
Senior Vice President Advancement

September 4, 2024
University Center



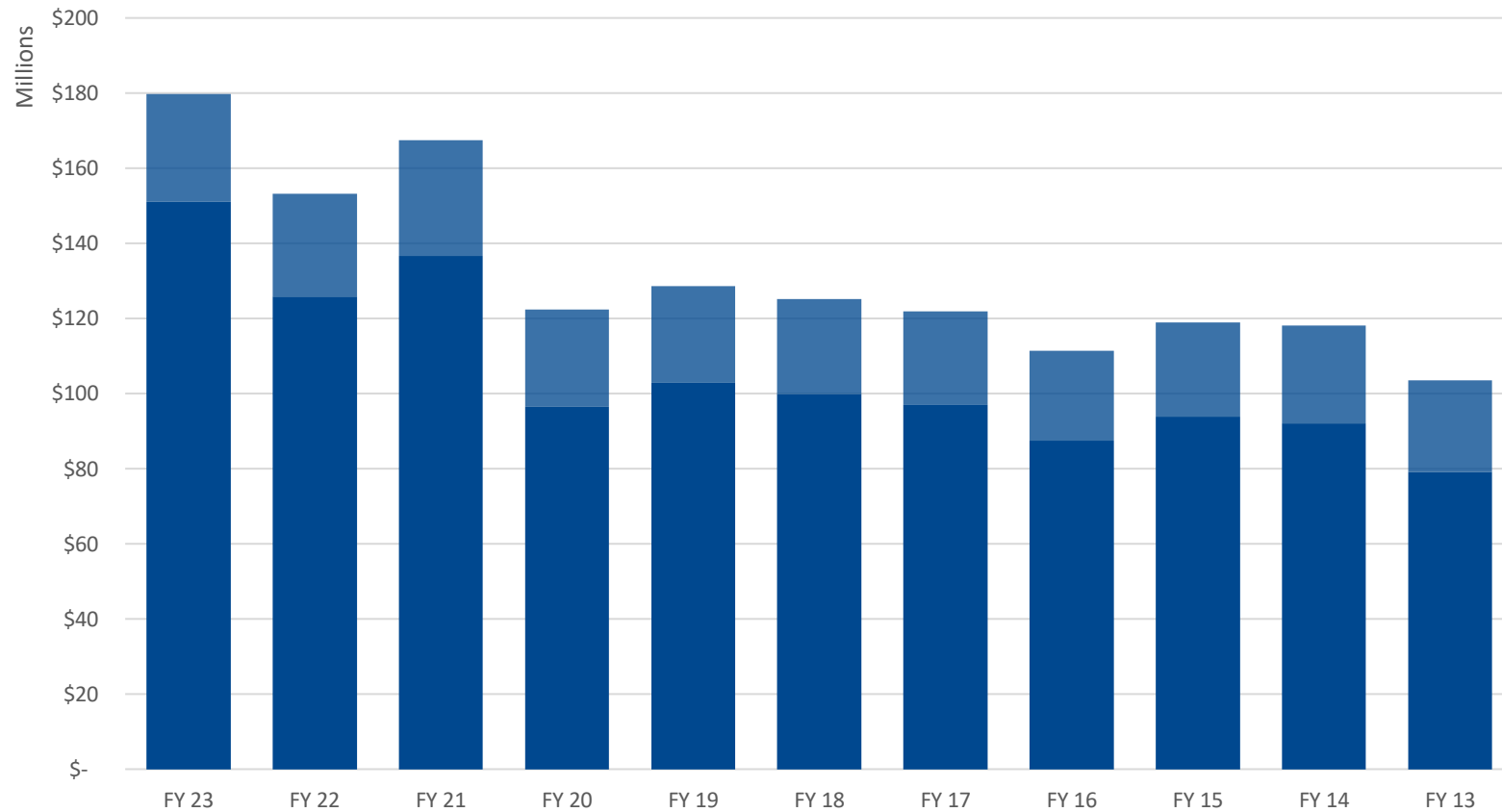
SEPTEMBER 2024

Advancement KPIs FY24

Advancement	FY 2019	FY 2020	FY 2021	FY 2022	FY2023	FY2024
Alumni Giving Rate	5.7%	5.5%	5.6%	4.9%	5.3%	5.1%
Gifts & Commitments(\$)	\$40,822,000	\$33,715,000	\$36,726,000	\$54,545,000	\$36,666,342	\$41,457,295
Alumni Donor Count	5,735	5,273	6,024	5,869	4,920	4,438
Total Donor Count	8,456	8,234	9,041	10,786	9,641	9,208

