

## My Recommendations for Continued UTS Success

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On Wednesday, December 14, alumni/ae of the Unification Theological Seminary (UTS) attended a meeting at the NYC Extension Center of UTS, which is located at 4 W 43 Street in New York City, to dialogue with Dr. Hugh Spurgin, President of UTS, and two members of the *UTS Board of Trustees*, Dr. Michael Balcomb and Dr. Michael Jenkins, about the future of UTS and the Barrytown campus in upstate New York.

This was videotaped and can be viewed on the UTS YouTube channel *UTS Alumni/ae Meeting*

Dr Donna Ferrantello (UTS'82) joined in the discussion, starting at 38.56 min on the video. She had also prepared a one-page handout and that content is presented here:

- More **advertising** in publications such as The Washington Times, New York periodicals and religious publications. "The Positive Community" caters to African-American Baptists who usually need substantial scholarships.
- **Professional fundraising** to potential philanthropic individuals outside of alumni and members. Some seminaries hire one or two development officers since they know that professional fundraising and grant writing produce more financial results than alumni (alumni offer often less than 10% finances). UTS graduates do not have access to as many salaried ministerial jobs in FFWP as some churches have; many have significant debts from mission and/or years of past or current Volunteer work or other needs, such as health needs; some are retired; some are still looking for jobs; some have young families to support.

I do not feel that alumni should be expected to donate a lot given they already tithe to the church and/or pay for their mission/volunteer work. That is why I think that UTS needs to implement new fundraising projects to the many potential philanthropic donors in America and elsewhere. Look at all the millions of dollars that some donors spend on political elections, disaster relief, social justice and other causes. A creative fundraising endeavor can market for UTS highlighting the "World Peace," "Religious Freedom," "Interfaith" and/or "Reconciliation of Cultures and Faiths" themes of UTS to find a like-minded donor.

For example, the Thoreau property in Massachusetts, including the famous "Walden Pond" was in danger of being bought by developers to build housing that would destroy the historic preservation and use of the property. Due to financial straits, they made a last ditch effort to fundraise potential donors. A connection was created with well-known Band owner and musician, Don Henley. Mr. Henley had a passion for nature and was also familiar with Henry David Thoreau. He donated several million dollars to the Thoreau society and institute. Today the historic property is preserved and a new Institute has been built. Appropriately, the building is either named or dedicated to Don Henley.

UTS could also renovate the Massena Manor and dedicate it to a potential donor for the cause of world peace and then open the Center for public visitors, conferences, a café and archival museum room for Rev. Moon and a small tribute to Theodore Roosevelt who also once lived there in the summer. This is one example among many. The UTS buildings could also sponsor a Veterans project, a healing center or other services to society that could be supported by interested donors.

- Though legal ownership of UTS lies with the UTS Board of Trustees, **the "spiritual" owners** are the alumni, staff and members who love UTS and have participated in many UTS and FFWP activities and who have created UTS as the historic spiritual seminary community that True Father and Dr. David Kim founded and invested years of dedicated time and heart. Following the excellent example of True Father who invited seminary graduates to meet with him either yearly or every several years, UTS President or FFWP President could convene a yearly meeting with UTS graduates and seminarians to support, encourage and respect their leadership in their own right. This creates **another "circle" or "tier" of leaders** who are given spiritual recognition and promoted in the field. Another way to respect and involve UTS graduates is to invite them to weekly and monthly events at UTS campus. Drew University invites alumni to almost every event and even planning meetings as well as sending these invitations biweekly. Not only does this value UTS graduates but it **enhances the seminary community with vibrant discussions and an expanded community**. For a very small seminary that UTS is, current students get access to very diverse graduates who have valuable experiences in life and in the field. While some of us attended the early UTS, we had New Era Theological conferences every couple of months in which theologians, academics and pastors came to our campus and enjoyed meals with us in addition to offering stimulating theological seminars