

Issue 10, December 2019

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**Vice President & Dean Burgess**  
COLLEGE UPDATES

Development

Philanthropy has been more important to us every year. All of our transformational initiatives have happened because of it. Although I officially spend 25% of my work time doing development, I'm always thinking about how it could be affected by, or fit in with, the work I'm doing all of the time.

I've learned about what we call "development" and what inspires personal philanthropy since I became a university faculty member in 2002. My learning curve had a very gentle slope for my first six years, but I listened when I was exposed and was involved when I could be. That proved invaluable for when I came here and my learning curve went exponential.

Working successfully with donors comes naturally to very few people. Thankfully, we have some of them on our team—our talented professional development officers. All CALS academic unit heads and associate deans do development. Some faculty are also very involved, and more naturally will be. Here are some things I've learned from our pros and the hard way; I hope they may help you, too.

**Donors want to know how you can be a part of realizing *their* vision** not yours. You need exciting ways to help donors transform the world by helping solve their hitherto seemingly intractable problems.

**Face-to-face visits are essential.** Direct-mail letters and email blasts do not raise major gifts and may annoy people.

**Listen more than talk.** Ask open-ended questions, and truly listen to the answers. Do donors want a habitable planet for their grandchildren? Are they struggling to get a highly trained workforce? Do they care that first-generation students are food insecure?

**Identify where the philanthropist is on the "decision spectrum"** and then help them move through it. Are they indifferent, troubled, fearful, opposed, neutral, studying, interested, enthused, or committed to give?

**Tell stories, *well*.** This is an iterative process, often over multiple visits. Identify where the philanthropist is on their decision spectrum, determine which direction they are moving and respond accordingly.

**Never prejudge who is, or can be, philanthropic.**

**Everyone is connected.** Always show everyone why he or she can be as excited about your work as you are. If you meet someone who seems to want to help you in any way, contact your development officer about the next steps.

**Post-gift stewardship is critical.** How you treat donors is *always* noticed.

**When you cannot help a donor realize their vision, help them to find your colleague who can.** No one "owns" a donor and we are all, including the donor, on the same team. Note it when people help you this way.

Please note we do have three development policies we all must follow:

- When you meet someone who wants to give, you must follow [UA FSO POLICY 8.12](#), which states you must notify [your unit's development officer liaison](#) and unit head *before* you solicit gifts.
- Gifts of physical items are gifts: notify [your unit's development officer liaison](#) and unit head so the donor will receive tax documentation.
- **Donor information is confidential.**

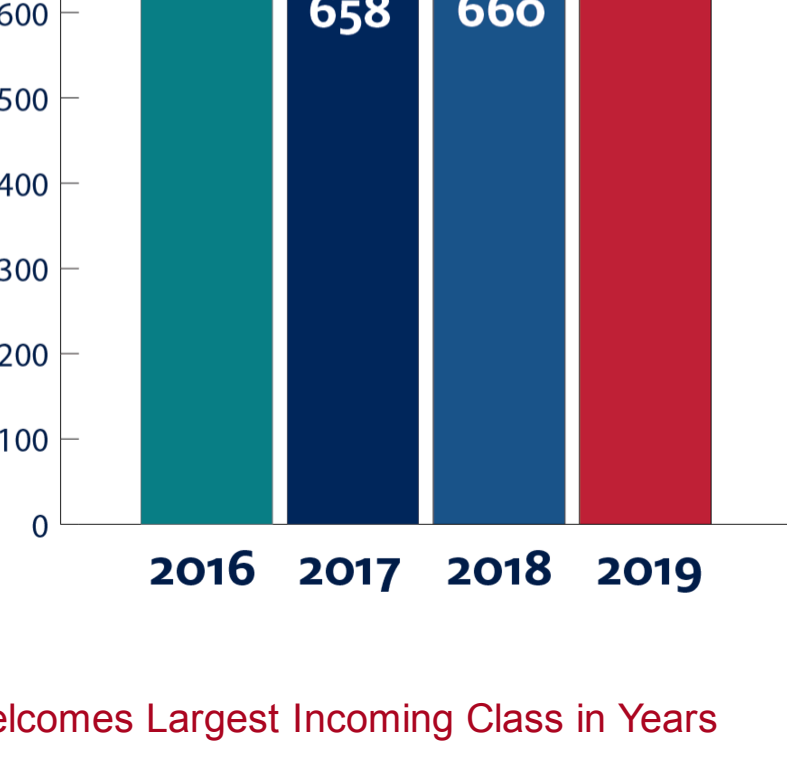
Read More from Shane's Blog





**Associate Dean Staten**  
CAREER & ACADEMIC SERVICES UPDATES

CALS New Students Enrolled



CALS Welcomes Largest Incoming Class in Years

Census numbers have been released for the incoming class of 2019. The data shows that the incoming class size for CALS jumped 14 percent over 2018 for a total of 752 new students. This includes main campus, distance, and online.

