

**Board of Governors
University Advancement Committee
Meeting Minutes
September 20, 2012**

Call to Order: The meeting of the West Virginia State University (WVSU) Board of Governors (BOG)/University Advancement Committee was called to order at 8:00 a.m. by Chairman Larry L. Rowe in Erickson Alumni Center, Weisberg Lounge

I. Present:

Chairman Larry L. Rowe; Governor Gary Swingle; Governor Tom Guetzloff; Governor Billy Lipscomb. Faculty and staff attending: Ms. Patricia Schumann; Dr. Brian Hemphill; Dr. Donna Simon; and Maria Drake.

II. Approval of Minutes:

Minutes received through email, approved by the committee.

III. Open Issues:

Dr. Hemphill opened the meeting by introducing the new Vice President for University Advancement, Patricia Schumann; she comes to us from Davis & Elkins College. Meeting was turned over to Ms. Schumann.

In order to support the President's vision for the future of WVSU, we must develop a solid fundraising program. There will be a re-organization of University Advancement department, which will involve a national search for 3 positions:

- Assistant Vice President, Director of Development – the position will focus on cultivation of relationships with major gift donors.
- Director of Annual Giving – outreach to alumni, and friends, creating annual giving program that encourages gifts of all sizes to the Annual Fund.
- Director of Advancement Services - managing the database, prospect research, stewardship, and reporting.

Database: The database should be substantially improved within the next 2-3 months; our department is working with registrar's office records and collecting updated information from the alumni at homecoming and in all other venues when we encounter them. Also, we are working with Harris Connect to create a new alumni directory; their services will include mailing a survey, research on bad mailing addresses, follow-up

phone calls for people who have not returned the survey. Mr. Swingle asked if Harris is the company that did the 2006 directory. It is. Dr. Geutzloff asked whether the database (Raiser's Edge) is going to be one centralized system. Yes, records of all alumni and friends will be maintained in Raiser's Edge. Records of new graduates will be imported each year from the University system. Raiser's Edge is a premium database and we don't utilize all its components. The new Director of Advancement Services will be responsible for developing and maintaining Raiser's Edge records.

Dr. Hemphill stated that with the departure of Robin Baldwin, Janie Hill's pending departure and Aileen McKnight's temporary status; we have a great opportunity for our new vice president to build a new team.

The Foundation and Alumni Relations staff will be moving to East Hall. Our plan is to have everyone in one location; this should enable communication between the Foundation, Alumni Relations and University Advancement. Dr. Rowley, who is President Emeritus, will also move to East Hall. Mr. Larry Rowe commented that it will be good to have the Foundation and Alumni Relations at one site, so there is a unity of fundraising effort with University Advancement. Under the new structure the Foundation will provide salaries for the Office Manager and temporarily for Assistant Vice President (AVP), but the AVP position will be moved to the University as soon as possible.

IV. Status of Capital Campaign:

Campaign: Gary Swingle asked, "What is your view on the campaign?" Ms. Schumann stated that with new leadership and vision we need to take a fresh look at the goals and structure of the campaign. We must consider how best to present goals in a way that will motivate donors and provide the greatest benefit to the University. Dr. Hemphill stated we are going into a traditional quiet phase. We brought on a new co-chair to the Campaign Steering Committee named Diane Strong, who will join co-chair Eric Coleman. We also added 2 new individuals who have high net worth, and we will be looking to add 3 more people to the Campaign Steering Committee. Next week, we will be meeting with each college to discuss areas that were not included in the initial campaign, such as research, endowed chairs, distinguished professorships, bricks and mortar, and technology. Dr. Hemphill stated that it would be difficult to raise \$9 million in scholarships, but there are other things to get people excited about. We will be creating a new proposal to present to the Steering Committee in late October or November 2012. Then we will share it with the Board of Governors as well as the Foundation Board. We will raise funds over the next 24 months, and then launch the public phase. Dr. Guetzloff asked what percentages of faculty are giving. He is willing to continue encouraging faculty to participate. **The percentage of Faculty participation will be reported at the next meeting.**

