American Anthropological Association

Committee Annual Report

Resource Development Committee

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Question 1
Please report on the activities your group undertook during the year. Indicate how these activities correspond to the group’s charge (objectives and responsibilities, provided above). If there has been any shortfall in accomplishing those objectives, please explain.

The committee was without a chair for most of 2013 and therefore planning was minimal. Staff conducted two campaigns this year focusing on support for the Summer Intern Program. With a narrower focus on one giving option we used multiple forms of solicitation including traditional mail, notices in Anthropology News, AnthroNews electronic newsletter, and blogs. This approach produced improved results over $16,000 raised in support of the intern program. In December we sent an end of year email to members who have not yet given for 2013.

Question 2
Please indicate your group’s plans for activities in the coming year. If they represent significant modification or elaboration of the stated objectives and responsibilities, please explain.

I became Chair of the Resource Development Committee in Oct. of 2013. While I have had email correspondence with the members of the committee, as well as having met with the committee during the Association’s annual meeting in November, 2013, I have little to report that relate specifically to what the committee has done since I became Chair. I am working closely the Staff Liaison Elaine Lynch and with the Executive Director. We are in the process of reviewing Committee past activities and thinking about future ones. At the moment we plan no significant new initiatives. We have three committee members whose terms have expired and we are in the process of creating a list of possible replacements. We hope to recruit people who will passionately support one of the Association’s priorities. In addition, we hope to develop strategies to enhance our engagement with focused group of the membership.

Question 3
This question refers to any specific tasks or activities in the current Strategic Implementation Plan. They are briefly reported separately so that they can be reviewed by the appropriate staff. If your unit was not assigned any activities in the current SIP, please skip Part II.

Please briefly report on how you have fulfilled, or plan to fulfill, those specific tasks or activities, whether new or ongoing, that appear in the current Strategic Implementation Plan. Please refer to each one by their item number.

The Committee has partially completed 12.2.1.1 focusing on the Intern Program, but not the Endowment fund (due to transition to a new chair). We have done some of the items in 12.2.1.2 and may in the future request a revision to parts of that section based on our new approach. We have not done anything on planned giving (section) 12.2.1.3 and during the November 2013 meeting, the Committee decided to delay inviting estimates of what it would cost to bring someone in to assess our needs in this area until 2015 in the future. Section 12.2.2 is outside of the scope of our committee.

Question 4
Please comment on any issues or recommendations you would like to bring to the special attention of the Executive Board. These might be problems in fulfilling group objectives and responsibilities or in fulfilling tasks listed in the SIP, the need for additional resources, recommended changes to the group charge (objectives, responsibilities, products/outcomes), and recommended changes to the committee structure or membership. Any problems or recommendations listed here will be discussed by the Association Operations Committee and then considered at the EB meeting for possible action.

12.2  Fundraising Program
12.2.1  Annual Giving Campaign
12.2.1.1  Beginning in Spring 2013, the Resource Development Committee will tighten the annual giving campaign’s focus with a goal of increasing the breadth of participation at any level (a ‘culture of support’) for the internship program and of building the AAA Endowment Fund.
12.2.1.2  Leadership Circle: Beginning in Spring 2014, enlist the EB Members’ support to the RDC in personally cultivating
participation in the Leadership Circle. Cultivation means invitations to current donors to increase their giving level, quarterly mailings highlighting internship accomplishments, cultivation and recognition events at the Annual Meeting and, with section approval, at section-sponsored meetings.

12.2.1.3 Planned Giving: Beginning in Spring 2015, engage a consultant to provide planning services for planned giving, a highly specialized option in annual giving.

Question 5
Please identify one or more of the 12 objectives of the AAA Long Range Plan (LRP) that your group’s activities have fulfilled over the last five years. In many cases those objectives are identified in the various Strategic Implementation Plans. There is no need to provide specific details on individual activities; summary statements should suffice. The purpose of this question is to evaluate whether the group continues to meet stated Association objectives.

LRP Section 12. The AAA will develop and periodically revise its long-term financial plans and goals, including but not limited to its investment policy, its annual fundraising targets, and the endowment's growth and size. Financial goals and funding decisions will be based upon articulated objectives and priorities of the Association, the size and diversity of our membership, and costs to members and others consumers of AAA’s services.

The committee annually sets a target for its AAA annual campaign. Each campaign year the committees in consultation with staff have identified specific giving options. During the past five years the committee has contributed to raising funds to fully endow the Minority Dissertation Fellowship, fund a teaching materials exchange, provides funds to support a gray literature repository through SSRN, provide ancillary funding in support of the Race Project, and created and supported the AAA Summer Intern program.

Question 6
Please briefly discuss any projects or activities over the last five years that cannot be directly tied to LRP objectives or your committee’s charge but are of value to the Association. The purpose of this question is to assess how the group is adapting to the changing needs of the discipline and the Association, and whether the group charge or the LRP should be modified.

Not Applicable

Question 7
In reviewing the Annual Reports of the last five years, do you see continuing or emerging problems regarding the group’s ability to meet its responsibilities? Do you have recommendations to the Executive Board for changes or any reservations about re-authorization of the group with its current structure, composition, and charge?

During the past five years the committee size was increased from seven members to 15 members. This proved to be difficult to manage and evidenced no discernible benefits. In November 2013, the RDC requested that the Executive Board reduce the number of members back to seven. This was approved.

The committee will be reviewing its processes, approached and goals during 2014.

Question 8
In reviewing the Annual Reports of the last five years, do you see continuing or emerging problems regarding the group’s ability to meet its responsibilities? Do you have recommendations to the Executive Board for changes or any reservations about re-authorization of the group with its current structure, composition, and charge?

Given that the RDC has a new chair and in the next several months more than half of the committee will be new members, it is impossible to anticipate what plans might emerge. However, at the moment we are committed to developing a variety of strategies to increase the visibility of the committee, normalize the discussion of giving, and focus attention on the Annual Giving Campaign, the Intern Program, and other identified activities of the Association. In addition, we plan to strategically court members of the Association to increase their level of giving and develop means enhance their recognition. None of these activities will require either increased financial or staff support.