Resource Development Committee Summary
April 25th, 2013

1. Restructuring of CU Foundation. We discussed the restructuring of the Foundation to the University and also the change in purpose of RDC to be more stewardship and annual giving, with the executive committee becoming the campaign cabinet and supporting large-scale donations. Ann Scott is coordinating the RDC subcommittee, while Jessica Wright will be coordinating the campaign cabinet with Rob Davis.

2. Calls to first-time donors. The committee liked the calls and thought it a good idea to continue. They provided several suggestions on how to improve first time donors’ understanding of the giving alternatives and we will incorporate a gift range and other pertinent details – such as gift purpose, etc. The recommendation was to also ask the entire EAC to complete calls.

3. Dean’s Club Update. Amanda Grogan passed around current materials for feedback. The Committee feedback was that the materials were nice, but should be placed into hand addressed envelopes of high-end quality. It was suggested that more pictures and less text be used, as the audience doesn’t read much past bullet points. The idea of inviting potential new Dean’s Club members to the annual event was well supported.

4. Education Committee Update. Steve Dunn provided an update and indicated that two key areas would warrant the RDC support – the Global Residential Academic Program that Diane Sieber is directing and the Fleming Design Center capital project. Doug Smith echoed the need to support the Fleming project and that it could be a $2 million private goal, but details were only now forthcoming. Steve indicated that the Global RAP is in need of production equipment to produce Massively Open Online Courses or MOOCS. A follow-up with Dean Davis indicated that this equipment might already exist through the CAETE online education center that the college already operates. Fleming is absolutely going to be a significant need in the near-term. The RDC members seemed to like both concepts.

5. Research Committee Update. Paul Hamilton provided an update and indicated that the RDC might be helpful in further engaging companies in contracts and grants work with the college.

6. Projects. The RDC was in favor of selecting 1-2 key projects to support for the upcoming year. Unfortunately, as time was cut short, we did not determine the best project, but the most immediate need seemed to be the Fleming Design Center.

7. Notes for Next Meeting. Keep the agenda much shorter for the length of the meeting and get details out in advance so members have time to digest the agenda for the meeting.