V. **Financial Report from the Foundation:**

Ms. Schumann plans to provide the committee a more detailed report at the next meeting. New reports will include fundraising performance by fiscal year. Dr. Hemphill asked what \$88,000.00 for fees (under source of revenue) represents. Mr. Swingle stated that the auditor calculates a percentage of the endowment to be used for administration. We have zero balance in comparison to \$88,000.00 last year because the new allocation has not yet been posted. Financial reports: In fiscal year 2012, \$110,818.00 in unrestricted gifts were made through the foundation. Restricted gifts totaled \$431,000.00, endowment income was \$131,000.00, and gifts in kind of \$270,000.00 were received for technology from a TV station. Total giving was \$1.2 million in 2012 compared to \$1.5 million in 2013. Mr. Swingle's greatest concern is that the Foundation is not raising enough money in the unrestricted fund to keep up with the budget to run the Foundation. Mr. Swingle offered to have a meeting with Cynthia Rakes, Ms. Schumann and the auditor to go over the way the Foundation does reports and allocates funds. The first report is a cumulative report of gifts to the campaign, and the second report reflects gifts so far this year. We plan to have an annual giving appeal at the end of the calendar year and a phone-a-thon in the spring. Dr. Geutzloff stated that the faculties have volunteered to participate in the phone-a-thon as callers. Dr. Geutzloff asked to have a report on how much it has cost to run the campaign. We will document spending to date and begin a new record of campaign spending. Dr. Guetzloff asked if we are encouraging the Board of Governors and the Foundation Board members to give. Mr. Rowe answered by saying, it's a delicate situation and it has to be handled correctly by following the Ethics Policy written for the State. Mr. Swingle stated the Foundation Board members are expected to give \$1,000.00 per the year.

VI. **Adjournment.**

Submitted by:

Maria Drake

Maria Drake – 10/10/2012

**West Virginia State University
The Board of Governors
Audit Committee
Meeting Minutes
September 20, 2012**

Larry Rowe called the meeting to order at 11:35 am in the Grand Hall of the Erickson Alumni Center. Committee members present were Mrs. Millie Booker, Mr. Tom Susman, Mr. Gary Swingle, and Mr. Vincent Williams. Other board members in attendance were Dr. Tom Guetzloff, Mr. William Lipscomb, Dr. Ann B. Smith and Mr. Scotty White. Dr. Brian Hemphill was present along with members of the administration, faculty and staff.

Chair Vince Williams asked for approval of the agenda; the motion was made by Mr. Susman, seconded by Mr. Swingle. The motion passed.

Lori Elliott updated the Committee with the following information.

- The statewide A-133 audit on financial aid will begin at WVSU in October.
- There will be a Legislative Post Audit report on revenues released to the Legislative Post Audit Committee in October. We will provide a copy of the report after it is released by that Committee.
- The financial statements were turned in to Deloitte and Touche on August 31. They are currently on campus performing their final fieldwork.

Ms. Elliott stated that we do not foresee any issues that are material to the overall mission of the University.

With the business meeting concluded, the meeting adjourned at 11:50 am.

Respectfully submitted,

Belinda W. Silas
Office Administrator

6. We're trying to be pro-active about retaining students and not being re-active.

- As of today we have 452 students that are being referred through the faculty referral. In order to follow-up we try to call the students, and a lot of the students will have bad phone numbers, as a result, we have made a change to the Banner system, where students can make their own updates to their file on line rather than giving the information to someone in the Registrar's office.
- President Hemphill is supporting this initiative as well. He will take a student every month to lunch if he can pick up the phone and call him/her and their information is accurate. As a result, we are trying to make our database more user-friendly, and more accurate.
- Again, we want the students to understand that we want them to graduate.

Exit Interviews – Withdrawal Process

- We are letting the student know that we understand when the student has to **stop-out**, and not become a **drop-out**. As a result, we have a Triage that we go through before we let the student exit the university.
- We try to make sure that we usher the student from point A to point B.
- The student that needs a higher ACT or GPA meet with Dr. Stuart on a weekly basis for a minimum of 15 weeks to boost the students morale.

Next meeting date is November 1. With there being no other business, we have a motion for adjournment.

Respectfully submitted,
Fatiema Wilkerson
Recorder