

College of Arts and Sciences  
Meeting of Faculty Assembly  
SK 102  
December 7, 2018  
2:00-3:15 PM

**ATTENDANCE:**

ANTHROPOLOGY:	F. Crespo, J. Zhao
BIOLOGY:	L. Fuselier
CHEMISTRY:	C. Grapperhaus
CLASSICAL & MODERN LANG.:	D. Coyne, M. Dalle, L. Dray, T. Edison, B. Fonseca-Gruber, M. Groenewold, M. Hencker, A. Leidner, R. Luginbill, M. Makris, J. Minges, F. Nuessel, S. Owolabi, R. Roebuck, M. Wu
COMMUNICATION:	M. D'Silva, J. Ferré
COMPARATIVE HUMANITIES:	S. Bertacco, A. Hall, A. Kostakis
ENGLISH:	D. Anderson, K. Chandler, K. Kopelson, C. Petrosino, G. Ridley, S. Ryan
FINE ARTS:	T. Calvert, L. Friesen, R. Singel
GEOGRAPHY/GEOSCIENCES:	A. Gaughan, F. Stevens, H. Zhang
HISTORY:	B. Beattie
MATHEMATICS:	L. Larson, T. Riedel
PHILOSOPHY:	J. Gibson, A. Kolers, D. Owen
PHYSICS:	S. Banerjee, D. Brown, B. Freelon, C. Jayanthi
POLITICAL SCIENCE:	J. Farrier, T. Gray, M. Merry
PSYCHOLOGY:	L. Haynes, B. Mast, S. Meeks
SOCIOLOGY:	J. Beggan, K. Christopher
THEATRE ARTS:	G. Brown, J. Calvano, K. Gawley, R. Vandenbroucke

Dr. Karen Kopelson, Chair, called the Faculty Assembly to order at 2:05 PM.

The Faculty Assembly unanimously approved the slate of graduate and undergraduate candidates for December 2018 graduation.

David Gibson was nominated and approved to serve as Parliamentarian during the Spring 2019 semester. He will serve as Susan Ryan's sabbatical replacement.

Dr. Kopelson then recognized Brad Shafer, Interim Vice President for University Advancement, to address the Assembly. Interim Vice President Shafer was accompanied by Tom Keith, Associate Vice President for Development, and Denise Bohn, Senior Director of Development in the College of Arts and Sciences. After briefly reviewing his educational background and professional

experiences, Vice President Shafer provided an overview of his office's ongoing reorganization and re-staffing. He is working to:

- Get his leadership team in place and increase his staff to fill existing vacancies and, where warranted, fill new positions as need for them are realized. According to Shafer, the University should have 75 fundraising officers. When he began in July 2018, there were 13.
- Staff senior development teams for all of the academic units. Shafer noted that A&S is currently the only academic unit to have a full development team and also commented that the College may be in line for a fifth development officer given its size and complexity.
- Make sure that University Advancement and Athletics fundraisers are on the same page and that they are using the same databases
- Begin strategic planning for a capital campaign. The "industry standard" capital campaign for an R1 institution of UofL's size is to raise \$1 billion over 5 years. This will involve establishing the University's institutional priorities and then conducting a feasibility study with the University's top 100 likely donors.

After his introductory remarks, Shafer fielded a number of questions from the faculty in attendance.

**ORGANIZATIONAL CHART:** When asked about when/how faculty could see University Advancement's new organizational chart, Shafer responded that the unit's updated and improved website will provide this information.

**ROLE IN MARKETING AND BRANDING ACADEMIC UNITS:** When asked what role, if any, University Advancement could play in branding the University's academic units, not just athletics, Shafer reported that he had already begun a preliminary conversation related to that with President Bendapudi.

**ACCESS TO ALUMNI INFORMATION:** Dr. Ridley noted that self-study and other reports often require alumni information to which Advancement has access, but that it does not share with units. She then asked if it would be possible for Advancement to provide this data, thus preventing unnecessary, duplicative effort. Citing privacy concerns, Shafer replied that his unit cannot simply turn over its data, but departments may submit information requests and will be provided as much information as his unit may provide.

**PERMANENT UNIVERSITY E-MAIL ADDRESSES FOR ALUMNI:** While offering alumni permanent UofL e-mail addresses might facilitate contact with recent graduates, it is unlikely that graduates would continue to use/check this account as they progressed in their careers. Therefore, while he is willing to open a conversation about this topic, such a move seems unlikely to be effective.

**FACULTY-STAFF GIVING:** Donors and potential donors often inquire about the percentage of faculty and staff members who support the University and use that as a gauge for how committed the community's members are to the University and its mission. Giving in A&S currently stands at

17%. Faculty were encouraged to consider making a gift to help increase the giving percentage, which, again, seems to be more important to donors than does the amount given. Faculty were also encouraged to share recommend alumni who might be contacted about supporting the University or the College and to recommend persons of their acquaintance who would be interested, qualified fundraisers.

**COMMUNICATION:** Advancement will soon be sending out electronic communications to internal and external constituencies to provide updates about its activities.

The meeting was adjourned at 3:04 PM.