

NOTES

Planning & Budget Committee (PBC)

November 16th, 2023 | 12-1:30 PM

1. **Call to order** 12:06 p.m.
2. **Request to amend Meeting Notes/Minutes: October 19th, 2023**
No changes to notes requested.
3. **Old Business**
 - A. Follow-up Regarding Change of Charge and Membership
Presented by: Nick Kelling
Bylaws are purview of the committee not University Council (UC) and UC will no longer be responsible for approving by-laws. Expect this to be approved at UC Dec. meeting. We have made most edits to PBC by-laws and those will be approved at a future meeting. Faculty Senate committee is aware and supportive of adding more faculty to PBC.
 - B. Follow-up to the request for detail on the FY23 fundraising efforts
Report available on Teams in November Meeting Notes Folder
Presented by: Joe Staley
4. **New Business/Announcements**
 - A. Extension of Credit Policy
Draft of Policy available on Teams in November Meeting Notes Folder
Presented by: Deja Sero

It was determined that this is not a policy and was removed from the agenda
 - B. Detailing of Initiative System for FY24
Presented by: Deja Sero
Flowchart presented available in Teams Folder (FY23-24)
 - Budget cycle for every year will now be done by May which will allow time to adjust before a new FY starts.
 - Introduced new Tuition and Fee Request Docusign Document that will be used for requests. Budget Office is not an approver. Requests will be routed to PBC from Budget office after request approved.
 - Question: Does this request form include Course fees? No. Course fees have a different process. (department/college/provost)
 - No initiative budget requests going forward. We have \$9.2 million budget deficit this year.
 - Creating a full 12-month budget for colleges for FY25.
 - The committee will not be recommending any university initiatives this year, but the committee would like to rank initiatives.
 - Initiative audits and Post audits – how do we do that to set it up for FY25?

The financial state of the institute meeting was moved to February and is open to the university community.

Next meeting will be January 18, 2024 as the Dec. 21, 2023 meeting is cancelled.

UA Overview for PBC

University Advancement is comprised of:

Development – Fundraising -

Major Gifts, Annual Giving, and Operations – Elbby Antony

Major Gifts & Planned Giving – Sherrie Mueller

Major Gifts & Foundations – Richard Zalesak

Alumni Relations – Kendra Hakanson

Engagement

Alumni Association

Student Alumni Association

Alumni Events

Special Events – not budgeted to provide support for all university events – Lori Lopez

Oversight of University-wide events and Donor Stewardship activities

Coordinator of major events with external partners (colleges/centers/institutes

Community/UHCL events - Revenue Generators)

Cultural Arts – Eric Despard

Bayou Theater

Art Gallery

Joint programming with and support of academic efforts

Marketing and Communications – Daniel Ramirez

Marketing and Brand Strategy

University Communications

Enrollment Marketing

Creative Services

Digital Strategy

Media Relations

Social Media

Web Content

Fiscal Year '22/'23

Goal: \$1.7 M

Total Raised: \$2.7 M - \$827,000 in outright gifts, \$1.4 M in pledges, and \$500K in revocable commitments

Accurate Breakdown of donor groups (alumni, individuals, foundations, corporations, community, and other) is not yet available for '22/'23 as UHS Advancement is still transitioning from old CRM to a new one. Final stats should be available soon.

In rough figures:

60% from individuals/alumni

30% from foundations

10% from corporations/other

Fiscal year '22-'23 by unit:

COB - \$93,000
COE - \$157,000
CSH - \$590,000 (one \$500K pledge)
CSE - \$439,000
LIB - \$21,000
GEN - \$1,400,000

