Penn Campaign

Dan: good evening. Hope everyone had a good winter break. We’ve got a good meeting tonight. We’re going to first have Elise talk about the Penn Campaign.

Elise Betz: first I really want to thank you all for your engagement as graduate students. I know as grad students you have a different experience than undergrads. I know that several of you were involved with GradFest. We’re neighbors at the Sweeten House. One of our goals is to engage you more as grad students in the Campaign. First, a little about what I do. I am part of the Alumni Relations. I am not a front line fundraiser. We have alumni trustees. I also run a program called the Penn Traditions programs, to teach undergrads about philanthropy, to basically teach about civic duties.

Just to tell you, this is a comprehensive campaign. Every dollar that we raise b/w 2004-2012 goes towards our goal of 3.5 billion. Every school and center are all involved in the same campaign. It’s the power of the shared brand. Penn is a hot brand right now. It’s donor-centered. You can bet that if a donor has a very specific idea in mind with their gift, then we’ll be very open with that idea. It all stems from the Penn Compact. The opportunities that we have is megagifts, once in a lifetime gifts. We’re also celebrating regular gifts, $5 and $10 gifts. We will likely exceed our goals. I just want to share our gift pyramid analysis with you. We need 3 $100 million donors. We only have 1 out of 9 prospects right now. We need 40 $10 million gifts to reach our goal, and we already have 10 of them, so that’s significant.

I want to share a handout with you. We were very clear that every dollar had to go to a priority. We have a 170 core priorities, which is how we came up with the goal amount. Here’s our timeline. We are now in the public phase and that will run through 2012. We’ve been planning this since 2003. Even before Dr. Rodin left, we’ve been planning this. Here are some elements of the comprehensive campaign that I mentioned. We have a case for support. I have a copy that I’m going to leave with you. We have a volunteer structure, a goal structure, and we all plan together. We have 3 goals. The $3.5 billion. We also have non-financial goals. This is an interesting fact. Penn is the first institution to have measurable non-financial goals associated with their campaign.

Most schools are doing pretty well. Annenberg school doesn’t really have to fundraise much at all. They’ve been very generous. In past campaigns, grad student aid wasn’t even a blip on the screen, but look where it is now. It’s #3. 19% of the money we raise is going to grad and professional students. $323 million.
Lucas: are there ways to find out how the 19% is going to be divided?

Elise: yes, each school has a very specific breakdown of priorities. That info is in these books that I’m going to leave with you. Some of it is endowment, some of it is capital too. There are tons of numbers. It was incredibly thought out.

Endowment is our savings account. We can always spend our interest. 4.7% of $6.5 billion. Term is immediate need. Capital is buildings. Eastern expansion. That’s a big part of that.

Lucas: how long before these donations translate into significant decreases in fees and such?

Elise: it’ll be hard to say. It depends on how fast we raise these dollars for priority. We need to start giving grad students better financial aid packages.

Christa: how is it that the university can make a blanket statement in support of undergrads, but not be able to for students working in non-profit and things like that.

Elise: that’s an excellent question, and I can’t answer that. I know its’ a concern.

Question: What is the asterisk besides the law school?
Elise: They kicked off their campaign before anyone else.

Kara: can you talk about putting money into already existing buildings? Sansom, of course, is one.

Elise: the Arch is a priority. It’s a mess. Some of our worst buildings are done, and we’re moving down the line.

Talking about the financial vs. the non-financial. In addition to the $3.5 billion, we’re also looking at designations, endowment, etc. The non-financial goal is one that many schools don’t pay attention to. We want to build community. This campaign is about that. And also doing that with our neighbors in West Philly, parents, etc. Alumni Relations is a very important part of what we do here. Our development program, that’s fundraising, and creating a new group of donors, like yourselves. Staying competitive. Entrepreneurship. New management structures. Staff burnout. Confusion. Negative impact on fundraising.

There are 100s of volunteers involved with this effort. Every school has a committee and leadership. We already have 100 people on the gift committee, which you have to give $250K to be a part of.

So what is your role in the campaign? I mentioned those non-financial engagement goals. You are all current students so some of these won’t apply to you right now. But many of you will be out of school in 5 years or so.
1) strengthen campus and regional activities that engage alumni, students, parents, and friends and provide increased access to Penn’s vast academic resources.

2) Build on the success of alumni class and affinity group programming, creating new ways for alumni to connect with each other.

3) Expand career networking opportunities for alumni and students. Penn does not do a good job of this, career networking. We want to expand these opportunities for our alumni and students.

4) Grow the # of alumni who support Penn’s commitment to educational excellence through their annual gifts. We’re low on this point as well compared to our peers. It really helps to make annual fund gifts of just $10/year.

