

Development Committee Report for GAAB Meeting

November 21, 2008

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Fundraising Priorities for Department of Geology

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UB Geology Awards and Scholarship

UB Geology has 7 accounts to which donations can be made, depending on how donors designate their gifts:

Reginald H. Pegrum Fund: Provide scholarship awards to outstanding senior students of the University at Buffalo majoring in Geological Sciences. Travel awards also are made to students conducting research.

Geological Science Service Fund: Supports the University at Buffalo Department of Geology; utilized under the direction of the Chair of the department.

Gilbert Jaffee Memorial Award: Provides an annual award to deserving graduating students of the University at Buffalo Department of Geology who plan to pursue an advanced degree in marine or environmental related fields.

Crook Family Memorial Fund: Used by the Chair of the Department of Geology at the University at Buffalo for the welfare of the department and its student body.

Dorothea C. Duttwiler Fund: Provides income used by the Dean of the College of Arts and Sciences in consultation with the Geology Department Chair for awards to deserving geology majors at the University at Buffalo for field camp. Preference is given to female students.

James P. Owens Fund: Used by the Dean of the College of Arts and Sciences at the University at Buffalo, in conjunction with the Geology Department, Chair to provide an annual scholarship to a deserving student in Geology.

John S. King Field Camp Fund: Accepts donations in support of the Department of Geology's Summer Field Camp Program at the University at Buffalo.

Each account has stipulations for spending money, with the Geological Science Service Fund being the most flexible. Most annual fund donations are deposited into this account. Funds from this account can be used by the Chair to support department activities.

Some Examples on How Donations are used by the Department:

- Last year, the department spent \$19,600 on scholarships for 31 students.
- On average, the department spends between \$8,000-\$10,000 per year on field trips. The department takes about 30-40 field trips per year.
- Every week, the department holds a "Pegrum Lecture" that brings scientists in to talk about research they're conducting. Recently, some lectures have included companies who send representatives to give a technical talk and offer networking/mentoring sessions afterward to recruit interns/employees. Pegrum Lectures are open to the public and free of charge to attendees. The department offers refreshments and in some cases pays for speaker travel/lodging fees.
- Donations help support operating costs, too. For instance, EPOCH printing and mailing charges, alumni events (GSA and AAPG).

Department Funding Priorities (not in any particular order):

Priority A: Increase Alumni Participation in the Annual Fund.

Annual fund donations:

- help pay for student research in related areas of their major/minor. Funding supports research costs, including materials and supplies, laboratory fees, travel to field sites (or museums) to collect data, and student stipends.
- help support student travel to scientific meetings to present research results or attend sessions pertinent to their interests. Typically the only time students can attend meetings is if they are presenting work supported by research grants to our faculty. Funds provided will support student travel costs and conference registration fees.
- can help support a vibrant seminar series in which students learn about current geologic research and benefit from small group and individual interactions with visiting scholars. These interactions broaden the students horizons and give them future opportunities beyond UB. Support is currently limited to refreshments and cannot support travel costs for most visiting speakers.
- help support field trips. Due to the budget crisis, many field trip expenses will need to be passed on to students (i.e. lodging, transportation).

Ways GAAB Members can help up increase annual fund alumni participation.

Task A1: Prepare letter to alumni under signature of Committee Co-Chairs, encouraging alumni to give to annual fund.

--- DONE Letter 1 (To go out in mail by 10/15/08): – Thank alumni for supporting us in the past and talk about department needs. Ask them to update their information. Signatories will be development committee co-chairs. Deb/Heather to send draft for review and signature. Development will send out letter.

MAILING RESULTS: Several address updates (~15-20), one letter to the Chair congratulating her on her position and a handful inquiries on how to make donations.

--- Letter 2 (To go out by the 1st week in November, 2008): Ask alumni to support this year's annual fund. Remind them about corporate matching programs. Include a "GAAB Participation Challenge" encouraging a certain increase in participation. Signatories will be development committee co-chairs.

Task A2: Develop a "GAAB Challenge" where GAAB members identify a specific goal and give a certain amount to that goal then challenges the rest of the alumni to secure the rest.

GAAB Participation Challenge (November 2008 Annual Fund Solicitation): Development committee to encourage all GAAB to give to annual fund (if they haven't done so already), so solicitation letter in November can reference 100% GAAB participation in the fund.

Task A3: Talk about the annual fund to all alumni. Encourage them to participate. For instance, when you attend GSA or AAPG or another national meeting, ask fellow alumni to support the annual fund.

