

**MINUTES OF THE SHARE COUNCIL GENERAL MEETING**

UF/IFAS CALS Collaboration Room | McCarty Hall

Friday, September 29, 2017

2:15PM – 4:15 PM

**Members in Attendance:** Chair Reggie Brown, Peter Chaires, Roger Davis, Hugh English, M/N Comm Chair Kate English, Ray Goldwire, Tom Hart, Cody Helmer, Caylin Hilton, Michael O’Hara Garcia, Ernest Sellers, Staci Sims, Wayne Smith, C/E Comm Chair Sharon Spratt, Debbie Swindle, John Woeste

**Guests:** Christy Chiarelli, Julie Conn, Katherine Davies, John Hooker, Taylor Johnson, Katie Morris, Annie Muscato

**Lunch with Leadership:** prior to the meeting, the Council met with SVP Jack Payne, Assoc. VP Jeanna Mastrodicasa, CALS Dean Elaine Turner and Research Dean Jackie Burns over lunch. (Extension Dean Nick Place was hosting a donor family on campus and was unable to attend.) SVP and Deans each provided an update, including announcement of UF ranking, gift to name the Learning Center at the Austin Cary Forest, and campaign initiatives. After questions and discussion, Jeanna Mastrodicasa led the group on a tour of the newly renovated distance learning studio, completed with the support of SHARE dollars.

**Call to Order .....Reggie Brown**

After all guests returned from the tour, Brown called the meeting to order at 2:15pm.

**Welcome..... Reggie Brown**

Brown welcomed the group back and then opened the floor for Payne to address a question from H. English about happenings related to the Citrus Research and Development Foundation, and the review of direct support organizations (DSOs) by state legislature, including discussion on CRDF funding allocations and support of IFAS citrus researchers. There has been discussion of UF Trustees being places on DSO boards.

Brown thanked Payne for returning to have the discussion. Then reviewed the Council’s roles: create awareness, build relationships, and generate support for UF/IFAS and meeting objectives: (1) Discuss the UF Campaign, IFAS Initiatives and Council Role (2) Nominate and Elect 2017-2019 Council Officers (3) Fill open committee positions (4) Explore upcoming engagement opportunities (5) Commence planning for Flavors of Florida 2018.

**Minutes of Previous Meeting.....Caylin Hilton**

Brown called for reading of the minutes from the meeting on May 19, 2017.

**K. English motioned to waive the reading of the minutes and approve, Davis seconded. Motion passed unanimously.**

**UF/IFAS Fundraising Report.....Cody Helmer**

Helmer reiterated the Council roles and shared progress to date on campaign fundraising. First sharing that the original IFAS \$250M goal had just recently been updated to \$200M. After a lot of number crunching it was determined a reasonable goal for IFAS was \$185M, and then a new stretch goal of \$200M determined. Council

members were in agreement with this change. PROGRESS: UF \$1.29B/\$3B and IFAS \$72.7M/\$200M. The FY2018 goal for IFAS is \$30M.

Helmer shared five notable recent gift commitments to IFAS: Barber for Peanut Research; Stern Family for Austin Cary Learning Center, Chiarelli shared more details about gift; FFSP for Research; Eleanor Fleming for Nathan Mayo Scholarship in CALS, Davies provided some more info about gift; and Anonymous for Extension Master Gardener program.

Helmer then provided an update on the planning and launch of Campaign scheduled for October 5. With the announcement of UF as a Top 10 Public Institution, the Campaign will help continue to drive a long-term goal to reach Top-5 Public and Top-20 Public and Private. It is our goal for IFAS to be a major player in bright ideas for UF. Shared the IFAS themes: Feeding the World, Developing Leaders, Eliminating Invasive Species, Protecting Our Water, Ensuring Food Safety and Security, Conserving Our Natural Resources, Promoting Healthy Lifestyles.

Helmer asked Chiarelli to share more about the planning and work happening in communications to share how IFAS is already impacting these areas and help identify support for programs. O’Hara Garcia asked if there are impact stories and examples to help drive communications, and Chiarelli shared there is a concerted approach to tell these stories. Chiarelli shared there is a prospectus and webpage being developed and O’Hara Garcia reiterated the importance of tangible examples in these pieces.

Chiarelli then discussed fundraising initiatives and why these are used to start conversation, to provide a spark. She shared the ’41 Fellows initiative in CALS had been established honoring the first PhD to be awarded to Skipper in 1941. Endowments for graduate support of \$350K+ will leverage a tuition waiver from the CALS Dean. Also developing a Graduation Guardians for mid-range giving support of students. Johnson shared a CALS Student Philanthropy Council had been established.

Smith asked if a class gift to college was solicited at graduation, Chiarelli shared UF Alumni Assoc does not do this currently. Chiarelli asked if industry can get behind grad student. K. English shared there is a gap in graduate education and is an area we have struggled with support, feels the ’41Fellows initiative provides the talking point and strengthens message of value. Smith shared packaging and build out are important to success. Chiarelli asked if leveraging other funds is a good point, and K. English stated yes because everyone loves a sale, like a matching gift as marketing point. Woeste also shared that graduate/PhD education is being required/needed by industry beyond traditional university faculty and opportunity for expansion.

Muscato shared updated on Extension efforts, including Dean’s leadership meeting, waiving of fees to get initial county funds established. and county staff training. Brown shared 4-H funds and foundations are raising local money, with DO amplifying those efforts, but it can lead to operational burden on county. Woeste shared that waiving the fee is a huge step. Chiarelli shared about the commodity gift pilot in the works. Helmer stated Extension is a sleeping giant for IFAS fundraising.

