

Terry Dean's Advisory Council

Hopkins Board Room
Terry Executive Education
Center

February 20, 2009

Agenda

- Welcome (Glover)
- College Report (Sumichrast)
- Planning (Griffin)
- Design and Construction (Devore for Brumley)
- Campaign Advisory (Courts)
- Special Ops (Pittard for Stewart)
- Alumni Board (Barksdale)
- Closing (Glover)

College Report

Good News

- Students
- Faculty
- Opportunities for transformational hires
- More alumni support
- Reputation/quality

Bad News

- State budget cut
- Reduced private funding

Income and Expenses FY 08 vs. FY09 Comparison

Income		FY08 (\$M) Actual	FY09 (\$M) Projected	Change (\$M)	Change %
	Foundation (endowed spending)	2.7	3.0	0.3	11.1
	Foundation (annual fund)	1.8	1.9	0.1	5.6
	State funds/tuition	28.2	26.9	(1.3)	(4.6)
	Program fees/grants	2.7	2.3	(0.4)	(14.8)
	Executive Education	1.2	1.5	0.3	25.0
	Misc.	0.4	0.4	0.0	0.0
Total		37.0	36.0	(1.0)	(2.7)

Income and Expenses FY 08 vs. FY09 Comparison cont.

Expenses		FY08 (\$M) Actual	FY09 (\$M) Projected	Change (\$M)	Change %
	Tenure-track Faculty	14.6	16.4	1.8	12.3
	Other Faculty	3.9	3.3	(0.6)	(15.4)
	Staff	5.7	6.2	0.5	8.8
	Graduate Students	2.1	2.2	0.1	4.8
	Operating/Travel Expenses	9.5	8.8	(0.7)	(7.4)
	Total	35.8	36.9	1.1	3.1
Income Less Expenses		1.2	(0.9)	(2.1)	(175)

Updated 2/18/09

Income and Expenses FY 08 vs. FY09 Comparison

Income		FY08 (\$M) Actual	FY09 (\$M) Projected	Change (\$M)	Change %
	Foundation (endowed spending)	2.7	2.8	0.1	3.7
	Foundation (annual fund)	1.8	1.7	(0.1)	(5.6)
	State funds/tuition	28.2	26.4	(1.8)	(6.4)
	Program fees/grants	2.7	2.3	(0.4)	(14.8)
	Executive Education	1.2	1.2	0.0	0.0
	Misc.	0.4	0.4	0.0	0.0
Total		37.0	34.8	(2.2)	(5.9)

Updated 2/18/09

Income and Expenses FY 08 vs. FY09 Comparison cont.

Expenses		FY08 (\$M) Actual	FY09 (\$M) Projected	Change (\$M)	Change %
	Tenure-track Faculty	14.6	15.9	1.3	8.9
	Other Faculty	3.9	3.3	(0.6)	(15.4)
	Staff	5.7	6.0	0.3	5.3
	Graduate Students	2.1	2.2	0.1	4.8
	Operating/Travel Expenses	9.5	8.9	(0.6)	(6.3)
	Total	35.8	36.3	0.5	1.4
Income Less Expenses		1.2	(1.5)	(2.7)	(225)

Projections

Income and Expenses FY 09 vs. FY10 Comparison

Income		FY09 (\$M) Projected	FY10 (\$M) Projected	Change (\$M)	Change %
	Foundation (endowed spending)	2.8	1.8	(1.0)	(35.7)
	Foundation (annual fund)	1.7	1.7	0.0	0.0
	State funds/tuition	26.4	26.0	(0.4)	(1.5)
	Program fees/grants	2.3	2.6	0.3	13.0
	Executive Education	1.2	1.2	0.0	0.0
	Misc.	0.4	0.4	0.0	0.0
Total		34.8	33.7	(1.1)	(3.2)

Projections

Income and Expenses FY 09 vs. FY10 Comparison cont.

