

**Staff Advisory Committee Meeting**  
**May 1, 2007**  
**11:30am - 1:30pm – Hillel Center**

Present: Ivone Aubin Gillian Bell, Chad Cavanaugh, Ruth Crane (Chair), Christine DeCesare, Heather Dominey, Jeff Fitton, Tracy Frisone, Melanie Gaudet, Roberta Gordon, Ellamae Gurney, Angel Hilliard, Walter Hunter, Lori Jargo, Betty Johnson, Karen Leonard, Maritza Marti, Kate Richardson, Lea Snyder, Stephanie Terrizzi, Steve Tompkins

Absent: Pam DeSimone, Chris O'Neil, Courtney Wuethrich, Cynthia Yearwood

**Announcements**

Ruth announced that the SAC Meeting on May 15<sup>th</sup> will be held at 121 South Main Street.

Ruth asked for approval of the SAC Minutes from the March 6, March 20, April 3, and April 17 meetings. A motion was made to approve all minutes and was seconded.

Ruth briefly reviewed the Student/Staff Worker Appreciation event held last week. She suggested some enhancements to make next year's program even better (i.e., balloons at the table).

Ruth wished Ellamae Gurney best wishes on her new position with Fidelity. SAC will need to fill her vacancy on the committee by picking one of two alternates chosen last year: Lisa Sheehan from Geology or Louis Tortolani from Chemistry. Lisa and Louis will be invited to the next SAC meeting. Ellamae's position on the Brown Bombers softball team will also need to be filled.

**Subcommittee Reports**

**Events – Lori Jargo**

Rebuilding Together on April 28<sup>th</sup> was a success and Lori thanked all the volunteers. She showed a short video clip of Carol Mancini of Bannister House thanking the Brown group for their hard work. Several slides depicted participants painting, landscaping, and making other improvements to the nursing facility. There were 10-12 students who also participated. Lori will write up a summary of Rebuilding Together for the SAC procedures manual.

Bert informed SAC members that Ruth Simmons mentioned SAC's integral role and concerted efforts in the success of Rebuilding Together at a dinner meeting.

**Outreach & Communications – Christine DeCesare**

There was no report from O&C

**Staff Participation Subcommittee – Melanie Gaudet**

There was no report from SPSS

**Guests:**

**Bruce Keeler, Debra Konicki, and Tammie Ruda – Advancement**

Tammie Ruda began with an update on Boldly Brown: The Campaign for Academic Enrichment. The nucleus (quiet) phase of the campaign began on July 1, 2003. Before the public announcement of the goal was made on October 22, 2005, \$550 million (41% of the \$1.4 billion goal) was raised. As of March '31<sup>st</sup>, \$970 million has been raised; Advancement is predicting it will reach \$1 billion before June 30<sup>th</sup>.

The campaign has been designed to support the initiatives outlined in the Plan for Academic Enrichment (PAE). When the PAE was approved by the Corporation in February 2004, it gave a focus to the campaign. Tammie briefly reviewed the 10 initiatives of the PAE. Boldly Brown will focus on the following 6 areas in support of the Plan: students, research, biology & medicine, facilities and academic programs.

The 4 objectives of the campaign are:

- To enhance financial resources
- To build capabilities to sustain fundraising post-campaign
- To engage the Brown community
- To broadcast the message of Brown University

The goals of the comprehensive campaign include fundraising for endowment (\$660 million), facilities (\$200 million) and current use money (money spent between July 1 and June 30<sup>th</sup>).

Advancement is pleased with the progress of the campaign to date. The big buckets (i.e., financial aid) are being filled at an even pace. Two major initiatives include the Nelson Fitness Center and the building for Cognitive & Linguistic Sciences. With the demolition of the Smith Swim Center, priorities may be shifted.

Tammie also explained to SAC members the endowment funds and the yearly payout from the interest earned on the endowment.

Bruce Keeler informed SAC members that Advancement is in the early stages of planning a Campus Campaign for faculty and staff to support Boldly Brown. There will be separate committees of faculty and staff and each committee will take a different approach.

Walter mentioned that participation by staff and faculty in a campaign gives confidence to donors that everyone in the organization is part of the overall fundraising effort. Faculty and staff participation is a key indicator for donors.

Bruce mentioned that every staff and faculty member will have the opportunity to participate in the Campus Campaign, which will seek multi-year pledges. There will also be a payroll deduction feature. The focus of the faculty-staff campaign will be on the University's annual fund, Bio Med's annual fund and the Brown University Sports Foundation.

