



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Testimony Presented to the
House Committee on Higher Education
January 31, 2012 at 2:00pm
by
MRC Greenwood
President, University of Hawai'i System

HB 31 – Relating to the University of Hawaii

Chair Nishimoto, Vice Chair Nakashima, and Members of the Committee on Higher Education:

The University of Hawai'i System supports HB 31. This measure affords the University additional flexibility to invest in private fundraising and alumni relations by increasing to \$5 million the cap on the amount of expenditures that the UH Board of Regents can authorize from the University of Hawai'i Tuition and Fees Special Fund for deposit into the University of Hawai'i Foundation for those purposes.

The UH Foundation is currently in the process of planning the next major fundraising campaign for the University. The success of the upcoming campaign will be critical to the University and our students. The upcoming campaign will follow the success of the University of Hawai'i Centennial Campaign, which celebrated 100 years of public higher education and raised a grand total of \$336 million. Since the conclusion of the Centennial Campaign in June, 2009, the UH Foundation has raised an additional \$88 million in the last two fiscal years.

The University's past investments in fundraising through the UH Foundation have returned \$8 in private support for every \$1 in expenditures on fundraising. The University looks forward to working with the Foundation to generate even greater private support in the next campaign.

We support this measure because it affords the University flexibility in the amount we are authorized to invest in the next campaign. This bill does not commit additional funding to the Foundation, but simply increases the University's flexibility to determine the appropriate level of investment in private fundraising and alumni relations. The University system is not in a position at this time to determine the level of funding that will be needed or appropriate for the next campaign.

Being that this bill was introduced last year, the effective date would need to be revised to July 1, 2012.

Thank you for your support of the University and the opportunity to comment on this bill.



UNIVERSITY
OF HAWAII
ALUMNI
ASSOCIATION
UHALUMNI.ORG

Testimony Presented Before the
House Committee on Finance
January 31, 2012

by

Douglas Inouye '85, '03

President, University of Hawaii'i Alumni Association

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UH Foundation President

HB 31 – RELATING TO THE UNIVERSITY OF HAWAII

Chair Nishimoto, Vice Chair Nakashima and Members of the House Committee on Higher Education:

The University of Hawaii'i Alumni Association (UHAA) supports the passage of HB 31. Raising the cap to \$5 million will open possibilities for more investment in alumni relations and the critical task of engaging alumni with their alma mater. The University of Hawaii Alumni Association is an all inclusive organization and all former students are welcomed members of UHAA. We are now over 267,000 strong with over 80% of our alumni residing right here in Hawaii. Our mission is to keep our graduates engaged and connected with their alma mater. Our ability to stay connected has expanded greatly with investments in technology and social media.

Our partnership with the University of Hawaii'i Foundation has proven to be a most productive and successful model for the Association with increased membership and most importantly, a direct correlation between increased engagement to alumni giving.

This Bill does not automatically increase the amount the University expends on private fundraising and alumni relations but it does give our University a choice to increase their investment. We believe this flexibility may allow us to better support their goals in engaging alumni to invest in their alma mater. Our alma mater has a profound impact on our entire State, our home.

We ask your support in the passage of this bill.

Thank you for this opportunity to testify in support of this measure.

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University of Hawai'i Foundation

Legislative Testimony

Testimony Presented Before the
House Higher Education Committee
January 31, 2012 at 2:00 p.m. Room 309

by
Donna Vuchinich
President & CEO, University of Hawai'i Foundation

HB 31 – Relating to the University of Hawai'i

Chair Nishimoto, Vice Chair Nakashima, and Members of the House Committee on Higher Education:

The University of Hawai'i Foundation supports the passage of HB 31. Raising the cap on the amount of expenditures that the UH Board of Regents can authorize from the UH Tuition and Fees Special fund does not automatically increase the amount the University expends on private fundraising and alumni relations services.

Currently there is an agreement between the parties whereby the University pays the Foundation \$3 million per year for these services. Passing this legislation does not change this agreement.

This legislation would give our University the flexibility to increase the amount if they determine there is incremental value in doing so.

The Foundation completed a very successful campaign in fiscal year 2009 and raised \$336 million from more than 93,000 donors – the largest private fundraising campaign in the history of our state. This success was continued in the last two years where \$88 million was raised in spite of the challenging economy.

The University of Hawai'i plays an integral role in shaping a sustainable future for our island residents. Students are our future, and our unique integrated university system educates our workforce for sectors as diverse as the trades, healthcare, education and hospitality and tourism. They are not only the workers but the *innovators* who create future industry and economy.

It is important that the University have the tools and flexibility to continue to achieve their goals.

We urge you to support this bill.