

## PRESIDENT'S ADVISORY COUNCIL

### MINUTES 25 January 2010 (week 04)

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**Present:**

Said Irandoust  
Nitin Afzulpurkar  
Amrit Bart  
Izel Ann Dante  
Barbara Igel  
Sudip Rakshit  
Jayant Routray  
Jonathan Shaw  
Weerakorn Ongsakul  
Worsak Kanok-Nukulchai  
Tasnuva Ahmed

**Secretariat:**

Karma Rana  
Namita Sravat

**Invitees:**

Ms. Krista Slade  
Syed M M Bokhari  
Gregory Chiu  
Olivier Drean  
Kyaw S Hlaing  
Sanjeev Jaisinghe  
Tenzin Rabgayal  
Naina Shakya  
Pritam Shrestha  
Bajindar P Singh  
Tiamkare Thitithamtada  
Wannapa P  
Othniel M Yila  
Borje Wallberg  
Markku Oksanen  
Niclas Lindgren

**Apologies:**

Peter Haddawy

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**PAC 10.01.01 Welcome and Apologies**

The President welcomed all present to the Special PAC meeting, especially guest invitee Ms. Krista Slade, Executive Director, Council for Advancement and Support of Education (CASE), and other invitees from ERCO office. The apologies were noted.

**PAC 10.01.02 Presentation on "The Role of the Academic Leader in Fundraising"**

As a follow-up of the Vice President for Resource Development (VPRD), Prof. Worsak Kanok-Nukulchai and Director Fundraising, Mr. Sanjeev Jayasinghe meeting with Ms. Krista Slade, the Executive Director Asia - Pacific of CASE in early December 2009 in Singapore, and upon invitation of Prof. Worsak, Ms. Slade visited AIT and made presentation to the PAC members. The highlights of the presentation and the key points mentioned in response to various questions put forward are as given below. Please see enclosed Annex-1 for Ms. Slade's presentation on the "Role of the Academic Leader in Fundraising" and Annex-2 for her presentation on the "International Perspectives on Educational Philanthropy".

Ms. Slade stated that the fundraising for educational institutes is no longer restricted to the US, but it is a global phenomenon. Increasingly, the top management at universities is spending more time and effort at fund raising. Speaking about "The role of the academic leader in fundraising", Ms Slade remarked that university deans in top institutes spend close to one third to half of their time in fundraising activities. Similarly some University Chancellors spend about 40 per cent of their time in fundraising activities. She provided

practical examples from her experience as a fundraiser in top universities in Australia and Canada.

Ms. Slade mentioned that the function of 'advancement' of an educational institute includes alumni relations, communications, marketing, fundraising, advancement services and advancement management. "Advancement is about 3R's, and they include Reputation, Relationships, and Resources", she said. An academic leader is not just an academician but also a chief alumni relations officer, a chief communications officer, a chief marketing officer as well as a chief fundraiser for the institution.

Ms. Slade mentioned that fundraising is a combination of arts and science and reinforcing the important role AIT fundraising office can play as an integral part of the institute. She also mentioned the important role that the top management can play in explaining to the institute the specific nature of the fundraising office and the need to have unified long term structured approach. She further went on to state that fundraisers need to understand the concepts and techniques of how to solicit a prospective client and when to ask for funds. This takes time and excellent public relations / human relation skills in order to develop the bond of trust with the prospect as eventually the goal is to ask for funds. Therefore, it is vital that the fundraisers are people oriented, passionate, dedicated and loyal to the Institute. She also mentioned that the Alumni are the guardians and the brand ambassadors of an institution.

Providing International perspective on philanthropy, Ms. Slade stated that the United States continues to top the list for charitable giving, followed by Israel and Canada. The list of top ten includes Uganda, Tanzania, Kenya and Argentina. She quoted an example from 1953 when the Singapore Cabaret Dancers' Association organized a five night charity dance to illustrate that fundraising should not be regarded as a North American tradition. The philanthropy on education in Asia & Pacific region is also growing. She also mentioned that the strong points of an Institute should be considered, worked on and put forward while fundraising.

Dr. Gregory L.F. Chiu, Field of Study Coordinator Offshore Technology and Management (OTM), School of Engineering and Technology (SET), stepped forward to initiate the internal fundraising campaign by pledging US\$ 5000 at the special PAC meeting. By his example, other members of the AIT community will be encouraged to follow his commitment towards the campaign.

Ms Slade was thanked for her presentation and for elaborating the concept of fundraising in an academic context.