

# March 2026 Advancement Committee

**Schedule** Wednesday, March 4, 2026 8:45 AM — 9:00 AM CST  
**Organizer** Colton Cockrum

## Agenda

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| 1. Call to Order and Opening Remarks  | 1  |
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| 2. Roll Call & Declaration of Quorum<br>For Approval  | 2  |
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| 3. Approval of Advancement Committee Meeting Minutes from September 3, 2025<br>For Approval   | 3  |
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| 4. Advancement Update<br>Presentation - Presented by Tara Jones   | 6  |
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# 1. Call to Order and Opening Remarks



## 2. Roll Call & Declaration of Quorum

For Approval



**3. Approval of Advancement Committee  
Meeting Minutes from September 3, 2025  
For Approval**

**University of Memphis Board of Trustees  
Advancement Committee Meeting  
September 3, 2025**

**Meeting Minutes**

**Agenda Item 1: Call to Order and Opening Remarks**

Trustee Carter called the meeting to order and welcomed everyone to the Advancement Committee meeting. He first made some opening remarks stating that the University has many pillars of funding that are critical to its operations such as tuition/fees, research funding, and state/local/federal government funding. However, the one pillar of funding that has the potential to give us headroom at the university is philanthropy, which is what Advancement is about, and they have made tremendous progress this year

**Agenda Item 2: Roll Call and Declaration of Quorum**

Trustee Carter requested a roll call. Secretary Cockrum called the roll. Trustees Carter, Edwards, Keeney, Orgel, and North were in attendance. Trustee North was in attendance virtually. He stated he was alone and could hear. Trustee Ellison was not present. Secretary Cockrum also recognized those Trustees who were present but not on the committee. Those trustees included Trustee Bailey, Marchetta, Gregory, McKinney, Springfield, and Chairman Johnson. Secretary Cockrum declared a quorum.

**Agenda Item 3: Approval of Advancement Meeting Minutes from March 5, 2025**

Trustee Carter called for a motion and a second to approve the meeting minutes from March 5, 2025. Trustee North provided the motion and a second was provided by Trustee Carter. There was no discussion on the meeting minutes. Trustee Carter called for a roll call vote, and the meeting minutes were approved.

**Agenda Item 4: Advancement Update**

Trustee Carter recognized Dr. Tara Jones, Senior Vice President for Advancement and UM Foundation. Dr. Jones stated that she is excited about the FY25 fundraising results. Advancement finished the fiscal year at \$64.9M raised, which was 144% of their goal of \$45M. In tracking those who made donations half were not alumni, which gives opportunities for growth in those segments. Donor count was down, and one reason for this was that Advancement moved their annual Week of Giving from spring to coincide with homecoming. They expect to pick up additional donors at that time. They are working in collaboration with Athletics for an appeal that will go out soon to focus on student athletes. She stated that an additional FY 25 goal for Advancement was 100 new major gifts (gifts of \$50k and above). For FY25 they received 135 major

gifts, 11 of which were \$1M or more. These totals include Athletics as well as academics. The goal for FY26 is 125 major gifts. She stated that endowed funds were down compared to the past two fiscal years, but there is a plan for endowments and planned gifts moving forward. Dr. Jones also said they are planning the next steps of the campaign including a public phase watch. For their strategic plan they partnered with various departments on campus to determine which cities Advancement would target for this calendar year and beyond. This year they are focused on Chicago, Dallas, Washington DC, and Nashville.

President Hardgrave stated his support for the collaborative effort Advancement is making with partners across campus. Trustee Springfield offered the support and resources of the BOT in the cities where Advancement is planning events to grow our fundraising. Trustee Carter congratulated the Advancement team on a job well done and for their vision for the future.

### **Agenda Item 5: Additional Business**

Trustee North applauded the record fundraising Advancement has done. He stated that philanthropy is so fundamentally important to the core of the university – its ability to track and retain the best faculty and staff from around the country, its ability to attract students, and its ability to get television time for athletics. He further stated that we are entering an era where funds from other sources such as the state and federal governments are going to get tighter. He said the bottom line is that the fundraising goal for Advancement should be raised much higher to account for any shortages.

### **Agenda Item 6: Adjournment**

Trustee Carter called for a motion and second for adjournment. A motion and second was properly made and the meeting was adjourned.