Expenses		FY09 (\$M) Projectd	FY10 (\$M) Projected	Change (\$M)	Change %
	Tenure-track Faculty	15.9	16.2	0.3	1.9
	Other Faculty	3.3	3.3	0.0	0.0
	Staff	6.0	6.0	0.0	0.0
	Graduate Students	2.2	2.4	0.2	9.1
	Operating/Travel Expenses	8.9	8.8	(0.1)	(1.1)
	Total	36.3	36.7	0.4	1.1
	Income Less Expenses	(1.5)	(3.0)	(1.5)	(100)

Future Revenue

- State fund increase unlikely for 2 years
- Options
 - Tuition and fees (e.g. EMBA)
 - Non-credit executive education
 - Donations
 - Grants and contracts

Innovations

- Undergraduate cohort/prerequisites
- Considering freshman admission
- Updated MBA curriculum
- New MBA format
- Student Managed Investment Fund
- Increase alumni/business speakers

State Support for BLC

- Land
 - Reclaiming NW Precinct
- Infrastructure
 - Steam plant construction
 - Utilities
- Capital outlay \$70M
- Economic Analysis by Selig (See handout)

Planning Task Force

- Bill Griffin (Chair)
- Addison A. Barksdale
- Susan M. Boyd
- Robert C. Copeland
- Jay M. Davis
- Lizanne C. Gottung
- Harold A. Kelly, Jr.
- Walter J. Muller
- Charles S. Sanford, Jr.

Strategic Plan 2008-2014

(See folder)

- Vision: National prominence
- Mission: Pursuit and dissemination of knowledge improve the future
- Priorities
 - MBA
 - Undergraduate
 - Research
- Status: Adopted by Terry

Peers

(See Folder)

- Arizona
- Arizona State
- Georgia Tech
- Iowa
- Maryland
- Michigan State
- Ohio State
- Purdue
- Texas A&M

Aspirants

(See Folder)

- UC-Berkeley
- UCLA
- Illinois
- Michigan
- UNC—Chapel Hill
- Penn State
- Texas
- Virginia
- Washington
- Wisconsin

Key areas for follow-up

- Identify trends/benchmarks
- BBA and MBA
 - Goals for business leaders in curriculum
 - Goals for length and type of study abroad
- Develop MBA Goals
 - Quality of previous work experience
 - Summer internship

Design and Construction

Task Force

- Darren Devore, Reporting
- Frank Brumley, Chair
- Phil Casey
- Barry Storey
- JJ Jackson
- Lowell White

Ikon.5

- Joe Tattoni
- Arvind Tikku

UGA

- Danny Sniff
- Linda Henneman

- Ikon.5 slides

Campaign Advisory

- Massive campaign needed to reach vision
 - Business Learning Community
 - Programs
 - Faculty
- Feasibility study positive (2008)
- Postpone creation of campaign committee

Campaign Through January 2009

Facilities

Cash gifts \$1.6M

Written pledges: 2.7M

Verbal pledges: 4.0M

Programs

Cash gifts: 1.0M

Written pledges 0.5M

Total \$9.8M

Campaign Advisory Goals

1. Get TDAC input
 - Goals and timing
 - People to involve / roles
2. Appoint core volunteers to campaign
 - Announce at April 24 TDAC?
 - Begin regular meetings
3. Expand leadership beyond TDAC

