

COMMITTEE ON DEVELOPMENT AND FUNDRAISING
Annual Report, 2018-19

To: Academic Senate, Santa Cruz Division

The key achievement of this academic year was the formal Senate approval of the Committee on Development and Fundraising (CDF) at the meeting on May 17, 2019 (see charge below).

13.14.1 There are six Santa Cruz Division members. The Vice Chancellor of University Relations (VCUR) is invited to sit with the Committee.

13.14.2 The Committee 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 Committee also consults regularly with the Vice Chancellor for Research.

13.14.3 The Committee advises the Chancellor, Campus Provost & Executive Vice Chancellor, and VCUR on priorities, policies and strategies related to fundraising and development.

The Special Committee on Development and Fundraising was formed by the Senate in fall 2014 to meet the need for a more active and diverse faculty voice in fundraising. Our charges were to: 1) advise the Chancellor and Vice Chancellor for University Relations (VCUR) on priorities, policies, and strategies in development and fundraising; 2) serve as a resource for the VCUR to identify and enroll faculty in development and fundraising. The overarching goal was better coordination of faculty-University Relations (UR) collaboration.

This year we focused on a new phase of our experimental program identifying faculty clusters that represent current untapped opportunities for collaborative research at UCSC, and then working with those clusters and UR to prepare and give a presentation to potential community and industry partners. We were especially interested in new or existing faculty-initiated research areas that might fall through standard funding cracks. Using as our basis the Themed Academic Working Groups (TAWG) from the Strategic Academic Planning (SAP) process, we issued several calls for faculty cluster proposals and chose to work with the pedagogy-oriented groups (Non-Traditional Research & Practice, Advancing Learning Sciences for a New Generation).

CDF along with the Committee on Planning and Budget (CPB) was one of two Senate committees to participate in the 2018-19 UR review as part of the committee mission to give us as faculty an oversight and advisory role for UR. We reviewed the report on UR produced by the consultants Marts and Lundy¹; given the report's failure to prioritize its many recommendations, we concentrated in our response on top priorities for improving UR's efforts (e.g., replacing the outdated UR data management system, hiring more pipeline personnel to free up higher-level UR

¹ Marts and Lundy, Advancement Review, September 2018

officers for donor cultivation). The next stage is to monitor whether and how these recommendations are implemented, as well as their effectiveness, especially critical as the campus prepares for the next comprehensive campaign.

We continued several projects to raise faculty research visibility and to achieve better cross-campus coordination and communication among all the largely uncoordinated fundraising and development groups.

First, we updated the Faculty Experts List (a standard resource in most large universities, which we developed in 2015-16 with campus Information Technology) to enable the media, campus administrators, campus visitors, and others to contact faculty with appropriate areas of expertise for interviews, information, consultation, etc. Following the initial phase in 2016, 462 ladder-rank faculty have added their areas of expertise to their Campus Directory sites. In 2019, we are aiming to expand this to all 612 Senate faculty.

Second, we initiated partnerships with both the Committee on Research (COR) and the Office of Research (OR) in order to work together on a new practical focus on research development for the campus. We met with COR Chair Jarmilla Pitterman and Vice Chancellor for Research Scott Brandt and will continue our joint Senate-Administration collaboration next year. Because of the changes in campus leadership over this year, we were unable to advance our ongoing partnership with Graduate Council and the Graduate Division, working to enhance graduate student professional development and maintaining connections with grad alumni as important contributors to development and fundraising, now and in the future. We look forward to picking up where we left off, collaborating on a potential funding proposal for central planning, coordinating and codifying of professional development programs across campus.

We will continue to work on several main fronts:

- 1) making the UCSC culture of philanthropy better suited to the intellectual interdisciplinarity of our research and teaching, less fragmented by departmental and divisional territoriality, and more responsive to overall campus needs and goals.
- 2) offering systematic advice to the administration on development policy for the campus and actively monitoring the state of development efforts at UCSC.
 - a) expanding consultation: we will take advantage of the changes in our own committee status and in administrative leadership to develop new protocols and timelines for consultation, especially with the Interim Campus Provost and Executive Vice Chancellor (in addition to #2 above, continuing work with the faculty research clusters identified through the SAP) and the Acting Vice Provost and Dean of Graduate Studies (working on professional development for graduate students in all disciplines that links them with local organizations, businesses, raises campus visibility, and cultivates potential supporters, donors).
 - b) helping with the development of the next campus comprehensive fundraising campaign (CDF will initiate and coordinate faculty input into the Campus Committee for Campaign Planning through Chair Gillman, Senate representative on that committee).

Respectfully submitted;

Special Committee on Development and Fundraising

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Keith Brandt, *sits with*
Kimberly Lau, *ex officio*

August 31, 2019