

University Staff Senate Minutes

April 13, 2023, 11:00-1:00 p.m.

Raynor Memorial Library, Beaumier Suite C and virtual

Present:

Elected representatives:

Calley Hostad, Robin Cork, Melissa Econom, Nicolle Skoien, Carol Trecek, Maria Cooper, Sarah Kazlauskas, Chris Bartolone, Molly Eldridge, Latrice Harris-Collins, Amber Jensen, Yvonne Printz, Jack Bartelt, Chris Bartolone, Christine Fleming

Other attendees:

Brigid Alba, Tina Aiello, Cliona Draper, Sherrie Dorff, Rae-Ann Vanek, Tammy Meyers, Coreen Bukowski, Julie Nurse, Karen Nest, Maggie Klatt, Ritu Sachdev, Matt Engeliem, Patty Przybylka, Tia Langnes, Yasi Blackmon, Stephanie Werkowski, Lori Montezon, Kim Poehlman, Wendy Butler, Kim Perez, Amy Kaboskey, Laura Abing

Chair Carol Trecek began the meeting at 11:02 a.m.

Melissa Econom led the reflection.

Special Business

Guest Speakers: Tim McMahon, Vice President for University Advancement

Link to meeting recording with slides [here](#).

- Tim McMahon has been in the advancement world for twenty-one years.
- Marquette is currently in the seventh year of Time to Rise, which is an eight-year campaign with a goal of raising \$750 million.
- Time to Rise is the first campaign in a decade, but certainly won't be the last. This campaign aims to generate funds, but also contribute to a cultural shift to philanthropy.
- This campaign effort is grounded in the University mission pillars. Advancement doesn't create the fundraising priorities, they advance them.
- The University Advancement headcount has shrunk in by 21%. See the recording for an overview of the key focus areas.
 - UA has a regional team, similar to admissions. Two staff on the east coast, two on the west coast, and also a team in the Marquette building in Chicago.
- Advancement wants to be connectors and conduits but also Marquette storytellers.
- Annual giving is focused on a wide base of giving, habitual comes before elevated giving. The goal is to create a wide base of engagement with donors so they can grow in their giving throughout their life.
- Alumni giving has historically sat at about 13%. Although, that percentage is average, UA felt that we should do better. At the end of FY22 that number was around 19%, right

now we are on track to raise the amount to 20%. The top goal percentage is around 25% which would make us Nationally significant.

- We're only as good as the people we work with and the data that we can use to inform our efforts.
- Question: in terms of regional development, are their plans to place UA staff in any other areas?
 - One area would be Rochester to Twin Cities (Minneapolis and St. Paul). Also, thinking about how to get to areas of enrollment, but also where alumni live covered.
- #GiveMUDay is an important giving event for UA. This year \$4.5 million were raised from over 5,100 donors living in all fifty states.
- We are in the largest campaign in Marquette history, with a goal to raise \$750 million. Time to Rise campaign objectives are about University priorities and include: enriching and expand student opportunities, supporting our teacher-scholars, fostering University-wide innovation, and to transform our campus environment.
 - We want support for our long-time programs, but also support innovative new ideas.
 - Obviously transforming the campus, is important as well. Marquette has been around since 1881. We have a number of old buildings, some buildings we know are far past their useful life. Some will get to you in this campaign, some will be a centerpiece of what we know will be the next campaign that starts July 1, 2024.
 - It is important to remember that campaigns are never meant to solve all the problems, or fund all the priorities that come out of the strategic plan, but rather focus on some highlights. Advancement will instead focus on the “sellable highlights” from the strategic plan. They simplify things so folks can engage with the themes more easily.
- Currently we are sitting at \$665M total funds raised, 763 donors at the \$100K+ level, 131 donors at the \$1 million + level, and 6 donors at the \$10 million + level. We have had 31,000+ first-time donors, about 49% of total donors.
- Nearly \$270 million have been raised for scholarship, meaning they are at 41% of their total scholarship goal so far. This is the largest fundraising goal area in the campaign.
- Question: is the number and percentage of first-time donors unusual?
 - This number is somewhat of an outlier. Some of this might be that we haven't done a large campaign for over a decade.
- Falling under the Major Gifts category are the 40 endowed staff and faculty positions. All of these roles are mission driven.
- Find the campaign commitments by fiscal year chart on the slide in the recording.
- Four broad buckets for the campaign: Program, Annual Fund, Capital, and Endowment. See their progress toward fundraising \$ amounts in each area on the slide in the recording.
 - Programmatic is any gift that's restricted to a particular area or focus or program or there be chemistry or political science or women's soccer. It's restricted. It has to be used for those funds.