Special Operations Task Force

- Pat Pittard, Reporting
- Kessel Stelling
- Brother Stewart, Chair

2008/09 Terry College Alumni Board Overview

TDAC Meeting
February 20th, 2009

Terry College Alumni Board

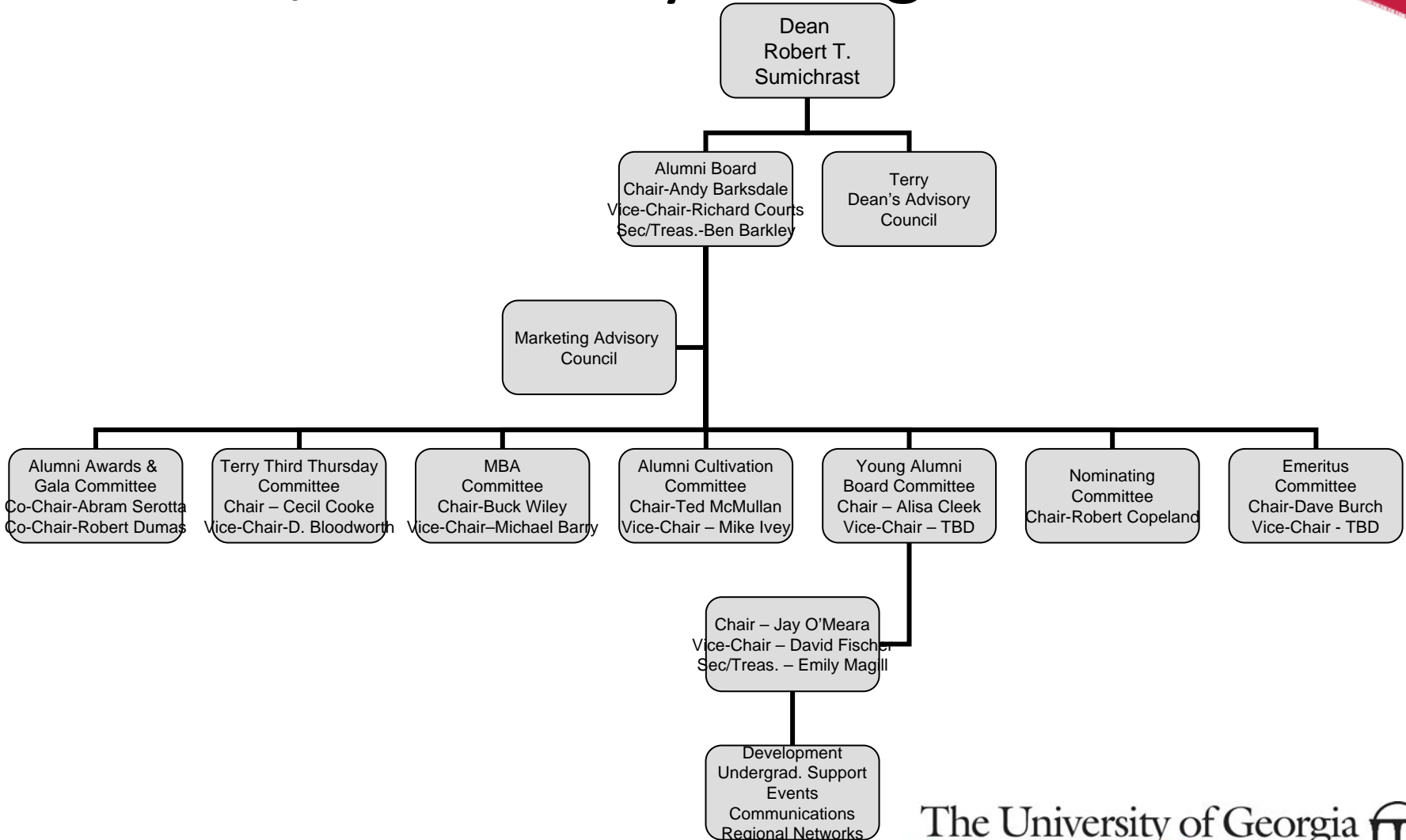
- Serve the Dean to further his agenda
- To understand Terry's number one client: the STUDENT and enhance their Terry experience
- Unwavering support of the Terry College
- Action-oriented committees with specific goals
 - Create a Chair and Vice-Chair Structure
 - One-Year Terms
 - July/August Represents Annual Date Change for Chairs
 - Time to have a “change of guard” in advance of fall board meeting.

A Board Member in Good Standing

- Attendance at substantially all Board meetings;
- Active interest in events and developments at the Terry College and advocacy of its mission;
- Active participation in one or more standing Board committees or task forces;
- Serve as a mentor to a member of the Young Alumni Board of the Terry College;
- Active support of the Board's annual Gala, including service on a Gala committee and being responsible for the purchase of at least one table at the Gala;
- Regular attendance at appropriate Terry College events where Board support is important, such as Terry Third Thursday, Dean's receptions, our annual Gala, and the like;
- Annual financial support of the Terry College in an amount that is meaningful to the Board member; and
- Payment of annual dues assessed by the Board.

Alumni Board Structure

2008/2009 Terry College Board



Alumni Awards & Gala

2008/2009

2009 Alumni Awards and Gala

- **Recognizing the accomplishments of:**
 - John F. McMullan (BBA '58, MBA '60) Secretary/Treasurer of Covington Investments LLC and CEO of Camden Real Estate Company
 - Kessel D. Stelling, Jr. (BBA '78) President and CEO, Bank of North Georgia and Regional CEO for Atlanta Market, Synovus
 - Davis Knox (BBA '98) Co-Founder/Owner, Fire and Flavor Grilling Co.
- **Benefitting:**
 - The Terry Business Learning Community

2009 Gala Committee Updates

- **Corporate Sponsorships**

- Chair: Brantley Barrow Vice-Chair: Ken Thrasher
- Goal: \$200,000
- Current Status: \$162,500
- Despite the current economy, this committee feels confident it will reach \$182,000. With a little luck, the \$200,000 goal will be reached!