5) Increase the # of individuals who create lasting legacies at Penn through their planned gifts and Harrison Society participation. you don’t have to give us your will now, but whenever you’re ready.

6) Deepen student awareness and involvement in the full range of development and alumni relations activities. Every school has an alumni group, and they’re all fantastic people. Every school wants more students involved. Every school has an alumni society and they have events regionally and on-campus. You can advocate to have a student seat on the alumni society or board. I think SP2 does that. They have student reps on their alumni board. Also any time there’s alumni weekends, student involvement is great.

Measuring success: attendance, programming, volunteer leadership, quality of communications, giving

Christa: how does the central alumni affairs office interact with the different schools’?

Elise: we’re doing a much better job of it. We get together once a month. So if Med is having an event in Miami, we invite all alumni. We have a pot of money to subsidize part of it so everyone can attend. We work together during alumni weekends. When we elect alumni trustees, in the past, they were all undergraduate degree holders, but now we’ve made a serious effort to look at trustees with graduate degrees. And we have some fabulous trustees.

Christa: would it be possible to modify alumni affairs things so that grad students can learn about them as well during orientation. Like the fight song, for instance.

Elise: that is something we want to do.

Thank you, Elise!

Issues GA Want to Work On
Financial aid, eastward expansion, Dan Garafalo, green initiatives
Dan: Craig is Executive VP and can talk about many topics, on-campus dining, housing, business side, development campaign, everything except financial aid.

**Townhall Presentation**

Henna: First slide, put names in. Wherever you see the red arrows, fill in appropriate name/school. Here is history. Examples of what we did in the past. Emphasize how students can get involved, exec board, GA member, policy group. Funding is a big issue, can run through that. Read side text on how to edit slide to tailor it to your own school how GAPSA has funded your school in the past. Edit color, font to how you want. Stress Gradfest! Pump it up at your own meeting. Edit your info. Come to me with a date so we can arrange food. An exec member will be there to help you.

Alejandro: How long does it last?

Henna: It should be quick like a lunch and learn.

Lucas: last year only a few people attended. It is crucial to make a good poster. When GAPSA is on poster, people don’t seem to want to go. Put issues on poster, like funding to make people want to go.

Andrew: coordinate when school government meets or whenever a lot of students meet and coordinate that.

Dan: free food always attracts a lot of people, so emphasize that

Andrew: can make this part of a big event. Can add on a few minutes and present that

Henna: we can work with Alina to make flyers

Dan: when do they have to give you a date?

Henna: By next GA meeting, I will remind everyone through email. Either email or tell me at next GA meeting. I have presentations made and burned on CDs so at the end of the meeting I will give out the cds to a rep from each school

Dan: good to make everyone aware of GAPSA and get people involved. Last year, BGS students. Didn’t know whether to send students to hospital or to student health. Raising GAPSA awareness so the know where to turn to.

**Center City Octobus**

Dan: we are asking everyone to educate people about the center city shuttle. There wasn’t a whole lot of publicity on the shuttle after it was approved. Call 898-RIDE – phenomenal resource. We just need to publicize it more.
Interdisciplinary Awards

Andrew: you should’ve gotten one of these flyers. Please post this up. This is the 2nd year we’re doing it in conjunction with office of provost. You can check out all the information online. It’s $2000/month for the 3 months of summer. We had 70 applicants last year. People knew about it last year and it’d be nice to get it out there this year and have more applicants. The professional student travel grants are on a rolling basis. For research students, the spring deadline is Feb. 8th.

The topics are very wide and broad. Does not have to address social issues.

6 grants, can be either individual or group.

The selection committee is half faculty and half volunteer students. If you know of faculty members who want to do this, please let me know.

Evaluation Survey

Dan: we’re always looking to enhance what we do. It’s an anonymous survey. At the next meeting we’ll report back to you guys and see what we want to change or keep.

Lucas: could you talk about your own plans, the exec board’s plans? Changes to any GAPSA structures, anything?

Dan: nothing’s been set. There are some nuances here and there we want to change. The Constitution is a year old. So our vision is not to overhaul the entire Constitution, but if there’s something that’s not working in the bylaws, we want to know. Ideally we want to focus our energies on tweaks.

The entire GA has to approve it and vote on it. ¾ of the GA must approve it.

The NY Times

If anyone wants to do it and has feedback, then it’s up to the GA to put it back on the agenda.

We made a decision last time to empower the exec to negotiate or not to, but we wanted to come to you before we make a final decision.

We’ll bring it back in 2 weeks after discussion.

Meeting adjourned at 8:36 PM