

University Executive Council  
February 24, 2017 | BA 290 | 1:30 p.m.

- Lion Giving Days (Jill Mobley)
  - Will take place on March 14-15, 2017
  - This is a concentrated fundraising effort over two days (because of spring break), and this will be our first year ever to have an event of this kind
  - It will be tied in with the end of the *Our Century as Lions* celebration
  - This year's theme: Century Challenge (give \$100 to the university)
  - Other similar events in northeast Texas take place in the fall, so the spring was chosen for A&M-Commerce
  - Challenges, matches, and prizes throughout the event
  - Most of the event will take place online
  - Advertisement
    - Mailers are currently being created
    - There will be an active social media campaign
    - Mane Messengers will be utilized
  - Goals
    1. \$100,000 raised to celebrate our last century, and once that goal is reached, we will raise another \$100,000 to kick off our next century
    2. 1,917 total donors
    3. 1,889 donors accepting the Century Challenge
  - Challenges, Matches, & Prizes
    - Dr. Suh will donate an additional \$200 if 80% of his faculty and staff participate
    - President Keck will match gifts given during the "President's Happy Hour" up to \$1,000
    - Jill Mobley will donate \$1 per gift and \$10 per gift of \$100 or more given via Mane Messenger during March 1-15
    - Meeting with Foundation Board via phone conference today and Thursday to discuss matching gifts given to the greatest need fund
    - Geographic challenges
      - Prize for the most funds raised (brick in the Alumni Brick Garden)
      - Prize for the most participation (highlight in the Pride Magazine)
  - What can UEC do?
    - Support faculty/staff giving—this also counts toward Bridge Builder giving
    - Members of UEC commit to a minimum of \$100 each (UEC AGREED)
    - Funds would be used as cash prizes for faculty/staff participation
      - Funds given to department excellence funds for those with the highest participation percentage during the event
      - Contingency plans will be developed (in case of a tie and other possible issues)
      - UEC RESPONSE: more discussion needed on this particular topic; other ideas for prizes will be considered
  - What counts as participation?
    - Gifts given on March 14<sup>th</sup> or 15<sup>th</sup>
    - Gifts can be of any size and can support any fund
  - How to give:
    - Online: [www.tamuc.edu/give](http://www.tamuc.edu/give)
    - In person: Kim Jefferies in BA 350
    - Phone: Kim Jefferies at 5712 or Jill Mobley at 8181

- Payment types accepted: Cash, check, card, or payroll deduction
  - Other universities have used videos in their campaigns which included students saying “thank you” and faculty members explaining why it is important to give to the university, so A&M-Commerce is looking into incorporating something similar into its campaign.
- University Update (Ray Keck)
  - Met on Saturday with interested alumni to discuss the formation of a National Development Board to rethink philanthropy (Chip Harper, Gary Fernandes, Rock Clinton, Buddie Barnes, Tracey Wolfe, Mick Trusty, and Stan McKee)
    - Some highlights from the discussion:
      - Students, faculty, and staff should be involved in philanthropy at A&M-Commerce from the very beginning
      - Should not only engage the wealthy, but all alumni—we have a large and diverse alumni base
      - Money is needed for scholarships and faculty
      - Create a flyer/pamphlet that makes a case for giving at A&M-Commerce by listing all the strengths of A&M-Commerce as well as the weakness of the endowment
      - UEC RESPONSE: A&M-Commerce should do more to recognize faculty and staff that give of their money and time
    - Any suggestions for additional members?
      - The Office of Institutional Advancement has created a short list that will be narrowed to about 20 that will be added to the board
      - This group will only meet a few times per year and will commit to the financial development goals set forth by the university; it will meet the goals through collaboration with the Alumni and Foundation Boards as well as the various alumni chapters
      - UEC RESPONSE: this group is a good start, but requires more diversity in composition as it changes over time
    - The next meeting of this group is April 17<sup>th</sup> (the day before the Hall of Languages renaming)
    - Working toward hiring a COO in Institutional Advancement to handle the logistics of these efforts (this is one-time funding using local funds)
  - Provost’s office working toward securing more funds for faculty lines and funding for travel to present national papers (beginning September 1<sup>st</sup>), which should ease the burden on departments and faculty members to fund their own travel
  - Last Associate Vice President for Enrollment Management candidate was interviewed today
    - Search Committee will be meeting after UEC to discuss the strengths and weaknesses of the candidates, then the President and Provost will join
    - This is a chance to try a new way of organizing the Student Affairs divisions
  - The Texas A&M System has approved a referendum to raise the Athletic Fee
    - A fee raise cannot take place the first year after the vote
    - The process will be hosted by Student Affairs to avoid any conflict of interest with Athletics and to allow student organizations to take a stance and be involved in advocacy.
      - Can use much of what was used for the Rec Center referendum
      - Need to create a one-page informational document
      - Will meet with SGA officers, then all of SGA
    - This will provide \$866,000 per year of new money over a 4-year period
    - Regent Mendoza has requested an audit trail for scholarships and other academic benefits out of the \$866,000

- Hiring Freeze Update (Alicia Currin, Tina Livingston, Edward Romero)
  - State funds start with 1 in FAMIS
  - Offers made (even verbally) before noon on January 31<sup>st</sup> may be honored
  - Hires may be extended through the summer for faculty (including adjuncts) to cover the summer
  - Avoid hiring administrative positions—even if an administrative assistant departs
  - Vice Provost for Research and Dean of the College of Business will be September 1<sup>st</sup> hires
  - State funds may still be used for summer school
  - Contact Marshall Campbell in the Provost's office if you have any questions about EPAs for adjuncts or GAs
- Student Service Fee Summary (Tomás Aguirre)
  - Q&A session is 10am-12pm on March 7<sup>th</sup>
  - Deadline to submit requests is 5pm on March 24<sup>th</sup>
  - Everyone who submits a proposal will have to present: April 11 & 12, 18 & 20
  - Committee will submit a finalized budget on April 28<sup>th</sup>
  - Due to budget constraints, if possible, decrease the amount you're requesting (think mission critical), and avoid increasing the amount you request