- Annual fund bucket is made up of 3 different funds. The Marquette Fund which is the broadest, most number restricted, the Scholars program which is unrestricted scholarship and then Blue and Gold Fund which is unrestricted scholarship for athletics.
- Capital fundraising supports all the different building projects that we have including the new Business School, Nursing, and Wellness.
- Endowment is intentionally the largest.
- Question: How is each year counted without double counting when you have money being pledged in one year and coming in during a different year?
 - If a donor makes a \$100k pledge in FY 23 (this fiscal year) and structures that pledge over 5 years, the industry standard that UA follows is to count all \$100k this year.
 - UA does not count it as it comes in each year nor do they wait and count it all once all of the pledge payments have arrived.
 - There are certain campaign counting guidelines around deferred gifts, so we don't count 10-year pledges at Marquette. We count pledges over five years, with some exceptions on six and seven years. But similarly, if someone gives a bequest and is under 55, we don't count that for the campaign.
- Culture of giving is all about building meaningful relationships. “interrupt” their lives in positive ways in a number of categories: community and networking, connecting with students, pride and spirit, lifelong learning, spirituality and character, service, and giving and creating legacy.
- Question: What about National MU day? Is that a focus of UA as well?
 - National MU Day is more about a MU tradition than a UA focused initiative. That being said there are ways for folks to get engaged alumni driven game watching, from the MKE Deer District all the way to Paris, France.
 - This is a great engagement day that UA celebrates, but UA usually focuses on the engagement after this day to continue the motivation for giving from participants.
- Question: for the next campaign, is there a goal for the funds coming in to be more focused on supporting Marquette personnel at the entry and mid-levels? Balancing the reaction from staff on seeing the dollar amounts being raised, yet not seeing those funds directly supporting their areas.
 - Yes, we can do more about that. The challenge is around if those funds are endowed.
 - We do need to be careful to treat the cause and not the symptom. We need to decide if we are looking to grow, which would mean hiring more staff.
 - Thinking about fundraising as bridges to help this issue.
- Question: how many of the 40 endowed positions are staff vs. faculty?
 - There are some endowed staff sprinkled throughout the campus.
- Question: how are the funds distributed?
 - That is not a UA decision, this is up to the Deans and department chairs.
 - The hope is that funds are raised are augmenting resources, not just replacing previously lost resources.

- Question: How do you approach fundraising with current students and young alumni knowing the level of debt they have?
 - UA doesn't group all alumni in one big bucket. 20% of alumni are giving, which means that 80% are not. It is really an individual decision. Young alumni giving is increased by 70% if not more during the Time to Rise campaign.
 - UA works with a Young Alumni Council and the Student Philanthropy Council to inform fundraising staff before they engage in conversations.
- Question: Does donor focused giving in a specific area, for example an alumnus that only wants to give to the Dental School, come into conflict with what you need for the university as a whole?
 - Not necessarily because they live in a donor center approach. Their approach is to find the intersection between what the university stated priorities are vs a donor's interest.
 - Typically, they don't see donors wanting to give six or seven figure gifts with no set area they'd like to fund. Occasionally, but not often.
- Question: Are there things departments or units can do to help UA tell their unique story for fundraising? For example, the Haggerty made a video for their UA liaison to use in conversations with potential donors.
 - Advocating for participation in things like give Marquette Day, attending the various awards or functions and engaging people, attending the reunion every year is a great opportunity of captive audiences.
 - People want to be part of the momentum to get a sense that "we're winning" together. UA is careful to frame their fundraising stories in a positive light, as negative stories don't typically generate much interest. For example, showing images or footage of an outdated classroom will not motivate donors to give money to make updates.
 - Communications team in UA are happy to partner with departments and units on campus to create materials for UA to use to help.
- Question: I know a lot of the cuts in the budget are because of COVID. Has advancement tried to gain collection to help with the deficiency that the University experienced with COVID so that we can move forward from COVID and can repair the operating budgets going forward?
 - UA uses a broad-based approach. They don't have the resources to fundraise for each individual department, so from a time and resource standpoint they focus on driving annual fund giving through the Marquette Fund to support unrestricted resources to help with operating resources to help with things of that nature.
- Data about where alumni are currently living is housed in UA. Where alumni are currently working is more difficult to track.