Priority B: Increase Corporate Awareness of UB Geology Programs

- Increased corporate awareness of UB Geology Programs increases the number of our students placed into internships and hired into permanent positions.
- Increase corporate awareness of UB Geology Programs means more companies are willing to work with our faculty on research projects through donation of equipment, money or data.

Ways GAAB can help up increase corporate awareness of UB Geology Programs:

Task B1: Help us make connections with the right people. Introduce us to decision makers at companies that may help us place students as interns or recent graduates as new-hires.

---Development/Department to pull lists of alumni who work companies identified by committee and committee members can identify those they know and reach out to them by e-mail and/or telephone.

--- Contact employers that employ large numbers of UB Geology grads and ask them to support the department and/or start a corporate challenge.

---Development/Department to provide lists of alumni with giving capacity to create a subset of 10 or so people per committee member. Members will cultivate their subset to create closer ties to the department.

Task B2: Many corporations have giving programs. Identify programs that may support UB Geology activities and help us cultivate relationships with appropriate personnel.

--- Development/Department to pull lists of people who work at specific companies with matching programs. Committee to send group letter explaining that they work for company that matches donations.

Task B3: Help us identify student internship programs and cultivate relationships with funding organizations.

---Committee to tap into BAPG for lists of geotechnical companies

Priority C: Increase Large Donations to UB Geology

- Large donations may support an endowed chair. The department has recently lost two junior faculty to lesser universities that were nevertheless able to offer endowed chairs.
- Large donations may set up a new endowment fund, say for field trips, that the department can count on the interest ever year to support a certain number of trips.
- Large donations may support a dependable equipment replacement fund, so that students are exposed to modern instrumentation and techniques.

Ways GAAB Members can help up increase larger donations to UB Geology:

- Task C1: Help us cultivate relationships through “hosting” a private event (like a dinner or cocktail hour)
- Task C2: Make introductions to people that may have capacity to give at larger levels and a growing interest in our programs.
- Task C3: Review Department Case for support (Development Office to provide)
- Task C4: Review lists of alumni and assess/identify those with capacity to give

Progress to Date and Next Steps

Priority A: Increase Alumni Participation in Annual Fund.

Task A1 Progress to Date: letter sent to Alumni
Progress to Date: Heather's results

Task A2 Next Steps: Introduce concept and proposal on table:

Task A2 Proposal: "GAAB Holiday Employer Challenge":

GAAB Board member Todd Peters will donate \$100 and have his employer match his donation. Todd challenges each of you to make your own discretionary donation with employer match (if applicable). If each board member makes a donation by 2008, Todd will make a second \$100 donation with company match (or will do in early 2009 to satisfy company match guidelines).

Goal:

GAAB Member Donation: \$1200

Ex.'s of what our donation alone could buy department:

- Scholarship \$ for one or more students
- Field trip expenses for up to 4 student field trips
- Travel expenses for 2 or more Pegrum lectures

Task A3 Next Step:

Task A3 Proposal: Phase II of "GAAB Holiday Employer Challenge":

Goal:

Alumni Community Donation: \$8000

Fund all department needs for student field trips

1. Let's personally challenge fellow Alumni outside the GAAB to do the same.
2. (Target 12/1) Send letter signed by all GAAB members to Alumni on Department's master Alumni list issuing a challenge with a stated goal (ex. Let's consider setting goal for broader Alumni community to fund all department needs on student field trips (\$8,000-10,000).

Priority B: Increase Corporate Awareness of UB Geology Programs

Task B Progress to Date: letter sent to BAPG (Buffalo Association of Professional Geologists)

Task B Next Step:

Task B Proposal: Increase corporate awareness of UB Geology Programs

Goal:

Further develop our relationship with BAPG members.

GAAB member volunteers to own / propose strategy for tasks below or others that they think will contribute to GAAB's efforts. We could consider leveraging the following:

NE GSA (March 2009)

AAPG annual meeting in Denver (June 2009)

GSA annual meetin in Portland (Oct 2009)

Other sectional GSA meetings throughout the year

Deadline: February 1

Priority C: Increase Large Donations to UB Geology.

TASK C: Increase Large Donations to UB Geology

First Letter, letter of introduction to BAPG emphasizing internships.

Goal: Longer term strategy for for developing relationships
GAAB member owner(s).