New CALS freshmen and transfer students on main campus increased 9 percent, moving from 609 students in 2018 to 664 in 2019. For comparison, U Arizona overall is down 1.2 percent in main campus students. While the College of Science is a standout with an increase of almost 12 percent in the main campus incoming class, other large colleges reported decreases. Social and Behavioral Sciences is down 3 percent and Eller College of Management reported an 8 percent decrease in the incoming class.

CALS excelled in yielding admitted students with 32 percent of admitted students enrolling in a CALS's major. This yield rate is the highest among U Arizona's large colleges. College of Science, Social and Behavioral Sciences, and Eller all ended the recruitment cycle with yield rates around 22 percent.

We are particularly proud of the diversity of the incoming class and the number of Arizona residents who have chosen CALS's majors this year. While the number of Arizona residents choosing U Arizona's other large colleges decreased, CALS saw a 14 percent increase in Arizona residents choosing a main campus CALS's major.

Census data is publicly available in U Arizona's Interactive Fact book at <https://uair.arizona.edu/content/overview>

Yield rates were calculated using data available in a limited access Admissions Dashboard.



**Associate Vice President Antin**  
RESEARCH UPDATES

Innovation Venture Investment Program

The CALS Innovation Venture Investment Program (iViP) funds novel research projects that have the potential to fundamentally change our understanding of an important principle or paradigm, and/or that involves a significant technology advance.

By leveraging funds from multiple sources, five iViP projects have been funded for FY20 and FY21. These include a "miniclust" of three projects focused on various aspects of the soil microbiome.

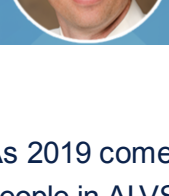
Transforming Microbiome Science with Ultra-High-Throughput Cultivation of Environmental Bacteria with the Prospector. Paul Carini, PI. \$32,500

Ecological Restoration for Soil Health Research and Development Lab. Elise Gornish and Albert Barberan, PIs. \$90,000 (2 year project period).

Enhancing insights from large-scale, field-based phenomics via plant microbiomes. Betsy Arnold, PI; Duke Pauli, co-PI. \$90,000 (2 year project period).

Resource Use Efficient Indoor Vertical Farming System. Murat Kacira, PI; Barry Pryor, co-PI. \$89,500

Inducible Toxic Ejaculate in Drosophila suzukii: An Innovative Approach for Insect Population Control. Luciano Matzkin, PI. \$75,860



**Associate Vice President Ratje**  
FINANCE, ADMIN. & OPERATIONS UPDATES

As 2019 comes to an end, I pause to reflect on the dozens of places and hundreds of people in ALVSCE who inspire and ignite the passions in others. From our humble soil so much impact grows.

The year has been filled with change – employee transitions, University Career Architect Project ([UCAP](#)), new strategic plans, additional work responsibilities, and more. Recognizing that change can prompt feelings of uncertainty and even anxiety, please look out for one another. Helpful resources are offered through [UA Life and Work Connections](#): health and wellness, mindfulness and stress reduction, confidential counseling, and child and eldercare assistance programs.

The start of a new decade is filled with potential. Now is an exciting time for ALVSCE! I wish each of you a restful and joyful holiday season.

Upcoming Events

December 9-11

[46th Annual Global Symposium on Racing](#)

December 12

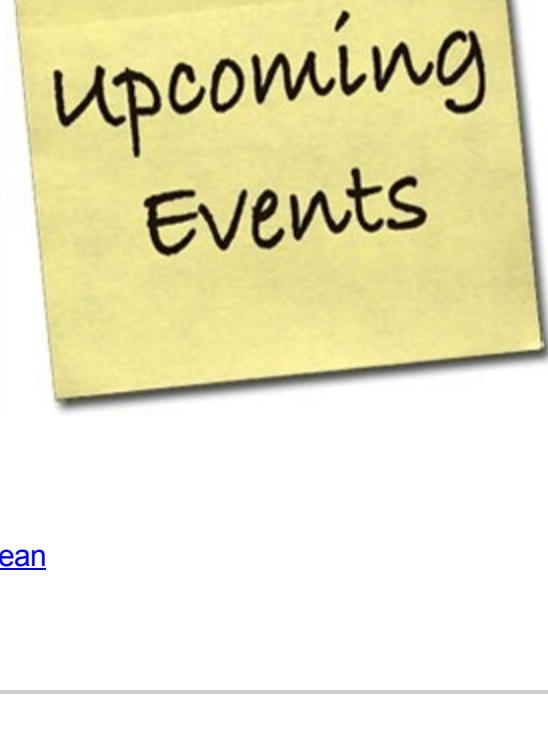
CALS Outstanding Senior Luncheon

December 20

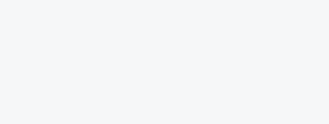
[CALS Graduation Convocation](#)

January 6

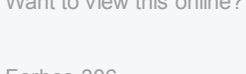
Provost Liesl Folks to guest on [Dial-the-Dean](#)



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