

# March 2025 Advancement Committee




**Schedule**

Wednesday, March 5, 2025 9:00 AM — 9:15 AM CST

**Organizer**

Colton Cockrum

## Agenda

1. Call to Order and Opening Remarks Presented by Robert Carter	1
2. Roll Call and Declaration of Quorum For Approval - Presented by Colton Cockrum	2
3. Approval of Advancement Committee Meeting Minutes from September 4, 2024 For Approval - Presented by Robert Carter	3
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# 1. Call to Order and Opening Remarks

Presented by Robert Carter



## 2. Roll Call and Declaration of Quorum

For Approval

Presented by Colton Cockrum



### 3. Approval of Advancement Committee Meeting Minutes from September 4, 2024

For Approval

Presented by Robert Carter

**University of Memphis Board of Trustees  
Advancement Committee Meeting  
Meeting Minutes  
September 4, 2024**

**Agenda Item 1: Call to Order and Opening Remarks**

- **Trustee Carter** called the meeting to order.
- **Trustee Carter** welcomed and introduced members of the Committee, Trustees who are present, and University of Memphis administration.
- **Trustee Carter** stated that this was the second Advancement Committee meeting. He said the Advancement Committee was off to a great start as a new leader has been put in place, Dr. Tara Jones, who is establishing her team, and that the committee is meeting regularly to look at the all-important topics and impetus behind Advancement and the University.

**Agenda Item 2: Roll Call and Declaration of Quorum**

- **Trustee Carter** recognized Board Secretary Colton Cockrum to call the roll.
- **Secretary Cockrum** called the roll.

**Trustees present:**

Trustee Edwards

Trustee Carter

Trustee North joined virtually and confirmed he was alone and could hear.

**Additional Trustees present:**

Trustee McKinney

Trustee Marchetta

Chairman Johnson

Trustee Roberts joined virtually confirmed she was alone and could hear.

- **Secretary Cockrum** announced the presence of a quorum.

**Agenda Item 3: Approval of Advancement Meeting Minutes from March 13, 2024**

- **Trustee Carter** called for a motion and a second to approve the March 13<sup>th</sup> minutes.
- **Secretary Cockrum** called a roll call vote. Trustees Edwards, Carter, and North all assented to approval of minutes.

**Agenda Item 4: Advancement Update**

- **Trustee Carter** recognized Tara Jones, Senior Vice President of Advancement
- **Dr. Jones** stated that Advancement ended FY24 with over \$41M raised, which is the second highest total in the last 6 years. The FY25 comprehensive fundraising goal is \$45M, which is the largest goal Advancement has set. She said that the alumni giving rate dropped slightly but noted that research conducted by EAB showed an 11% decline in alumni giving from 2022-2023 across the country. Our endowment fund is trending upward, and the primary way to grow the endowment is through new gifts and commitments. While the Driven by Giving annual campaign had fewer donors in FY24, the average gift size per donor increased. A more proactive approach is planned for FY25. The state



\$50M R1 match opportunity resulted in new endowments for research in FCBE, the Loewenberg School of Nursing, our research department, and others. Of the 19 new endowments that have been established, 13 are fully funded and have produced spendable dollars, which were matched by the R1 program. While there is no deadline for completing the match, it is a priority. We are currently in the silent phase of a comprehensive campaign for the university, which will provide fuel for the Ascend Strategic Plan. Dr. Jones stated that we have raised \$28M towards a \$500M goal. Ideally, we would like to secure 75% of the goal before we publicly announce the campaign.

#### **Agenda Item 5: Additional Business**

- **Trustee Carter** thanked Dr. Jones for her professionalism and organization. He stated that the key to Advancement is connection and communication. If one is connected to the university, they feel empowered and obligated to support the university. Corporations are critical to Advancement, so whatever connections people have with organizations they are a part of, it is important to activate those for Advancement. He said that we need to up the ante for our alumni as well and make sure they are at the table with us and connected to the university. Advancement dollars help fund capital projects for the university, keep operating expenses flowing for the university, and help build the endowment for the university. These are all critical for a thriving university. We need to take advantage of the momentum we have and continue to build on it to develop the university in significant ways. He called out to the Board to be involved and to reach out to organizations and contacts in any way possible to help Advancement move forward.
- **Trustee Carter** asked for any additional business. There was none.

#### **Agenda Item 6: Adjournment**

- **Trustee Carter** called for a motion and second for adjournment.
- **Trustee Carter** adjourned the Advancement Committee meeting.



## 4. Advancement Update

Presentation

Presented by Tara Jones

# **The University of Memphis Board of Trustees**

## **Recommendation**

Presentation (adjust based on your presentation i.e. For Approval, Report, etc.)