Conn shared update on corporate engagement, including recent visit from Land O’Lakes for student internship opportunity. Were working with five universities and have invited UF to expand their program as they are blown away by the students and faculty, truly have the brightest students. Helmer shared in the corporate/industry space the Council can make an impact by continuing to help open doors.

***Committee Reports.....Kate English and Sharon Spratt***

### *Membership Committee – K. English*

English shared personal and professional giving, as well as building connections continues to grow. For member recruitment, multiple guests remain interested in service, but schedules didn't allow them to attend, affirmations will be delayed until spring. The committee continues to review member prospects and invites suggestions from general body.

English reported to get back on rotation, committee recommending Chair and Vice Chair be elected for two year term of 2017-2019 and that the Committee Chairs be elected to a one year term for this round of voting.

**Smith presented slate of officer nominations to be elected to terms as outlined by K. English: CHAIR: Kate English, VICE CHAIR: Sharon Spratt, MEMBER/NOM COMM: Peter Chaires, COM/EDU COMM: Staci Sims and moved to elect, Hart seconded, motion passed unanimously.**

Officer elections leave spaces on committee. R. Davis will join MEM/NOM committee.

English proposed the idea of inviting a Student Philanthropy Council member to serve on the SHARE Council. Brown expressed approval.

Chaires moved to amend the bylaws to include SPC rep as a standing member of Council, K. English seconded, motion passed unanimously.

### *Communication/Education Committee – Spratt*

Spratt shared committee efforts to identify and coordinate opportunities for each meeting to enhance connections. The Lunch with Leadership was championed by committee last fall but with cancellation, glad we could make it happen this year. Asked if good use of time. Woeste shared the student enrollment increases are encouraging, for so long declines in majors was a major concern and can see impact quality program has on attracting students. Smith thought a revisit of DL facility use would be valuable, stated distance education is a good source of revenue and reiterates the Gator Nation is everywhere. Suggestions from general body are always welcome.

Committee has identified multiple opportunities to connect with potential new friends throughout the state/industries with UF/IFAS through events/introductions/leads. Examples:

- Florida Forestry Assoc, in 2016 committee identified opportunity at annual meeting; partnered with SFRC for then Chair Wayne Smith to speak during alumni luncheon. In 2017, SFRC reached out to Advancement staff again to participate, and Julie Conn attended. Can't definitively say causation, but SFRC is experiencing great momentum. As we heard, Learning Center named in the last few months by Stern family, and Christy has shared there are other significant gifts developing
- Florida Cattlemen's Assoc, Committee encouraged formal program participation at the convention. Attempted to host/sponsor something this year but had difficulty finding right place to engage. Remains a priority event, need strategy development. Have considered cocktail mixer not on the formal agenda or perhaps a SHARE award to be presented. D. Swindle shared Ned Waters's wife is the incoming leadership for Cattlewomen's and may be good connection.
- Florida Assoc of Counties, Helmer met with exec. Director earlier this month and at this time committee feels relationship is being fostered by Extension.
- FFVA and FNGLA continue to be target groups to explore for 2018.

Group discussed other opportunities, including beyond traditional audiences. Smith stated the beverage and juice group may be a good one but had to cancel this year due to Hurricane. Spratt shared the FNGLA industry

tradeshow was rescheduled to early November. K. English suggest the Florida Engineering Assoc as another potential group.

Spratt reminded Council to connect potential supporters with UF/IFAS and Advancement, let staff know. There is an anonymous online referral form as well if you want to send a name in for research and staff direct connection. Can also make connections directly at events, over coffee or a meal. Brown stated Flavors of Florida will be a great opportunity to recruit guests and make introductions.

There will now be three open positions for committee, and Spratt reminded group all Active members should serve on a committee

***Executive Committee Report.....Reggie Brown***

*Flavors of Florida* – Brown shared the group has a Save the Date card in folder, and asked members to identify 4-5 people to engage through invite, welcome to share date now to get on calendars. Hilton shared update on event’s focus for 2018 in getting some new people in room and at Council’s request building strategy around invitee engagement. Members can also provide/help secure support thought cash and product sponsorships.

*Stewardship* – list of donors provided to members to complete thank you notes.

Brown opened the floor for additional items to discuss. Spratt stated that DSO legislation will continue to impact state. Chiarelli shared that redirecting talking point is important, and to make clear that gifts are NOT unrestricted cash at the university’s disposal. 99% are restricted in some way according to donor intent. Can’t replace basic operating funds. Many commitments are also scheduled out over time, and not cash in hand. Shared example that at end of campaign in 2022 expect \$1B in cash, 5-7 years later another \$1B will be realized through estate and pledge payments, and in 15-20 years will realize remaining \$1B. K. English enforced that public education requires public funds.

***Award Presentation***

Recognizing K. English election to SHARE Council Chair for 2017-2019, Brown presented the SHARE Golden Gator.

In recognition of Brown’s service to the Council as Chair and maintaining momentum into campaign, Helmer presented Brown with an appreciation award.

***Closing Remarks and Adjournment..... Kate English***

K. English stated there is a lot of work for the Council to do for IFAS, and the challenges presented are opportunities to excel.

There being no other business, the meeting adjourned at 4:15 p.m.

Reported and respectfully submitted by:

  
Caylin Hilton, Secretary

4/8/2018

Date