

COMMITTEE ON DEVELOPMENT AND FUNDRAISING Annual Report 2022-23

To: Academic Senate, Santa Cruz Division

The Committee on Development and Fundraising (CDF) serves as a point of interface between the Academic Senate and the Administration to promote faculty engagement in campus fundraising and development as well as to collaborate with University Relations in those efforts.

I. Summary of 2022-23

CDF worked this year to: (1) provide advice on various fundraising initiatives, (2) make Development Staff aware of a broad suite of faculty research, and (3) provide opportunities for faculty to learn about the fundraising support that University Relations (UR) can provide, as well as how faculty can work more effectively with UR staff.

II. Key Consultations and Points of Impact

We started the year by coordinating the highly successful Interdisciplinary Research Symposium which featured 12 short talks from interdisciplinary research groups across campus. It was well received by the campus leaders, Foundation Board Trustees, and faculty members who attended. Although we received requests to organize another similar symposium, after discussion amongst our committee and with University Relations leaders, we decided to postpone any planning for a subsequent symposium until campus research themes for the Comprehensive Campaign have been established, which could provide a framing for subsequent sessions of the symposium.

Associate Vice Chancellor for Development (AVCD) Priya Mehta and/or Vice Chancellor of University Relations Mark Davis attended most CDF meetings, during which we discussed a number of topics, such as feedback on Giving Day and on the new Center for Reimagining Leadership led by CDF committee member Enrico Ramirez-Ruiz. We had a lengthy and productive discussion, which also included Adrienne Harrell (Executive Director of the UCSC Foundation & Senior Diversity Officer, University Relations) and Esther Vasquez (Senior Director of Human Resources and Talent Development), about ways to improve faculty and Development staff collaboration. This yielded a list of a number of suggestions to improve communications, faculty orientations about UR, diversity training for and communications from UR staff, and broader access to Foundation fundraising.

Linda Peterson, who is the incoming chair of the UCSC Foundation Board, attended a CDF meeting, and CDF Chair Holl attended a Foundation Development Committee meeting to improve awareness of and communication between the two committees.

We worked with VCUR Davis and AVCD Mehta on various strategies to better inform faculty how they can engage with University Relations.

- We completed a [Tips for Departmental Fundraising](#) document which is available on the UR website.

- With our encouragement, UR staff offered a “[Partnering with UR on Fundraising](#)” online webinar (attended by 40-50 faculty) and a follow up Q&A session; recordings for both are available on the UR website.
- At our request, AVCR Mehta has asked all the Divisional Officers to attend at least one faculty meeting in each department in their division each year.

III. Potential Issues for 2022-23

We provided feedback on the Strategic Academic plan and anticipate that those discussions will continue into the 2022-2023 academic year as there is follow up to identify specific actions from the plan, as well as priority research areas on campus. This will run in parallel with planning for the next Comprehensive Campaign on which we anticipate CDF will be consulted. We also hope that some of the recommendations that stemmed from our discussion on facilitating faculty-UR relations will be implemented.

Respectfully submitted,

COMMITTEE ON DEVELOPMENT AND FUNDRAISING

Shiva Abbaszadeh

Vilashini Cooppan

Mayanthi Fernando

Enrico Ramirez-Ruiz

Jennifer Maytorena Taylor

Mark Davis, Vice Chancellor for University Relations, *sits with*

Karen Holl, *Chair*

August 31, 2023