

**West Virginia State University Board of Governors
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
March 20, 2014
8:30 a.m. – 9:20 a.m.
Agenda**

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|--|-------------|---|
| 1. Call to Order and Roll Call—Committee Chair Tom Susman, presiding | | |
| 2. Verification of Appropriate Notice of Public Meeting | Action | 2 |
| 3. Review and Approval of Agenda | Action | 1 |
| 4. Review and Approval of Minutes of Previous Meetings | Action | 3 |
| 5. University Recommendations and Reports | Information | 8 |

Alumni Relations

- 5.1 National Alumni Conference
- 5.2 March issue of The Buzz

Fundraising

- 5.3 Recent Major Gift Commitments
- 5.4 Annual Giving Initiatives
- 5.5 Black & Gold Gala
- 5.6 Planned Giving Initiatives

- 6. Next Meeting – *May 1, 2014*
- 7. Adjournment

West Virginia State University Board of Governors
Institutional Advancement Committee

Date/Time: 3/20/2014 -- 8:30 AM

Location:

West Virginia State University, Erickson Alumni Center, Weisberg Lounge, Institute, WV

Purpose: To conduct regular business of the Committee in preparation for the March 20, 2014 Board of Governors meeting

Notes:

This is a compliant meeting.

Meeting was approved : 3/10/2014 2:41:32 PM

**West Virginia State University Board of Governors
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
Minutes
November 14, 2013**

1. Call to Order and Roll Call

Chair Susman called the meeting of the West Virginia State University Board of Governors Institutional Advancement Committee to order at 8:33 a.m.

Present: Dr. Guetzloff, Mr. Lipscomb, Dr. Smith, Mr. Susman, and Mr. Swingle.

2. Verification of Appropriate Notice of Public Meeting

Chair Susman announced the Verification of Appropriate Notice of Public Meeting.

3. Review and Approval of Agenda

Chair Susman asked for approval of the agenda. Mr. Swingle made the motion and it was seconded by Mr. Lipscomb. The motion passed.

4. Review and Approval of Minutes of Previous Meeting

Chair Susman asked for approval of the minutes of the previous meeting. Mr. Swingle made the motion and it was seconded by Mr. Lipscomb. The motion passed.

5. University Recommendations and Reports

Fundraising

5.1 Fiscal Year 2014 Gift Report: Patricia Schumann

As of October 31, 2013, \$2,020,286 was received in gifts and pledges from 446 donors, tracking well ahead of last year in both dollars and number of donors. Since this is the second year of active solicitation of campaign pledges, we are beginning to receive payments on commitments that were received and reported during fiscal year 2013. This total, which is currently \$17,945, is listed separately on the report.

5.2 Capital Campaign

Total committed \$6,471,656, including all gifts and commitments since July 1, 2010.

5.3 Performance of Appeals: Chris Price

The Convocation Center appeal for bricks, lockers, and benches has been very successful with the purchase of 125 bricks, 12 benches, and 12 lockers for a total to date of \$49,200.

Inauguration (Presidential Scholarship Fund): we received 38 gifts totaling \$12,275.

The Early Fall Annual Fund appeal, which introduced the new giving societies, yielded 60 gifts totaling \$11,020.

The phonathon, which ran from October 14, 2013 to November 9, 2013, targeted alumni who had not yet made a gift this year. Most of the individuals contacted had no previous giving history. We received 82 gifts and pledges totaling \$9,855. The

phonathon is a great way to reconnect with alumni who have not been engaged, thereby providing an opportunity to update their records in the database.

5.4 Planned Giving Initiatives: Adam Neal

As a member of Leave a Legacy of Central Appalachia, WVSU participated in Wills Week in October. There was also a Planned Giving Seminar during Homecoming, which received great coverage in the State Journal. A copy of the article was distributed. Additional plans are in progress to promote planned giving.

