

January 30, 2001

DEAN MARTIN CHEMERS ✓
UNIVERSITY LIBRARIAN ALLAN DYSON
DEAN WLAD GOZDICH
VICE PROVOST AND DEAN LYNDA GOFF
VICE CHANCELLOR FRANCISCO HERNANDEZ
DEAN EDWARD HOUGHTON
DEAN STEVE KANG
DEAN DAVID KLIGER
VICE CHANCELLOR ROBERT MILLER
ASSOCIATE VICE CHANCELLOR PAUL PROKOP
VICE CHANCELLOR RON SUDUIKO (Chair)
VICE PROVOST AND DEAN FRANK TALAMANTES

Dear Colleagues:

RE: PAC Task Force on Development

The campus has embarked upon its first comprehensive development campaign. This is a significant and important milestone for us, and it will create previously unrealized opportunities for support for our campus. While this multi-year endeavor will be orchestrated by University Relations, its success will require active participation by the entire campus, including the academic divisions and our faculty. The responsibility for its success thus rests with all of us. Pivotal to the campaign's success will be its alignment with campus academic priorities, and the campaign ultimately will help to determine the degree to which we will realize the programmatic objectives we set for ourselves. To this end, I am constituting a Provost's Advisory Council Task Force on Development to ensure high-level campuswide participation and attention to the coordination of the campaign with campus programmatic and operational goals that will come from this year's planning process.

I am writing to request your participation as a member of the PAC Task Force on Development. I have asked Vice Chancellor Suduiko to chair this group. I envision that the work of the task force will fall into two phases, the first to develop several issues of campaign policy and procedure, and the second to provide ongoing advice and coordination of the campaign, to ensure that campaign priorities are consistent with the long-range strategic priorities of the campus. This Task Force will provide quarterly reports to the Provost's Advisory Council on the status of the campaign.

Your task force should address immediately the formulation of specific policy issues related to campaign management, including:

- Developing a business plan for specific campaign objectives;
- Establishing gift opportunity levels;
- Identifying criteria for capital project feasibility; and
- Formulating a policy and articulating process for campus naming opportunities.

I am requesting that Vice Chancellor Michaels, Vice Chancellor Vani, Associate Vice Chancellor Prokop, and Campus IT Consultant Merkle develop policy for these specific issues for your review, which in turn I would like available for review at the March 26 PAC meeting. As the campaign progresses, your task force will take on coordination for campaign fundraising objectives, major prospect assignment, and other issues related to campus objectives and the campaign.

This undertaking is of critical importance to the campus and its maturation as a research university. I continue to believe that we, and all public research universities, must increasingly rely on funding strategies that go beyond the state financial support if we are to achieve our objectives. Your participation is important in ensuring that the campaign proceeds smoothly and successfully toward that end.

Sincerely,

A handwritten signature in black ink, appearing to read "J. B. Simpson", written in a cursive style.

John B. Simpson
Campus Provost and
Executive Vice Chancellor

cc: Chancellor Greenwood
Provost's Advisory Council