

To: Faculty Senate

From: Michele Gillespie, College Rep

Date: April 15, 2014

RE: Report on Advancement and Communications Committee Meeting, April 10, 2014

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The centerpiece of the meeting was a presentation by Wake Forest alum Mary Tribble on the results of her Pro Humanitate Alumni research. Ms. Tribble observed that the WF Magazine this past fall dedicated to the topic of alumni and Pro Humanitate was by far the most popular issue in recent memory. That this issue resonated so deeply across the alumni community prompted the Advancement Office to explore whether the motto Pro Humanitate could be a unifying factor that connected alumni back to the Wake Forest family? The answer, based on her results, is an unqualified "yes."

Ms. Tribble held conversations with 80 alums, 20 faculty/staff/administrators and several student focus groups, and concluded that the idea of Pro Humanitate as a foundational value rang true within each cohort she interviewed. While she observed significant generational differences in how Pro Humanitate was defined, all alumni were agreed that the Wake Forest motto, along with their actual experiences at Wake Forest as students, compelled alumni to try to lead lives that mattered.

Ms. Tribble suggested that the Pro Humanitate connection was a powerful message that could capture those alums who had become disassociated with the university by distance, time, and life's demands, and proposed concrete steps the university might want to consider to profile Pro Humanitate more fully, including: homecoming service projects; international alumni service trips; integration of alumni in alternate spring breaks; and alumni-sponsored Pro Humanitate internships.

Following this presentation, VP of Advancement Mark Petersen gave a brief report on the campaign, which was ahead of schedule, having met 61% of its goal on March 31, 2014. At this rate, he projected Advancement would hit its goal of \$600 million (WF Campus) between July 2016 and January 2017, and observed that almost all sectors of the campaign, but especially scholarships and athletics, were tracking well ahead of targets. Incidentally, 58% of all giving to this campaign has been from North Carolinians, who comprise 60% of all Wake Forest alums.

This meeting was essentially an information-sharing one. Following these two presentations, the meeting went into executive session, at which point I was excused. Please let me offer my apologies for not being at the Senate meeting this spring. Unfortunately, I teach a History Honors seminar this semester that conflicts.