George Mason University
Board of Visitors

Development Committee Meeting
May 5, 2016
Merten Hall, Fairfax Campus

A G E N D A

I. Call to Order

II. Approval of Development Committee Meeting Minutes from March 31, 2016 (ACTION ITEM)

III. New Business

A. GMUF Chair Update -- Jimmy Hazel
B. Why We Do What We Do – Dean Mark Rozell, School of Policy, Government and International Affairs
C. Campaign Update – 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
March 31, 2016
12:55 p.m. – 1:40 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 Tracy Schar, Visitor Kimberly Dennis

Absent: Visitor Shawn Purvis, Visitor Siddique Sheikh

Additional Attendees: President Ángel Cabrera, Board of Trustees Chair James W. Hazel, Vice President Janet Bingham, University Counsel Thomas Moncure, Vice President Julian Williams, Chief of Staff Frank Neville, Presidential Fellow Elavie Ndura, Faculty Representative Alan Abramson, Faculty Representative Keith Renshaw, Student Representative Khushboo Bhatia, Student Representative Justin Van Buren, Dean Peggy Agouris, Director of Advancement Ted Wynn, Marts & Lundy Consultant Phil Hills

VII. Call to Order

The meeting was called to order at 12:55 p.m.

VIII. Approval of Development Committee Meeting Minutes from February 11, 2016 (ACTION ITEM)

Chairman David Petersen called for a motion to approve the meeting minutes from February 11, 2016. A **MOTION** was made, **SECONDED**, and the **MOTION CARRIED UNANIMOUSLY BY VOICE VOTE.**

IX. New Business

E. GMUF Chair Update -- Jimmy Hazel

George Mason University Foundation Chair Jimmy Hazel provided an update on the activities of the foundation's Board of Trustees.

- We have raised $400 million towards our $500 million fundraising goal.
- Trustees have begun hosting Mason Matters events and feedback has been positive.
- We have made a number of new trustee recruitment visits this past quarter and are pleased with the new members joining the board.

- Environmental risk management activities are proceeding.
- Secretary George Newstrom has resigned due to business obligations. Four trustees will be leaving after their term expires in June.
- We have had positive changes since contracting with our new UBS investment advisors.

Dr. Janet Bingham announced that an investment retreat will be held in the fall. The next Board of Trustees full board meeting is on June 3, 2016. After three years as chairman, Jimmy Hazel will be leaving the board in June.

F. Alumni Affairs and Annual Fund Report - Phil Hills, Marts & Lundy

Phil Hills, campaign consultant from the firm of Marts & Lundy, addressed the committee with the results of their December 2015 survey of the Annual Giving and Alumni Affairs operations at Mason.

- The campaign momentum can be used to enhance Annual Giving and Alumni Affairs operations.
- Mason must focus and define its strategies for the Annual Giving and Alumni Affairs programs and work towards long-range, strategic goals.
- Additional investments need to be made in Annual Giving and Alumni Affairs operations.
- A unifying message to the community must be crafted and used for both.
- Annual Giving needs to focus on prospects at the $10,000 – $25,000 level and engage them in the campaign.
- Goals must be realistic and staffing must increase.
- Annual Giving is a key performance indicator of operations.

Phil Hills answered questions from the committee and discussed alumni engagement trends.

G. Why We Do What We Do - Showcasing Mason Research – Dean Peggy Agouris and Ted Wynn, College of Science

Ted Wynn, director of advancement for the College of Science introduced Dean Peggy Agouris. The College of Science is putting together an event that will:

- Raise awareness of the college's strengths
- Leverage Mason's new Carnegie R1 designation
- Mark the college's 10th anniversary
- Implement a new model for industry engagement

The college will host a research showcase event in October with the theme of national security that will translate discovery into actionable knowledge for defense industry and government agencies.

- The College of Science will convene an exclusive group of leaders from across the defense community to offer their insights on how Mason can serve as a greater resource in keeping our people and allies safe.
- The college will initiate conversations that will inform our approach to designing academic programs and focus our research efforts in alignment with current defense industry needs.
- The college will begin building a public/private partnership that will enable Mason to expand its presence in broad research areas funded by defense and security-related federal agencies and industry.
- The college's implementation strategy will leverage Mason's contacts and recruit external partners.

The College of Science needs support and input from the Board of Visitors to help Mason achieve its goals for this event.

H. University Advancement and Alumni Affairs Report – Janet Bingham

Dr. Janet Bingham gave a report on the activities of the Office of University Advancement and Alumni Relations.

University Advancement and Alumni Relations has been working closely with the deans this past quarter. We have held two retreats with them and have established quarterly meetings.

Visitors have an important role at Mason. We hope to see you at upcoming university events.

- The recent Scholarship Dinner was a success.
- Celebration of Distinction – Alumni Awards on 4/13/16
- Off The Wall – featuring the Department of Art on 4/16/16
- The Hylton Performing Arts Gala – 4/23/16

We need your support and want to keep you informed. We can support your passions at Mason. We can create Mason Matters events tailored to your interests.

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 1:40 p.m.

Respectfully Submitted,

Naomi Arlund
Secretary, pro tem