## 4. Advancement Update

Presentation

Presented by Tara Jones

# The University of Memphis Board of Trustees

## Presentation

**Date:** March 4, 2026

**Committee:** Advancement Committee

**Presentation:** Advancement Update

**Presented by:** Dr. Tara Jones, Senior Vice President for Advancement

**Background:**

Dr. Tara Jones will be providing an update on advancement activities that will include progress towards Ascend KPIs, FY26 fundraising progress, update on gift levels, Foundation overview, 2025 achievements, and 2026 goals.

**Motion to be Made:**

Items presented in this committee are for informational purposes only and do not require a vote of the committee.

# *Advancement Update*

## *Advancement Committee*

Dr. Tara Jones  
Senior Vice President for Advancement

March 4, 2026



THE UNIVERSITY OF  
**MEMPHIS**

Board of Trustees

4. Advancement Update

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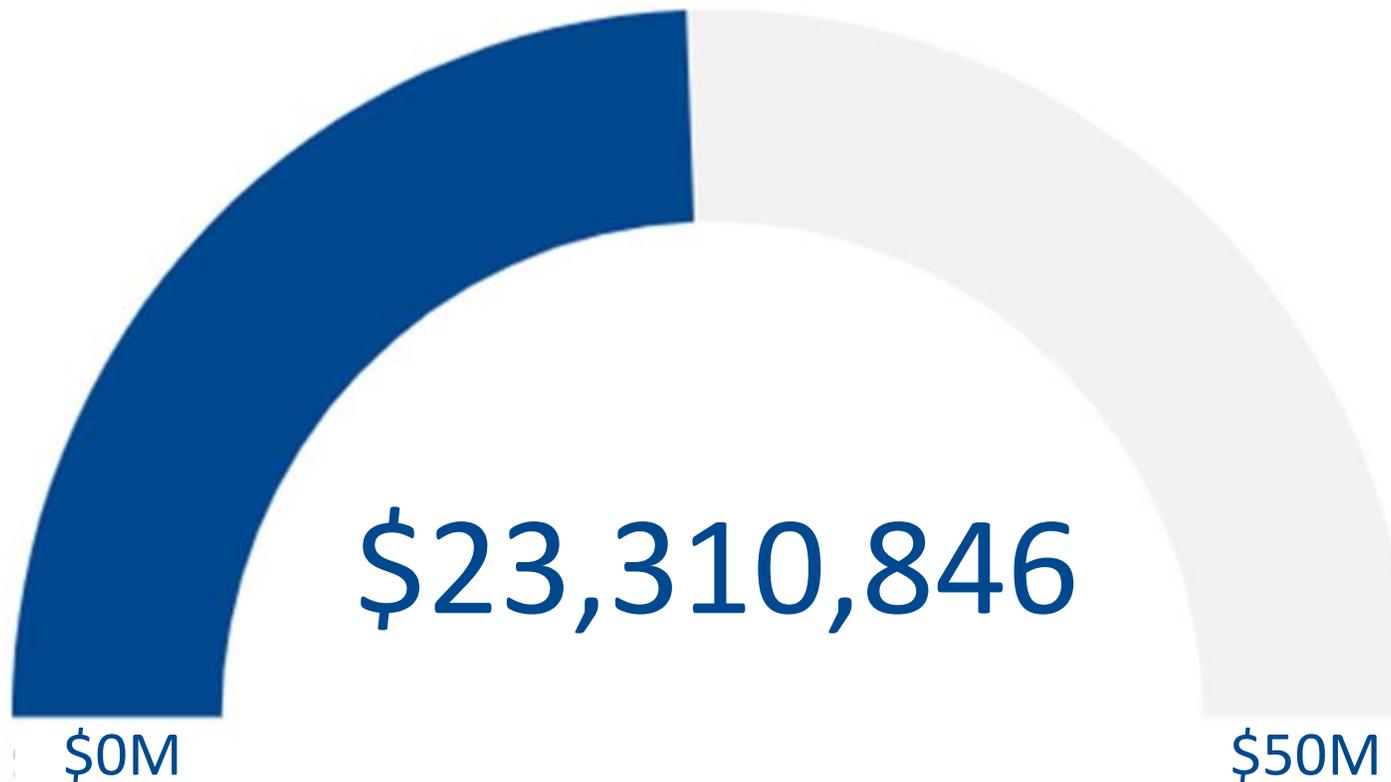
## ASCEND KPIs

