

**George Mason University
Board of Visitors**

**Development Committee Meeting
February 11, 2016**

Merten Hall, Fairfax Campus

A G E N D A

I. Call to Order

**II. Approval of Development Committee Meeting Minutes from December 8, 2015
(ACTION ITEM)**

III. New Business

- A. Why We Do What We Do – Jennifer Connors, Director, Military Services
- B. GMUF Chair Update -- Jimmy Hazel
- C. Mason Talking Points -- Janet Bingham and David Long
- D. University Advancement and Alumni Affairs Report – Janet Bingham

IV. Old Business

V. Closed Session

- A. Gifts, Bequests, and Fundraising Activities (Code of VA: §2.2-3711.A.8)

VI. Adjournment

**George Mason University
Board of Visitors**

**Development Committee Meeting
December 8, 2015
4:05 p.m. – 5:05 p.m.
Merten Hall, Room 1203, Fairfax Campus**

A G E N D A

Attendees: Chairman David Petersen, Visitor Stephen Cumbie, Visitor Kelly McNamara Corley, Visitor Shawn Purvis

Absent: Visitor Tracy Schar, Visitor Kimberly Dennis, Visitor M. Siddique Sheikh

Additional Attendees: President Ángel Cabrera, Vice President Janet Bingham, Associate Vice President Chris Clark-Talley, Associate Vice President David Long, Associate Vice President James Laychak, Associate Vice President Arati Seth, Faculty Representative Alan Abramson, Faculty Representative Keith Renshaw, Faculty Senate Representative Charlene Douglas, Student Representative Kushboo Bhatia, Presidential Fellow and Professor Elavie Ndura, David Roe, Kathleen Diemer, Leigh Harrison, Susan Van Leunen

VII. Call to Order

The meeting was called to order by Chairman David Petersen at 4:05 p.m.

VIII. Approval of Development Committee Meeting Minutes from September 24, 2015 (ACTION ITEM)

Chairman David Petersen called for a motion to approve the meeting minutes from September 24, 2015. A **MOTION** was made, **SECONDED**, and the **MOTION CARRIED UNANIMOUSLY BY VOICE VOTE**.

IX. New Business

E. GMUF Foundation Chair Update -- James Hazel

George Mason University Foundation Board of Trustees Chairman James Hazel was unable to attend the meeting. Dr. Janet Bingham made a brief foundation report to the committee on his behalf.

It has been challenging to start Mason Matters advancement roundtable events in the local area. We have challenged members of the Board of Trustees to host an event. Trustee Gene Frogale recently held a very successful event. We encourage visitors to hold a Mason Matters event in their homes, businesses, clubs, etc. We can tailor events to visitors' interests.

Chairman David Petersen volunteered to host an event.

F. Endowment Levels – Dr. Ángel Cabrera and Kirk Heffelmire

Dr. Ángel Cabrera and Kirk Heffelmire, graduate student from the School of Policy, Government and International Affairs, delivered a report regarding our endowment level. They investigated the topic of our endowment to assess at what level it should be for a school of our size and standing. Data supports our assumption that our endowment level is too low. This information should inform our campaign.

G. Campaign Materials -- David Long

David Long, associate vice president of University Advancement and Alumni Relations, updated the committee on our advertising initiative discussed at the September 24, 2015, meeting. The aim of the initiative is to draw the public to our campaign microsite.

Mr. Long distributed new campaign materials and discussed how they will be used. The case statement materials, outlining the top priorities of the units, will be used to inspire deeper conversations with donors. A series of white papers will be developed as a companion piece providing in-depth details regarding fundraising initiatives. Our online presence will enhance the campaign materials.

The inaugural meeting of the Campaign Faculty Steering Committee will be held on Thursday, December 10, 2015. Campaign communication with the faculty will be a phased three-year plan. A winter retreat with all deans and directors of advancement will be held on January 7, 2016. Faculty Representative Alan Abramson stated that the faculty representatives are looking forward to supporting the campaign and are excited to move forward. Dr. Bingham stated that student, faculty and staff support is important for our internal community.

H. Telling the Mason Story: Talking Points – Dr. Janet Bingham and David Long

Dr. Janet Bingham and David Long distributed and discussed talking points to be used during the campaign.

Dr. Bingham advised the committee that the document, limited to one page, is a draft and requested input from the visitors. Visitors and faculty/student representatives made comments. Feedback included suggestions to highlight our diversity and tout our awards. Visitors were asked to continue reviewing the document and provide their feedback to Mr. Long.

I. Chairman Petersen announced that Visitor Kimberly Dennis will be the committee's new vice chair.

X. Old Business

There was no old business to discuss.

XI. Closed Session

B. Gifts, Bequests, and Fundraising Activities (Code of VA: §2.2-3711.A.8)

There were no topics to discuss. A closed session was not held.

XII. Adjournment

There being no further business, Chairman Petersen asked for a motion to close the meeting. A **MOTION** was made, **SECONDED**, and the **MOTION CARRIED UNANIMOUSLY BY VOICE VOTE**. The meeting was adjourned at 4:55 p.m.

Respectfully Submitted,



Naomi Arlund
Secretary, pro tem