

**West Virginia State University Board of Governors  
Meeting of September 23, 2010**

**ITEM:** **The Capital Campaign Status Report**

**ADMINISTRATIVE AREA:** **Planning and Advancement**

**RECOMMENDED ACTION:** **Informational Item**

**PRESENTER:** **John M. Berry**

**BACKGROUND**

We are in the process of positioning this institution for its first comprehensive capital campaign therefore, systematic steps have been taken to put in place state-of-the-art fund raising technology which will be essential for this kind of philanthropic endeavor. To that end, this year a telecommunication interactive presentation was held in the President's conference room in which two higher education fund raising companies that have prospect search engines gave respectfully demonstrations on the various data information and collection capabilities.

The companies are PRO Prospect Research I Wave and Metasoft Systems Foundation Search. These two companies provided demonstrations on their search engines applications that will be needed for information data flow on individuals, corporations and foundations. These informational providers search engines platforms are circuital and needed in a fund raising operation such the pending campaign that we are embarking upon.

Regarding the capital campaign these informational platforms will enhance:

- ***Campaign Analytics***
- ***Data Base Minding***
- ***Predictive Modeling Analytics***

Putting in place this search engines fund raising technology will enhance our ability to ascertain information to cultivate and then solicit major gifts during the campaign. To sum up these search engines applications role in this major fund raising operation they are a part of our vertical integration of prospect research for potential as well as existing donors' solicitations for major gifts for the campaign.

These search engines are housed in the Planning and Advancement Division. The purchasing process has been done and we are currently in the training phase of how to best manipulate this information vehicles to generate donor and potential donor management systems.

- Current status of the Capital Campaign

The capital campaign is currently in its preliminary phase of information flow from the university's various power centers regarding resource needs assessments. We also are developing documentation for the upcoming feasibility study that features interviews with external influential supporters within the community.

- Current status of Goettler Associates

Dave Goettler, our campaign counsel, is presently working on the final draft for the President's approval of the Case statement to organize and conduct campaign planning study.

- Goettler's Next Steps

Following completion of the above-mentioned items, Mr. Goettler will move on to formatting those materials into the preliminary capital campaign case statement in order to request and conduct interviews with targeted individuals for the feasibility study.