	FY21	FY22	FY23	FY24	FY25
New gifts and commitments (\$)	\$36,726,000	\$54,545,000	\$36,836,454	\$37,261,170	\$64,899,090
Market value of endowment*	\$176,812,266	\$161,640,553	\$238,911,585	\$263,415,390	\$288,930,868
Total donor count	9,041	10,786	9,641	9,208	8,716

*\*Market value of endowment includes UMF, Herff Trust, trusts and endowments held by the university, and the research endowment from the State of Tennessee*

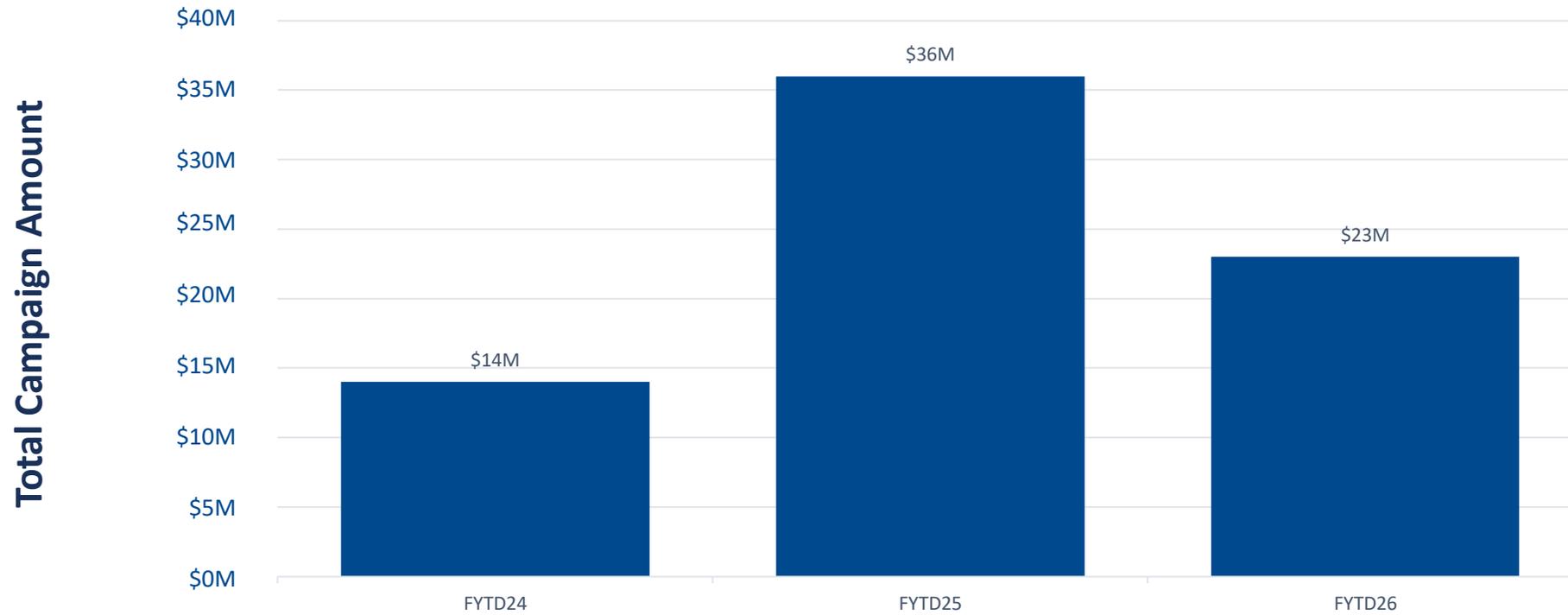


## FYTD26 FUNDRAISING PROGRESS



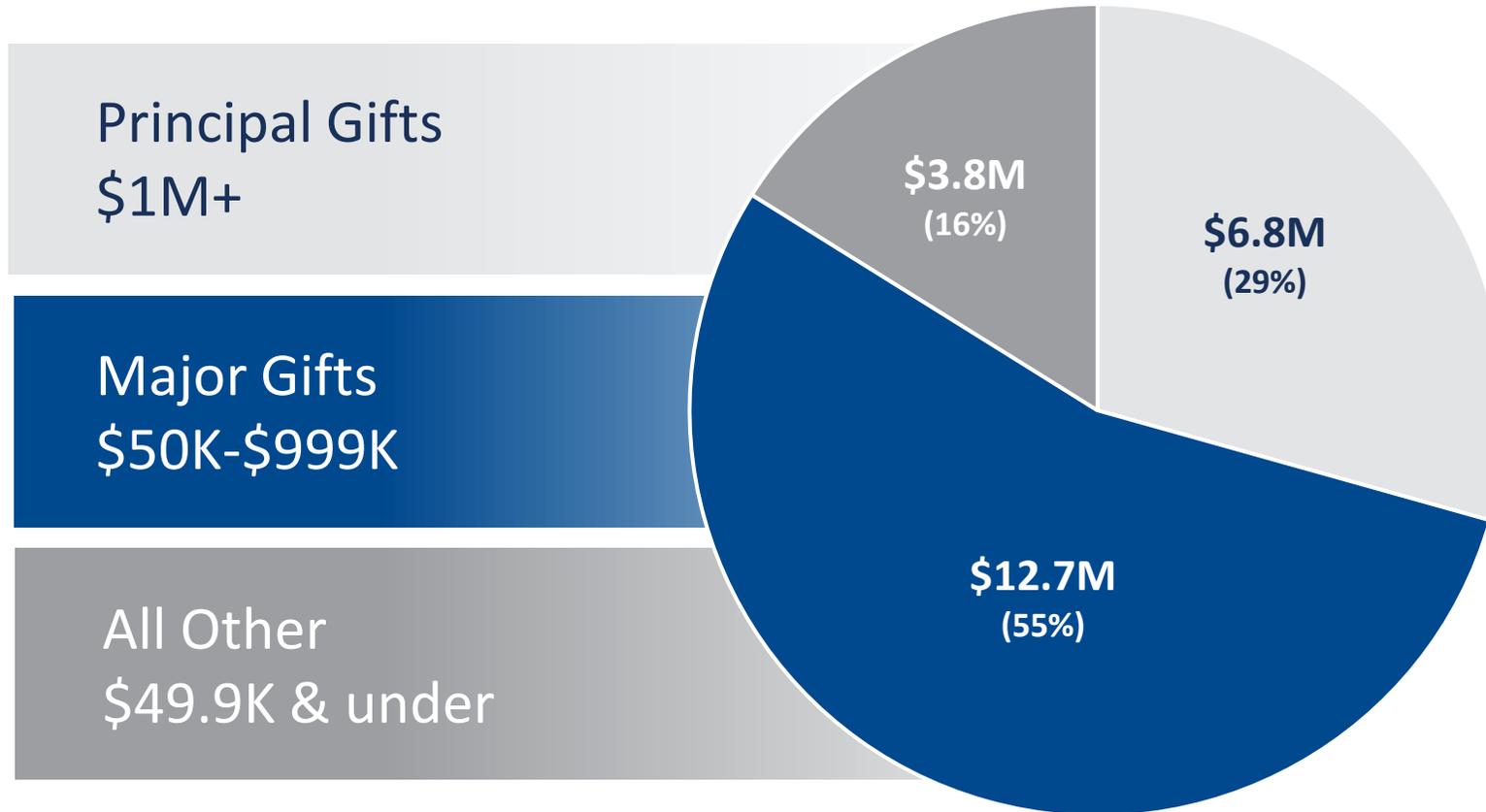


## FYTD COMPARISON





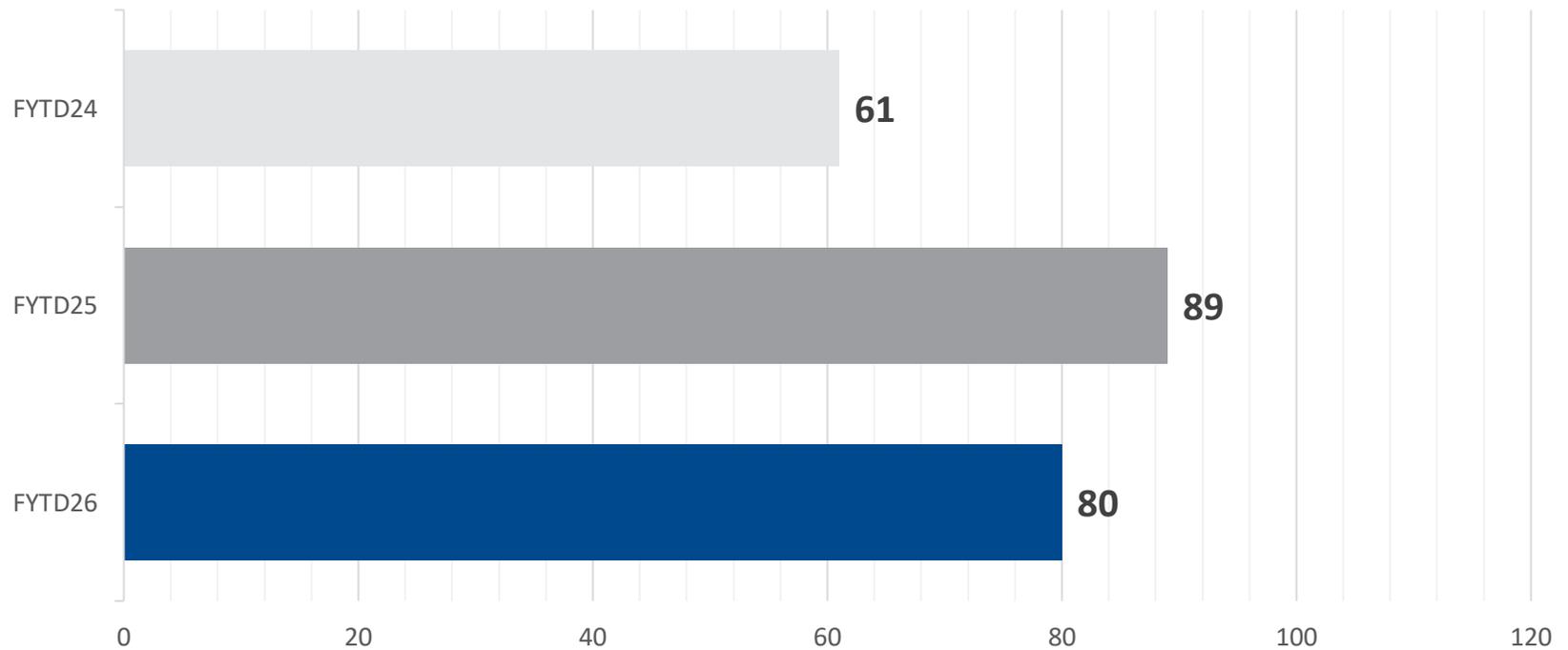
## GIFT LEVELS – FYTD26





**\$50K COMMITMENTS ► 125 GOAL**

### \$50k+ Gifts and Commitments Received to Date Last 3 Fiscal Years



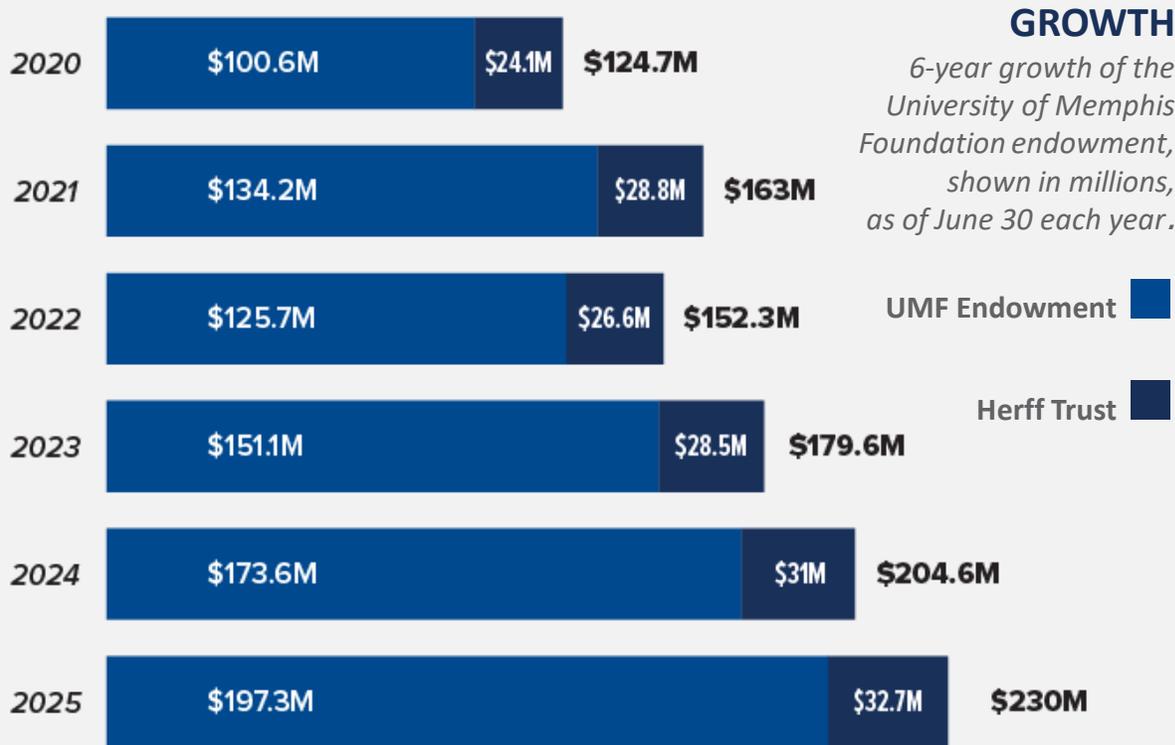


## STRATEGIC PLAN DESIGNATIONS

Fiscal Year	Total	Goal	% to Goal
Academic Facilities	\$24,459,520	\$38,000,000	64%