Endowment Look-Back

Endowment Assets

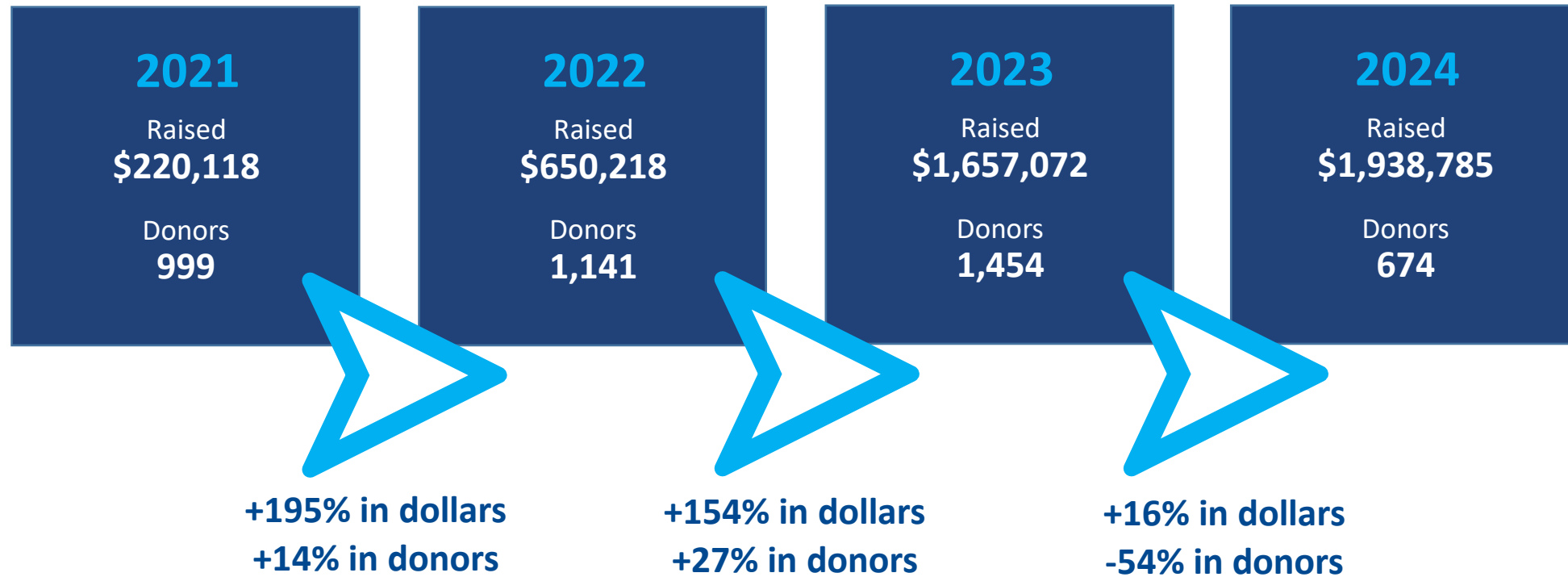


FY23 Totals by Area

UMF Endowment	\$151,085,321
Herff Trust	\$28,579,825
Total	\$179,665,146

Driven By Giving

Year-Over-Year Comparison



R1 Sustainability

Update & Details

Total New Funds:	19
Total Committed:	\$18,359,310
Total Received:	\$15,381,088
Remaining Opportunities:	\$31,640,690

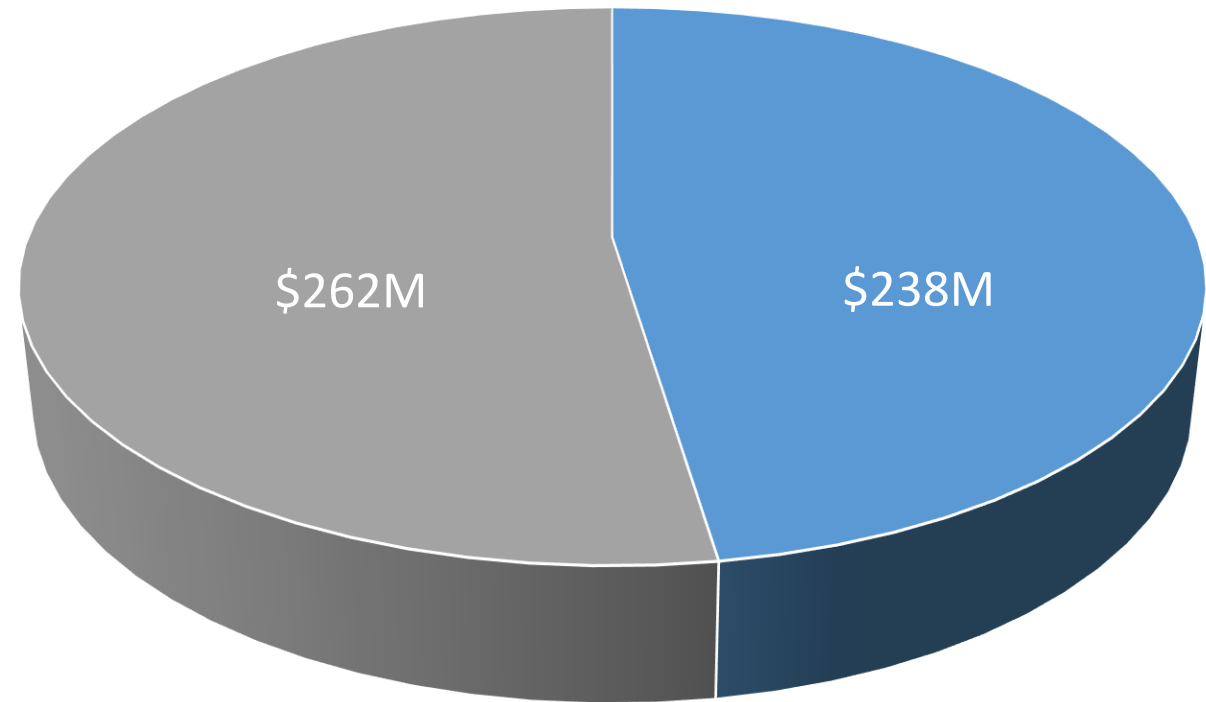
Total FY24 Funds	\$820,483
Available for Research:	
<i>(endowment spendable + R1 match)</i>	

