

**University of Central Missouri**  
**Board of Governors**  
**Work Session**  
**April 27, 2017**

The University of Central Missouri (UCM) Board of Governors convened in Work Session on Thursday, April 27, 2017, at 1:00 p.m. in UN 237A on UCM's main campus. Presiding over the meeting was Board President Gus Wetzel II. Others in attendance were Governors John Collier, Mary Dandurand, Marvin E. Wright, Mary Long, Weldon Brady and Walter Hicklin. Also present was University President Charles Ambrose; General Counsel Hayley Hanson; and Assistant Secretary to the Board Monica Huffman; Vice President for Development and Executive Director of the Foundation Jason Drummond; and Alumni Foundation Board of Director Officers Richard Phillips, Gary Abram, Scott Taylor, and Diane Dudley.

Dr. Wetzel and President Ambrose welcomed officers of the Alumni Foundation Board to the meeting and introductions were made. Both welcomed the opportunity to meet to discuss ways in which the Alumni Foundation could work to assist the University to grow and to meet the budget challenges of Fiscal Year 2018 and beyond.

Mr. Phillips reviewed the progress of *Transformation 2025*. With regard to a campaign infrastructure, it was noted that ground work for *Transformation 2025* includes putting the right staff into place. Additionally, a strong robust annual giving program is needed along with a major gift strategy that provides philanthropic support to increase identification, solicitation, and cultivation of prospects. Last, greater partnering across campus is needed to engage and connect with our 90,000+ alumni, which if successful could provide strong support to the University in helping to meet financial challenges of the coming year.

The discussion and presentation (Attachment) included -- elements of a good Advancement Program, Giving Strategy and Focus, and Principal and Major Giving; a historical account of UCM Alumni Donors; UCM's current Endowment Distribution and Total Support to the University, Total Assets and Growth of Total Assets.

It was noted that only approximately 2.5% of UCM alums give back to the University. Greater focus has been placed on gaining new alumni donors, which is up approximately 1,000 donors this fiscal year over last fiscal year. In addition, increased focus will be placed on retention of the current and historical donors. President Ambrose added that alumni connectivity is an institutional responsibility where everyone has a role.

In closing, officers of the Alumni Foundation Board expressed appreciation to the Board of Governors for today's meeting and stated they look forward to our future work together.

**Request for Closed Session – April 27, 2017**

There being no further business to discuss, *Mr. Collier moved pursuant to Missouri Revised Statutes, Section 610.021, that the UCM Board of Governors resume meeting in closed meeting, with closed record and closed vote, for the purpose of considering real estate*

*matters, legal actions and personnel matters. The motion was seconded by Mr. Hicklin and carried with the following roll call vote:*

<i>Weldon Brady</i>	<i>aye</i>	<i>John Collier</i>	<i>aye</i>
<i>Mary Long</i>	<i>aye</i>	<i>Mary Dandurand</i>	<i>aye</i>
<i>Marvin E. Wright</i>	<i>aye</i>	<i>Gus Wetzel II</i>	<i>aye</i>
<i>Walter Hicklin</i>	<i>aye</i>		

**Adjournment** – Agenda Item No. 3

There being no further business to discuss, the meeting adjourned at 1:45 p.m.