Annual Faculty and Research Support	\$3,835,656	\$4,000,000	96%
Annual Programmatic Support	\$67,595,290	\$70,000,000	97%
Annual Scholarships / Fellowships	\$20,484,548	\$25,000,000	82%
Endowed Chairs and Professorships	\$12,303,948	\$16,000,000	77%
Endowed Funds for Excellence	\$19,375,974	\$22,000,000	88%
Endowed Scholarships / Fellowships	\$31,337,250	\$38,000,000	82%
Athletics Support and Facilities	\$133,218,694	\$200,000,000	67%
<b>Total</b>	<b>\$312,610,880</b>	<b>\$413,000,000</b>	<b>76%</b>



# University of Memphis Foundation OVERVIEW



UMF 5-YEAR Total distribution to the UofM  
**\$21,874,990**

**2025-26 Academic Year UMF Endowment Distribution**  
**34%** Academic Programs  
**44%** Student Scholarships  
**22%** Endowed Chairs and Professorships

2025 UMF distribution to the UofM for the 2025-26 academic year  
**UMF (\$6M) + Herff (\$1.1M)**



## CY 2025 ACHIEVEMENTS

Built a dynamic team of frontline fundraisers who are motivated, donor-focused, and equipped to drive university initiatives forward, including 8 new Major Gifts Officers and 2 new Annual Gifts Officers.

Welcomed 14 new Advancement colleagues - 28% of our team heading into 2026 is new to the University of Memphis.

Transitioned annual giving campaign communications in-house, bringing strategy and design under Advancement.

Relaunched the Student Ambassadors (SA) and elevated the experience and brand to be more professional and engaged.



## CY 2025 ACHIEVEMENTS

Implemented the Memphis Blueprint which provides information, resources, and best practices for how we approach advancement activities at the UofM.

Renovated and updated the Alumni Center and Billy Mac Jones with new windows, paint, floors, and furniture impacting improved workspace for two-thirds of our team members.

Established four (4) national networks with local leaders in place and regular events and engagements: Dallas, D.C., Chicago, Nashville.

Engaged with UNITE to maximize our corporate engagement.



## CY 2026 GOALS

Through the Givzey platform, modernize the gift agreement process, including updated templates, for a consistent and effective experience for our donors.

Launch comprehensive fundraising campaign with compelling case for support, including successfully completing a Campaign Kickoff Event on September 4, 2026.



## CY 2026 GOALS

Launch full implementation of the UNITE Corporate Engagement model with at least 10 companies and develop engagement plans with at least 8 companies.

Establish two national networks with local leaders in place and regular events and engagements in Atlanta and New York City.

Continue to modernize gift processing in partnership with Athletics.

## 5. Additional Business



## 6. Adjournment