Deadline: TBD

DEVELOPMENT COMMITTEE ACTION STEPS:

1. Seek input and consensus on Task 2A
 - a. If committee supports, Todd will work with Heather, *et al.* to draft Phase II letter to Alumni (Task A3) by 12/10.
 - b. Develop a method to manage and measure results of GAAB's efforts.
2. Discuss and identify owner of Task B and C. Agree to deadline.



University at Buffalo
The State University of New York

Department of Geology

October 27, 2008

Dear :

Since its founding by Dr. Reginald Pegrum in 1927, hundreds of alumni like us have come to UB Geology to gain a better understanding of the world in which we live. Whatever the discipline (traditional geologist or even a patent attorney like Patricia!), we know that our experiences at UB Geology provided us with a solid intellectual foundation for our careers today. And because of this, we can be proud to call ourselves UB Geology Alumni.

This is such an exciting time at UB's Department of Geology! With 14 tenure or tenure-track faculty, 55 graduate students and 76 undergraduate students, department faculty and current students are actively involved in research projects that have brought them and the University national and international recognition. And this fall, the department appointed its first female chairperson, Dr. Richelle Allen-King, who will no doubt do a fine job of leading the department through the next several years of growth.

Last year, the department awarded over 30 scholarships to well-deserving students; scholarships that were made possible through the support of department alumni. As members of the Alumni Advisory Board, we've been lucky enough to meet some of the talented students receiving these awards and we were genuinely impressed with their commitment to their program(s) and their appreciation for the awards they received. To this purpose, we wanted to write to you, thanking you for your support. Without your help, the department and its students could not be as successful as they are today.

This fall, we'd like to remind you to update your contact information (including e-mail) so that we're certain you won't miss any information about upcoming events or news notices. Please update your information by e-mailing it to geology@buffalo.edu or calling 716-645-3489 ext. 6100 and consider adding a sentence or two about you and yours to our alumni update section. We're happy to receive any photos from our alumni and will do our best to get them in the next edition of the EPOCH! Lastly, we'd like to remind you that sometime soon, you will receive a telephone call from a UB student caller asking you to support UB Geology. We ask that you consider making a gift to support important department programs and *together*, we can make sure our Alma mater continues providing that solid foundation we benefit from today.

Sincerely,

Todd Peters, MA '98, BA '92
Member, Geology Alumni Advisory Board

Patricia Costanzo, JD '99, PhD '85, MA '82, BS '78
Member, Geology Alumni Advisory Board

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November 14, 2008

Dear Fellow BAPG Member:

I'm writing to you as a fellow member of the Buffalo Association of Professional Geologists (BAPG) and as a graduate of UB Geology because both BAGP and UB Geology have a vested interest in the future geologists of the world, especially in the future geologists of western New York. As such, I wanted to share with you some exciting happenings at UB Geology to hopefully encourage you to participate in, and benefit from, the Department's internship program.

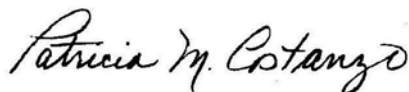
This fall, the department appointed its first female chairperson, *Dr. Richelle Allen-King* whose work some of you heard about in her presentation to BAPG in November 2005. I believe she will lead the department into a period of renewed growth as she brings her vision of the geology program to bear. Today, UB Geology offers its current 55 graduate students and 76 undergraduate students a variety of degree options (BA, BS, BA/MA, MA, MS and PhD). As you may know, many of these students are actively involved in research projects that have brought them (and the University) national and international recognition. Accordingly, the department has been putting an increased focus on internships and job placements for its students.

An Alumni Advisory Board (of which I am a member) was formed to support the Department's focus on internships and job placement, as well as to help mentor students about career options and answer career-related questions. The results of these activities have been remarkable, with students showing increased skills and abilities as geoscientists. I am proud to be a part of this ongoing effort.

On the employment front, the department is increasing its contact with local and national companies to secure internships and employment opportunities and has organized several on-campus recruiting events. As a result, Seneca Resources, National Fuel Gas, Ecology and Environment, US Army Corps of Engineers, and ConocoPhillips are just a few of the companies that have recently recruited interns from UB Geology.

I'd like to thank those BAPG members who have already offered internships to UB Geology students, hired our graduates, or who have provided some type of mentoring. And, for those who may be interested in learning more about the Department's programs and providing internship experiences to qualified students, please contact me at law@patcostanzo.com or contact the department directly at 716-645-3489 ext. 3983. I invite you to visit the department online at www.geology.buffalo.edu.

Sincerely,



Patricia M. Costanzo, JD '99, PhD '85, MA '82, BS '78
Member, UB Geology Alumni Advisory Board