

COMMITTEE ON DEVELOPMENT AND FUNDRAISING

Annual Report 2021-22

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. The Vice Chancellor for University Relations (VCUR) is a member of CDF and the committee also consults regularly with the Vice Chancellor for Research (VCR). CDF has now completed its second year since formal Senate approval in 2019.

I. Summary of 2021-22

CDF worked this year to build our relationship with UR as a valued resource for providing a diversity of faculty perspectives on fundraising initiatives, which included discussions with various UR staff. We also worked on various initiatives to make funding opportunities besides standard grant funding more transparent to faculty.

II. Key Consultations and Points of Impact

During fall quarter, CDF members participated in the interview process for the new Assistant Vice Chancellor of University Relations and were pleased that Priya Mehta was hired for the position. Ms. Mehta and Vice Chancellor of University Relations Mark Davis both attended most CDF meetings during which we provided feedback on a number of topics, such as suggestions for how UR staff could better support departmental fundraising; how faculty fundraising campaigns might be better explained and targeted to receive a more favorable response from faculty; and the topics listed below.

We had visitors at several meetings to discuss specific topics:

- Board Opportunity Fund (BOF) - We discussed with Steve Bruce, member of the Foundation Board of Trustees and Chair of the BOF, how CDF and BOF might collaborate on identifying faculty research projects for funding and how the application for BOF funding might be revised to make it more accessible to faculty and to student groups. We provided written feedback on the current version of the application.
- College Fundraising - Representatives of the Council of Provosts and additional UR staff joined us for a discussion of fundraising for endowment and current use needs in the colleges. The Provosts attending provided UR staff with a helpful history of the colleges at UCSC and the Council of Provosts and UR agreed to continue the conversation separately from CDF.
- Foundations - Sarah Carle, Director of Foundation Relations, provided CDF members background on Foundation fundraising at UCSC. CDF members explained some of the challenges for faculty in navigating who to talk to on campus about applying to different foundations. We discussed ideas for a future faculty workshop on applying to foundations for funding.

- Business Engagement - Ryan Sharp, Assistant Vice Chancellor for Innovation and Business Engagement briefed CDF on the various activities of his office and we provided feedback on various topics.
- Center for Advancement of STEM - CDF member Enrico Ramirez-Ruiz presented to the committee his plan for the Center for Advancement of STEM and CDF members provided feedback.

We undertook three activities to better inform faculty how they can engage with University Relations.

- We advertised the faculty fundraising FAQs page that was developed by CDF and UR during the 2020-2021 academic year.
- We discussed ideas for faculty fundraising workshops with various UR staff which resulted in a plan for three workshops to be offered starting in the 2022-2023 academic year: (1) a general overview of UR and Donor Engagement, (2) Foundation Relations, and (3) Innovation and Business Engagement.
- CDF Chair Holl and UR Staff worked on a detailed outline for an informational sheet on “Alumni Engagement and Development Strategies for Departments.” The committee provided feedback and will continue to work with UR to complete this document in the coming year.

Following on the recommendation of the 2021-2022 CDF committee, we worked with the Chancellor’s Office and COR to plan a symposium that showcases a diverse suite of interdisciplinary faculty research for OR, UR, and the broader campus community. Chair Holl took the lead in coordinating with COR, University Relations, Campus Provost and Executive Vice Chancellor (CPEVC) Lori Kletzer, and Interim Vice Chancellor for Research John MacMillan to plan and advertise this symposium which will be held Oct. 7, 2022. COR members provided feedback on symposium plans and three members reviewed applications during summer 2023.

III. Potential Issues for 2022-23

A number of activities from the 2021-2022 academic year will continue into the coming academic year including the Faculty Interdisciplinary Research Symposium, implementation of the faculty fundraising workshops, and completion of the informational sheet on Alumni Engagement and Development Strategies for Departments. In addition, our understanding is that the campus will be undertaking a strategic planning process during the coming year and in parallel will be starting to plan for the next Comprehensive Campaign. Based on discussion this year with VCUR Davis and AVCUR Mehta, we understand that CDF will play a key role in providing feedback on Comprehensive Campaign planning and anticipate this will be a focus of our work in the coming year.

Respectfully submitted,

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August 31, 2022