Endowment Detail:

- Chairs: 6
- Professorships: 4
- General Endowments: 2
- Faculty Support: 1
- Student Fellowships: 3
- Centers/Institutes: 3

Campaign Update

Total Goal: \$500M
Amount Raised: \$238M
% to Goal: 48%

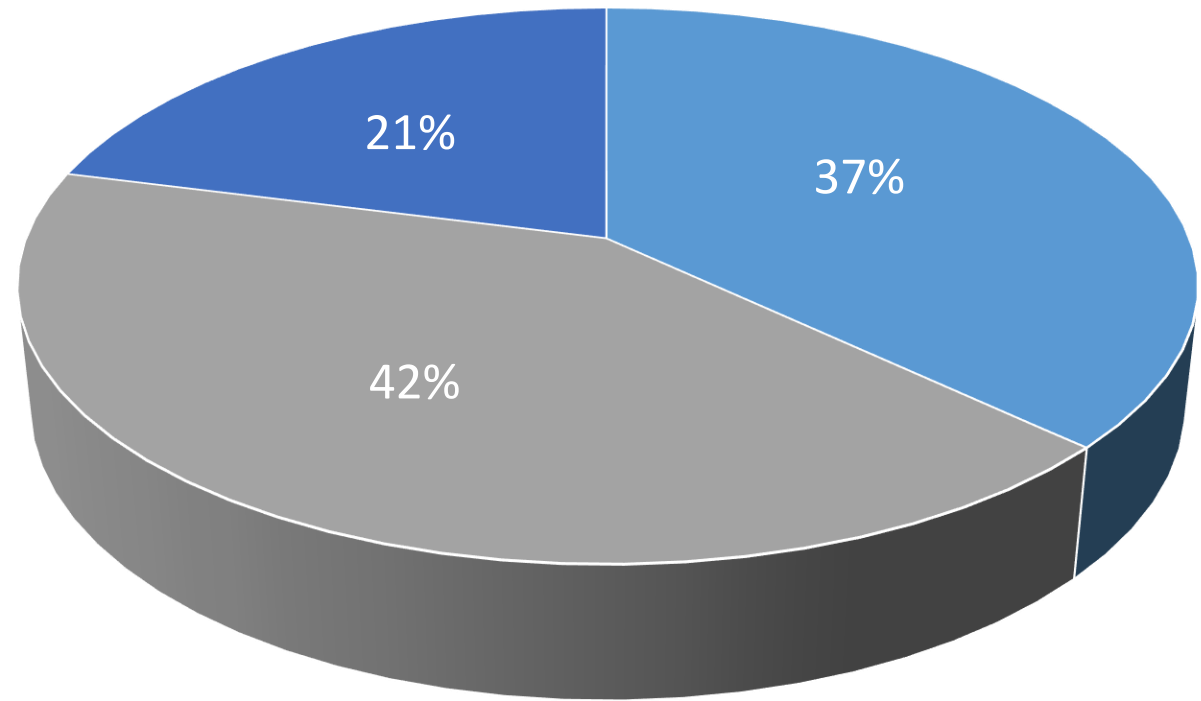


■ Amount Raised - 48% ■ Amount to Goal

Total Campaign Giving

by Gift Level

Principal Gift -	\$1M +
Major Gift -	\$50k - \$999k
All Other -	\$49.9k & under



■ Principal ■ Major ■ All Other

5. Additional Business

Presented by Robert Carter

6. Adjournment

Presented by Robert Carter