Advancement will ask faculty and staff if there should be other gift options to consider. These options must come from the "Table of Needs" which are listed on both the campaign and PAE websites. The "Table of Needs" include the top priority projects identified by the Provost's Office and add up to more than the overall goal of the campaign.

The Campus Campaign will be a short, focused mini-campaign proposed to begin in January 2008. Advancement is looking for volunteers who would go out to departments and do groundwork for the campaign. They might consider a competition among departments for the most participation. Web-based communication, email and campus mailings will also be considered.

Bruce stressed the importance of having continued faculty and staff solicitations post campaign. This is an important message to outside donors that employees feel so strongly about the purpose and mission of the University that they chose to contribute. Contributions beyond the life of the campaign will have positive ramifications for Brown. Brown has never solicited staff to support a campaign.

Since SAC is the conduit to our peers throughout the University, there are ways SAC can help in the Campus Campaign:

- SAC could serve as a sounding board as to how ideas will be received by University staff
- SAC could help build a staff committee through the Staff Participation Subcommittee, or SAC could, by word of mouth, make recommendations for members
- General promotion of the Campus Campaign

Bruce and Tammie indicated that, currently, there is no participation goal for faculty and staff. There is a benchmark of 73% participation by the faculty in the Campaign for the Rising Generation. The goal of the Campus Campaign has not been determined, but it needs to be both achievable and ambitious. Advancement is more concerned with faculty and staff participation than suggesting a dollar amount for a gift.

Melanie suggested checking the staff participation in the Medical School campaign. The Medical School solicited staff at home multiple times, which was not a good approach.

SAC members raised some concerns about the campaign:

- A hurdle for staff participation will be that the salary pool has not matched inflation
- A January date may not be optimal because of the launch of the annual charities drive
- January is also the time when increased health insurance rates go into effect
- Using snail mail for solicitation efforts is a waste of money
- People may associate the Campus Campaign with SAC; SAC might jeopardize its position as the avenue for employee concerns (ombuds-like)

SAC members made the following recommendations for the Campus Campaign:

- Timing is critical - kickoff the campaign when people are feeling more excited (July and October were mentioned/avoid September and May)
- Pick goals of the campaign that resonate with the staff and that will galvanize them to participate (i.e., Campus Walkway); when staff see the tangible results like the walkway, it may make them more inclined to give
- Make it appealing for staff to participate; consider giving a small gift to thank staff for contributing (i.e., contributors to the Annual Fund receive a Brown University print)
- Bricks depicting the donor's name were mentioned as a possible gift (\$150)
- Conduct focus groups to get feedback from staff
- Consider a podcast from Ruth Simmons about staff contributing to the campaign – the message would be that a stronger, more viable University would benefit the entire Brown community
- Consider sending out educational pieces about the campaign to all staff, but it's important to leave staff alone once they've said no
- Important to make sure that supervisor pressure to participate in the campaign is not a factor

- Consider ways for staff to give through departments, rather than as individuals; however, would lose the ability to show the % of individual contributors
- Consider department gifts "in honor of"
- Consider gifts in tiers; staff should be given guidelines for giving (i.e., \$5.00/week, \$25.00/month)

### **Advisors' Report – Walter Hunter**

Walter updated SAC members regarding the status of crisis planning at the University. Brown is looking at communication systems that have the capacity of sending emergency messages to all members of the Brown University community via cell phones, PDAs, land lines, etc. These systems are also able to tell whether or not emergency messages were received and allow recipients to specify and reply back that they are okay.

Brown is also looking at installing two sirens to alert Brown community members of an emergency situation. Sirens are being considered for the Pembroke side of campus and south of University Hall. Once these communication systems are in place, the next step is to educate all members of the community about emergency action procedures and carry out practices (drills, mock exercises).

Currently, Brown's only method of sending information is via email and voice mail. There is an Emergency Action Plan in place, as well as a hostile intruder plan. President Simmons wants the authority to be with the appropriate people to take action when there is a crisis situation.

### **Staff Concerns**

Walter would like SAC members to examine their role in addressing staff concerns. This will be taken up at a future SAC meeting.

Steve Tompkins mentioned that students want to duplicate Brown Family Feud at orientation for first years. Heather Emerick has met with students to review the procedures and will assist them with this project.

The meeting adjourned at 1:30pm.