- **Live Auction**

- Chair: Steve Joiner Vice-Chair: Mike Ostergard
- Goal: \$80,000
- Currently, there are eight confirmed donations for the live auction
- We have several new and exciting packages this year that are sure to bring in top dollar for Terry.
- All confirmed auction items are listed on the gala website: www.terry.uga.edu/gala
- The committee is still accepting donations

- **Silent Auction**

- Chair: Ted McMullan Vice-Chair: Barbara Hampton
- Goal: \$50,000
- Currently, there are approximately 80 confirmed items either verbally or with donor forms in hand.
- The FMV for the total of these is approximately \$42,000
- The committee is still accepting donations

2009 Gala Committee Updates

- **Marketing**

- Chair: Ashley Scott Vice-Chair: Morris Estes

- Décor

- With regards to décor for the evening, we are going for a WOW factor on a budget.
- Eventologie has worked with us to come up with new, low cost options that will still uphold the formality and class of the evening.

- Marketing

- The Gala will be advertised in calendar listings in several publications throughout Atlanta leading up to the event.
- Atlanta Business Chronicle is running a half page, full color ad for Terry in March advertising the Gala
- Save the date cards and email blasts have gone out and generated good response with attendance and auction donations
- The student portion of the “I am Terry” video is complete. We will be filming the Dean, several TDAC members, board and young alumni board members on Friday, February 20th.
- This video will run throughout the program the evening of April 25 and will give a more personal touch to the event; it will give Terry a face.
- The invitation has been designed and is in the process of editing. These will be mailed out on March 16th (6 weeks prior to event)

- Ticket Sales

- Currently, we have approximately 36 tables sold or 360 seats. This number includes corporate sponsors and board members who have already purchased their table
- Our goal is to sell 300 more seats to reach hotel capacity
- Board members, if you have not already purchased your table, please do so

2009 Gala Committee Updates

- **VIPs**

- Chair: Larry Warnock Vice-Chair: James Shepherd
- Confirmed honorary hosts include: Governor Perdue, Senators Chambliss and Isakson and Damon Evans. We hope to confirm Mark Richt soon.
- Other notable attendees include Bob Hatcher with the Board of Regents (table purchase) David Green and Matt Stinchcomb

- **Alumni Awards**

- Chair: Alisa Cleek
- All award winners have been notified
- Terry's Marketing and Communications Office is in the process of producing videos on each recipient

- **Gala After Party**

- Chair: Christie Nally Vice-Chair: Whitney Thrower
- This event will kick off at 10pm with live entertainment and dancing with *The Breakfast Club*
- All Gala attendees are invited and a cash bar will be introduced
- Other young alums and friends of Terry will be invited to this event as an introduction to the Gala
- Tickets prices for those who did NOT attend the Gala are \$30 and includes two free drink tickets. Cash bar will then go into effect.

How You Can Help

- **Gala Registration**
 - Individual Tickets: \$150
 - Table of ten: \$1,500
 - Online registration available at: terry.uga.edu/gala
- **Funding Targets**
 - Corporate Sponsorships
 - Goal: \$200,000 Current Status: \$165,000
 - Gold Level -- \$10,000
 - Silver Level -- \$5,000
 - Friend of Terry -- \$2,500
 - For additional sponsorship info, contact Elizabeth Willimon, 706-224-9193
 - Live Auction
 - Goal: \$80,000
 - To donate contact Elizabeth Willimon
 - Silent Auction
 - Goal: \$50,000
 - To donate contact Elizabeth Willimon
- **Total Net Contribution to Terry**
 - \$200,000 net contribution goal

Closing Remarks

- Elections at spring meeting
 - Chair and Vice Chair
- Schedule (proposed)
 - April 24, Atlanta 3:00-5:00 p.m.
(Gala on Saturday)
 - September 25, Athens 3:00-5:00 p.m.
(ASU game Saturday)
 - Commitment to Terry
 - Financial
 - Time