Largest pledge - \$500,000

Largest gift was from a Foundation - \$150,000 for Expanding STEP Programs

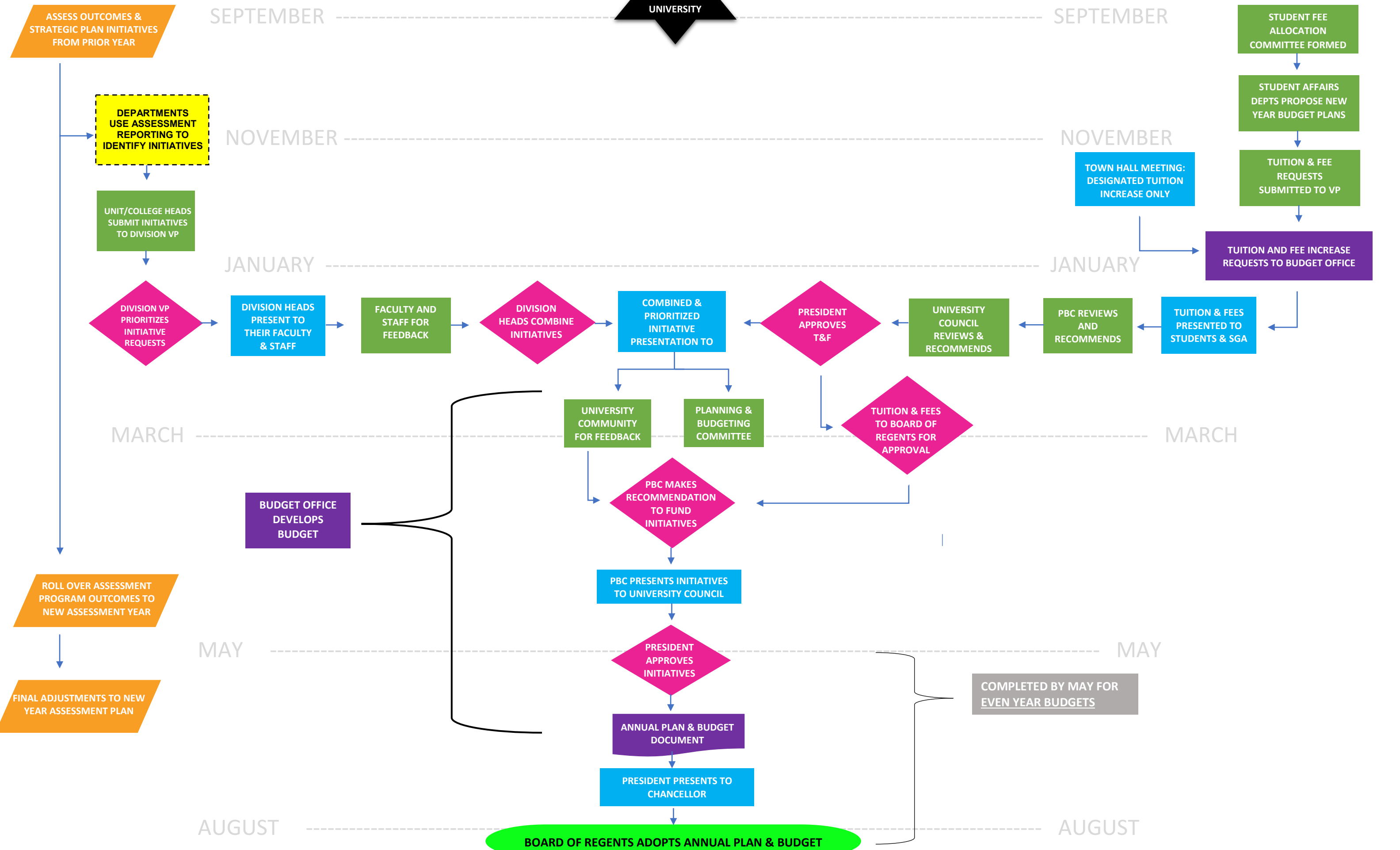
Average gift based on total gifts received (skewed because major gifts are included) is:

- \$2,542 with all gifts considered
- \$1,373 with only gifts under \$25K

Q&A

PLANNING & INITIATIVE PROCESS

TUITION & FEE PROCESS



Online Attendance for 11/16/23

Zellner, Stacy Anne

Buckminster, Krista Lynn

Jain, Preeti

Aschenbrener, Matthew Stiles

Jacobs, Lorie Louise

Nimmer-Williams, Yolanda Evette

Bearden, Megan

Chavez, Abigale Grace

Kelling, Nicholas J

Gu, Vicky

Richardson, Timothy L

Antony, Elbby

Black, Lea J