**Date:** March 5, 2025

**Committee:** Advancement Committee

**Presentation:** Advancement Update

**Presented by:** Dr. Tara Jones, Senior Vice President of Advancement

**Background:** Dr. Jones will be providing an advancement update that will include information regarding the Advancement Strategic Plan, and key performance indicators related to the Ascend Strategic Plan, endowment, and fundraising update.

# *Advancement Update*

## *Advancement Committee*

Dr. Tara Jones  
Senior Vice President for Advancement

March 5, 2025  
University Center



MARCH 2025

# ADVANCEMENT STRUCTURE

Organizational changes to increase collaboration and drive productivity



## LEADERSHIP TEAM



**TARA JONES**  
Senior Vice President



**STEPHANIE FROEHLICH**  
Vice President, Engagement

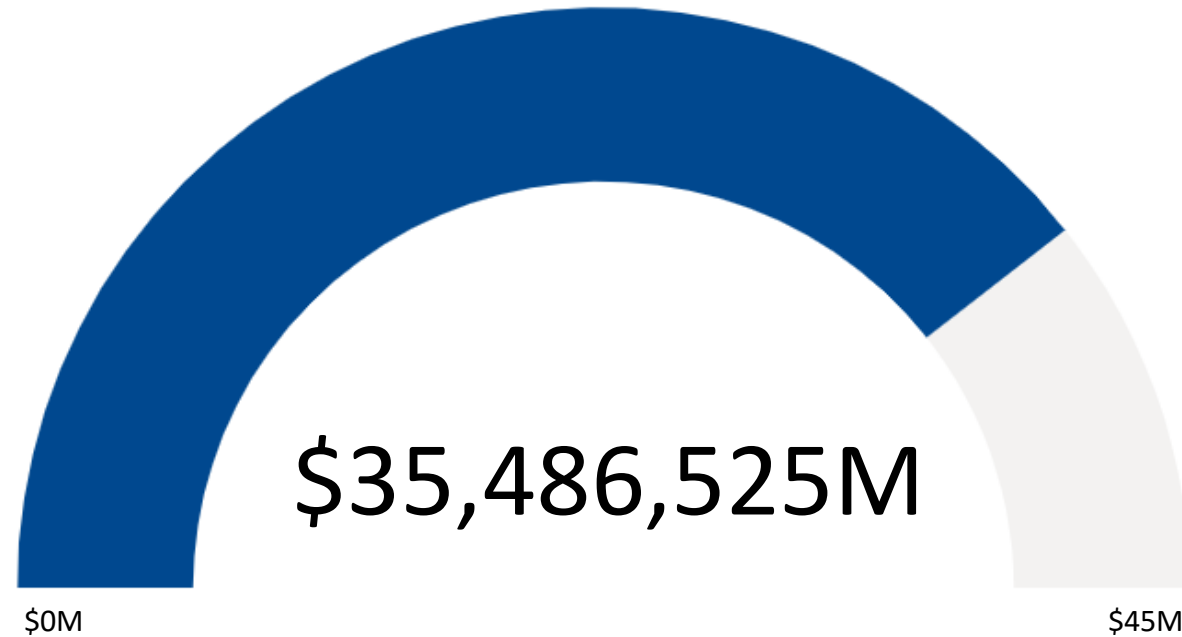


**KIMBERLY GRANTHAM**  
Vice President, Philanthropy