Regular business

Secretary's request:

- Nothing to report.

Treasurer:

- Thinking about using the leftover funds for this year to purchase new USS swag.
- If you are interested in joining a meeting to discuss the swag join folks on Friday April 21.

Vice Chair:

- Carol and Melissa met to continue the discussion around the inclement weather policy. Next steps meeting with Joel Pogodzinski and HR.
- Working on poker walk event.
- Question about the compensation study and putting jobs into levels.
 - Discussion around the compensation study and job families. HR is currently leading department and unit presentations across campus.
 - Find information here: <https://www.marquette.edu/human-resources/employees/documents/job-families-final-version.pdf>
 - To find your job family follow these instructions: <https://www.marquette.edu/human-resources/employees/documents/job-families-guide-and-myjob-instructions.pdf>
 - Concerns about advanced degrees, what an employee knows, and length of time working at MU are not being considered in this process. Salary bands for each level within a job family.
 - This process didn't look at the person in the role, but what the job description asked for.

Chair:

- Chelsea Malacara is looking for volunteers to help sort, move, storage, etc. with the MarKept Move Out initiative. Learn more here: <https://www.marquette.edu/sustainability/markeptmoveout.php>

Nominations and Elections:

- Four open positions will become upcoming. Two administrative and two academic positions.
- Nominations will use SharePoint form, while the elections will use a Qualtrics form.
 - People are able to nominate up to five people.
 - Each person can only fill out the form once.
 - Only staff are able to nominate other staff. If faculty or students nominate people their responses will be taken out.
- Also collecting nominations for the USS member of UAS. Each nomination must be for a staff person in an academic position. In order to be asked to run in the elections portion, you need 2 nominations and one of those two nominations can be yourself.
- General timeline of dates for nominations has been pushed back a little to better align with the Poker Walk.

Bylaws:

- Nothing to report.

Communication:

- The Generation Z book club sessions were successful.
- The session with the author is coming up on April 25. Please only join that discussion with the author if you have read the book.
- You can get the book with the library using this link:
<https://libus.csd.mu.edu/record=b3497344~S1>

Service:

- Monday, April 17 Amber is meeting to discuss the Holiday Giving Tree.

Outreach:

- Updates on the Poker Walk.
 - Still waiting on ERGs to see if they would like a table.
 - The Poker Walk will take place on May 24 at 12pm starting in the central mall near the Joan of Arc Chapel.
 - Iggy will be there and so will MUPD Blue. A request has gone out to President Lovell.

Staff Outreach:

- Nothing to report.

Strategic Planning Report:

- A great session took place the morning of April 13.
- There will be additional opportunities to give feedback to the group.
- Members of the committee are going to different departments and colleges to give a presentation, a link is available for a survey, and there will be future listening sessions to gather feedback from across MU.

New Business:

- Reflection schedule for upcoming meetings:
 - May 18, 2023, Jack Bartelt
 - June 15, 2023, Christine Fleming
 - July 20, 2023, Robin Cork

The meeting adjourned at 12:40 pm.