

Report on the Advancement Committee Meeting of the Board of Trustees, September 18, 2014  
Submitted by Michele Gillespie, History Department

The meeting turned on three issues: 1) Update on the Wake Will Campaign; 2) Request to create a strategic communications leadership team; and 3) a presentation by Mary Tribble ('82), Senior Advisor for Engagement Strategies.

The Wake Will Campaign is going very well. The campaign has reached 70% of its goal of \$600 million for the Wake Forest campus.

Brett Eaton, vice president of communications and external relations, asked the trustees to support the creation of an advisory group under the authority of the Board of Trustees Advancement Committee, that would provide advice on how the Reynolda Cabinet and volunteer boards and councils might approach communication issues with key Wake Forest constituencies. The trustees supported the creation of the advisory board, whose members are: Brett Eaton, VP of Communications and External Relations; Lynn Sutton, Vice Provost; Shelmer Blackburn, Board of Trustees; Logan Healy-Tuke, Recent Alumni and Advancement Fellow; and Michele Gillespie, Faculty Senate Representative.

Mary Tribble ('82), who joined the University Advancement team as Senior Advisor for Engagement Strategies this past summer, drew upon her research on the meaning of Pro Humanitate to multiple generations of alumni to outline ways the alumni office could bring added value to the alumni experience through varieties of Wake Forest-sponsored programming that bring the essence of Pro Humanitate into alumni lives in meaningful ways (such as continuing education, service travel, and community engagement).