**HOLLY FORD**  
University of Memphis  
Foundation, CEO

## FYTD25 FUNDRAISING PROGRESS





## FYTD25 FUNDRAISING PROGRESS

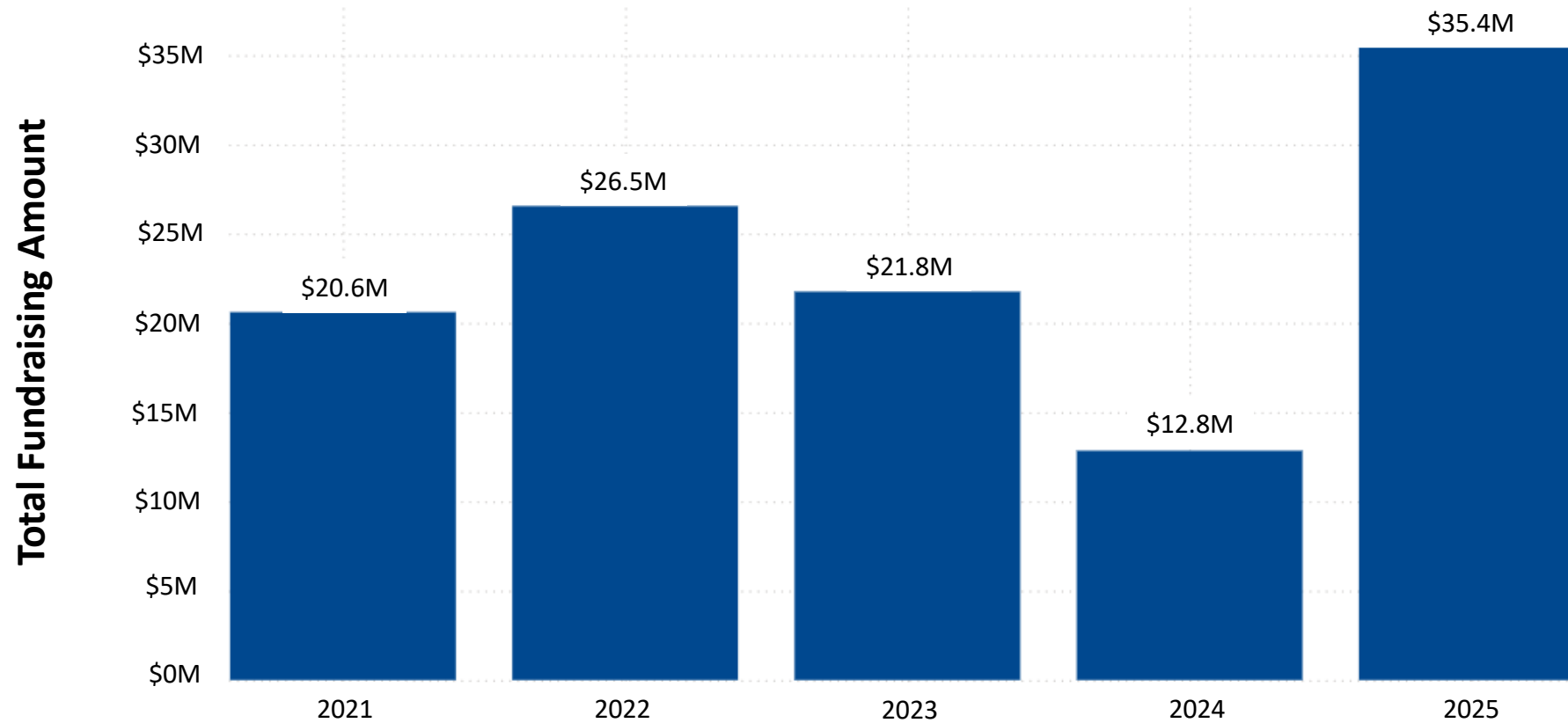
% of FY25 ELAPSED

60%

% RAISED TOWARDS GOAL

79%

## FYTD COMPARISON: July - January

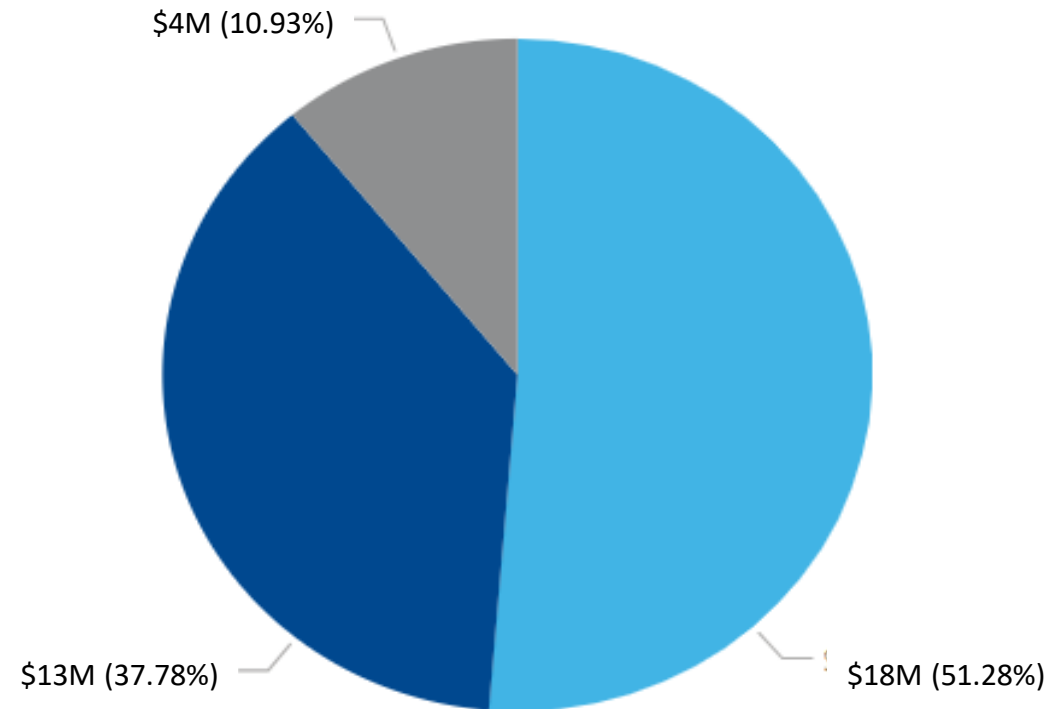


## GIFT LEVELS – FYTD25

Principal Gift  
\$1M+

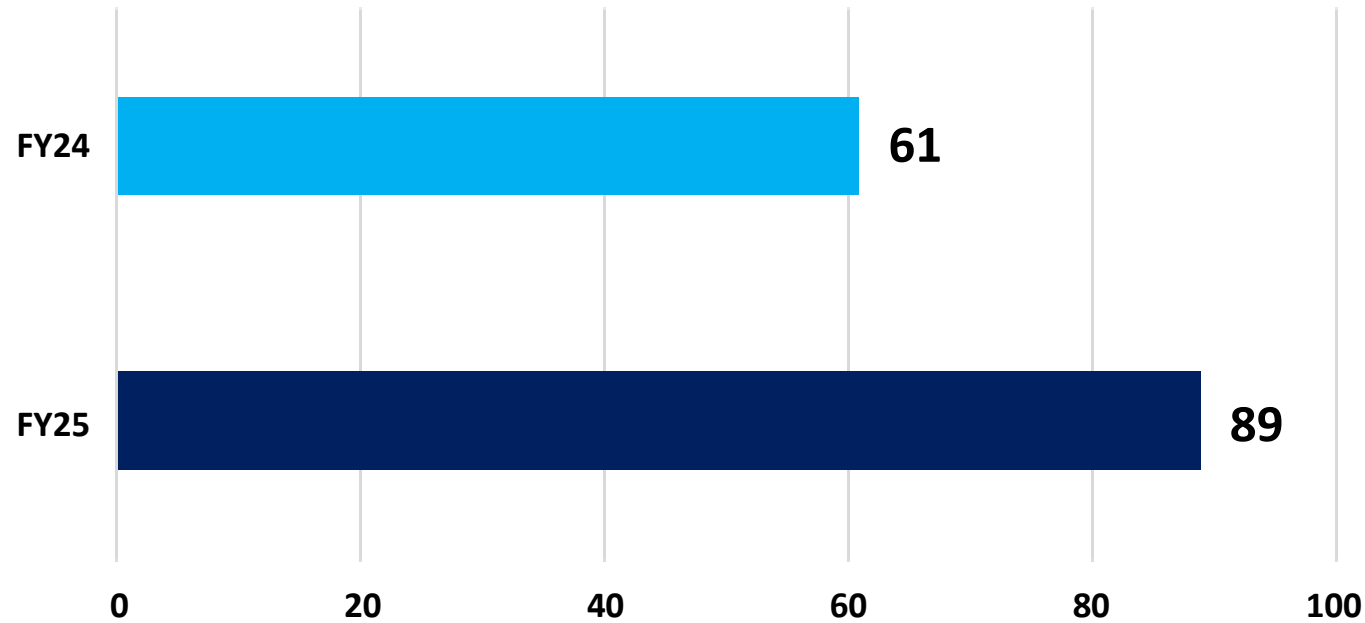
Major Gift  
\$50K-\$999K

All Other  
\$49.9K & under



## \$50K+ COMMITMENTS

### \$50K+ New Gifts and Commitments Received to-Date FYTD24 & FYTD25



## FYTD 25 HIGHLIGHTS

Received \$4.99M  
commitment from the  
Mellon Foundation, UofM's  
largest philanthropic grant  
from a national foundation

Set a University of  
Memphis record with over  
\$30K raised on Giving  
Tuesday and nearly  
doubled both donor and  
gift counts.

**Four Largest Fundraising  
Months are in FYTD25\***

- July
- October
- December
- January

*\*using five-year comparison*

## 2025 | YEAR OF ENGAGEMENT

Establish four (4) national networks with local leaders in place + regular events/engagements

Relaunch the Student Ambassador Board (SAB) and elevate the brand and experience to be more professional and engaged

Strengthen collaboration, partnership and communication between athletics and academics for strategic donor engagement, co-hosted events and systems integration

Launch the first college-level segmented annual giving campaign in 10 years

Modernize connectivity with CRM database and other systems and update demographic records

Expand opportunities to educate and inform Advancement staff and campus partners on endowment performance, investment strategy, stock gift processes and donor fund usage

## 5. Additional Business

Presented by Robert Carter





## 6. Adjournment

Presented by Robert Carter