

Report to the Senate

From Michele Gillespie, Faculty Representative, Advancement and Communications Committee

January 30, 2015

Bob Baker informed the committee that as of December 31, 2014, *Wake Will: The Campaign for Wake Forest* has secured more than \$444 million in total campaign commitments, bringing WFU to more than 74% of the Reynolda Campus goal of \$600 million.

Record-setting crowds have attended the *Wake Will* presentations in Boston, Philadelphia and Chicago this fall. This spring semester the presentations will spread to Florida, California and Texas, and return to North Carolina and New York. Outreach to alumni has never been stronger or deeper as the Advancement staff seeks to secure the remaining \$156 million by June 2017.

Funding has been secured for six new presidential chairs. New giving opportunities have been established to encourage younger donors to give smaller amounts for classroom renovations, academic departments and the annual fund.

Mary Tribble updated the committee on her team's Pro Humanitate alumni efforts, including plans for 125 volunteer- and 30 office-led Pro Humanitate service-oriented events. This summer retired faculty member Larry West, German, will work with the office to lead a Pro Humanitate International Trip to Vienna and Jay Ford, Religion, will lead a trip to Bali. The office is re-designing and updating the alumni directory and re-defining the alumni clubs as communities (and re-naming them: Wake Charlotte, Wake Atlanta, etc.)

Brett Eaton discussed the role of the Communications Department in Campus Climate issues, observing that Wake Forest is in the top 10 of fastest growing Pell Grant Recipients in U.S. higher ed institutions (NYT, Sept. 8, 2014). The suggestions of the Strategic Communications Strategy Team to improve upon campus climate (reported on last fall) have been or are being pursued, including increased presence of the president at public events like Deliberative Dialogues and developing intercultural competency training for incoming freshman. In the conversation that followed Brett's presentation I fielded several questions about the important role of faculty in contributing to campus climate issues.

The meeting closed with a "sneak preview" of the next issue of the WFU Magazine.