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.
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
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