

**University of Missouri – St. Louis  
Faculty Senate / University Assembly  
Annual Report of Activities  
Academic Year 2005 - 2006  
*Ad Hoc* University Relations Advisory Committee**

May 23, 2007

It has been a pleasure to chair the *Ad Hoc* Faculty Senate University Advancement Advisory Committee again this year. I want to begin by thanking my fellow committee members for their hard work during the past year. I want to also thank Tom Eschen for his commitment to the committee's activities. He could not have been more generous with his time and more forthcoming with his thoughts and materials.

A few years ago, the faculty agreed to support the administration's request to make a significant investment in advertising and promotion. While these funds could have been used to finance other initiatives, it is the goal of both the administration and the faculty to see this investment provide returns far beyond the amount invested. This committee was reformed to provide oversight and advice from the faculty perspective to University Advancement as we enter this very important era for University Advancement.

The primary business this year was debating and ultimately supporting the position of the administration that the name of the former University Relations group be changed to University Advancement. The administration felt that University Advancement better reflects the range of activities that take place in this group. The committee overwhelmingly, but not unanimously, supported the change.

This was the first full year for Tom Eschen at the helm of University Advancement. In deference to Tom as he worked hard in his new responsibilities, the Committee did not engage in any large projects. Our activities during the year were largely limited to communication meetings with Tom and then disseminating information about the activities of University Relations down through our respective units.

The Committee expressed unanimous strong approval of Tom Eschen. We agreed that he is a wonderful addition to the University of Missouri – St. Louis leadership. Tom has quickly established aggressive goals and benchmarks and created a system for transparently assessing his group's progress towards these goals. The Committee commended him for his work ethic, his leadership and development skills, as well as for his commitment to quantified and transparent measurement of success.

The Committee and Vice-Chancellor Eschen did express a strong desire to continue and even to be considered for permanent inclusion in the University Governance structure. Tom Eschen provided the following example of the types of important initiatives that he would value the Committee's input on: the policy for funding development. The current model is the "gift tax" model where development holds back a percentage of all money raised on behalf of the various units. Alternative models are budget hold back up front or having units simply pay for their staff in the development office. The optimal arrangement continues to be discussed by the Dean's Council and within the University Advancement group. In addition, as the current capital campaign emerges from the quiet phase, development activities will be ramping up. Finally,

University marketing continues to be a top priority. To this end, a member of the committee interviewed each Marketing Director candidate that was brought to campus during this academic year. I hope that the University Senate and Assembly leadership will consider this view as they make a decision here. I encourage them to solicit the views of any of the members of this year's committee (listed below) to this end. Of course, we appreciate the service of the campus leadership and support their decision on this and all matters. I especially thank Senate Chairperson Tim Farmer for his great service and for giving me the opportunity to Chair this Committee and I thank my fellow Committee members for their outstanding efforts all year.

Sincerely,

Stephen R. Moehrle  
Chairman  
University Relations Advisory Committee

On behalf of Committee Members:

Mark Bacon  
Lol Barton  
David Dodd  
Tom Eschen  
G. A. Franzel  
Bob Nash  
Kimberly Salley  
Donna Taliaferro  
Cindy Vantine  
Gayle Wilkinson  
Maureen Zegel