WVSU Foundation

5.5 Gift Acceptance and Valuation Policies: Patricia Schumann

The Foundation adopted a set of Gift Acceptance and Valuation Policies at its semi-annual meeting in October. A copy was included in the Board of Governors agenda. The new policies included minimum endowment levels of \$25,000 for an endowed scholarship, \$1.5 million for an endowed professorship, and \$2 million for an endowed chair. Funds established under earlier guidelines will be grandfathered in.

5.6 Scholarship Agreement Forms

Also, at its October meeting, the Foundation approved updated scholarship agreement forms. A copy was included in the Board of Governors agenda.

5.7 Foundation Annual Report

The Foundation's Annual Report 2013 is being printed and will be distributed to donors who made a donation in the last 3 years.

5.8 Memorandum of Understanding

A memorandum of understanding between the University and the Foundation will be developed and brought to the Board of Governors in the spring for approval.

Alumni Relations

5.9 Homecoming Recap: Belinda Fuller

This year's Homecoming featured several new events, including a young alumni mixer, a golf outing, a 5K Run/Walk, a tailgate sponsored by the academic colleges, and a family fun area sponsored by the WVSU Extension Service. On Friday evening, there were two sold out banquets, the Alumni Awards Banquet and the Kappa Alpha Psi 90th Anniversary Banquet. This year, alumni were able to register online for the first time.

5.10 National Award

WVSU was honored with an alumni engagement award during the Association for Public and Land-Grant Universities (APLU) annual conference in Washington, D.C. in November. WVSU was recognized for having the most significant increase in alumni participation in giving during fiscal year 2013.

6. Next Meeting Date

January 23, 2014

7. Adjournment:

With there being no further business, the meeting adjourned at 9:27 a.m.

Respectfully submitted,

Maria Drake
Executive Secretary

**West Virginia State University Board of Governors
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
January 23, 2014**

1. Call to Order and Roll Call

Dr. Smith called the meeting of the West Virginia State University Board of Governors Institutional Advancement Committee to order at 8:30 a.m.

Present: Mr. Lipscomb, Dr. Guetzloff, and Dr. Smith.

2. Verification of Appropriate Notice of Public Meeting

Dr. Smith announced the Verification of Appropriate Notice of Public Meeting.

3. Review and Approval of Agenda

Dr. Smith presented the agenda. It was accepted by those present and will be approved at a future meeting of the Committee.

4. Review and Approval of Minutes of Previous Meeting

Dr. Smith presented the minutes of the previous meeting. They were accepted by those present and will be approved at a future meeting of the Committee.

5. University Recommendations and Reports

5.1 Fiscal Year 2014 Gift Report – Patricia Schumann

As of December 31, 2013, the University received \$2,311,355 in gifts from 627 donors, as compared with \$1.5 million from 444 donors on the same date last year.

5.2 Recent Major Gift Commitments – Adam Neal

FY 2014 – Since the last Board meeting, the University received a number of significant gift commitments including: \$75,000 to increase the endowed for Mary Harpold scholarship; bequest commitment of \$80,000 from a retired faculty member to fund an endowed scholarship; and \$50,000 from Mannie Jackson to help fund the statue of Earl Lloyd.

Significant pledge payments were received from Steve Walker and Ann Brothers Smith. We also received as a donation of a grand piano worth \$20,000. Mr. Lipscomb shared that the National “W “Club will make another payment of \$20,000 on their pledge, which will be announced at the upcoming alumni-sponsored basketball game.

5.3 Spring 2014 Initiatives

A number of initiatives are planned this spring to advance the University’s fund raising and alumni relations goals. Phonathon will begin on March 3, 2014. Danny Boston will host an event in Atlanta on March 8, 2014. Several members of the administration will attend the National Alumni Conference in Las Vegas in April, which will feature a State of the University Address by President Hemphill and workshops on planned giving and alumni

involvement in student recruiting. President Hemphill will also travel to Houston and Los Angeles for alumni chapter events.

6. Discussion of Vision 2020: Alumni Engagement and Philanthropic Giving

A discussion was held regarding the Vision 2020 Strategic Plan, which a concentrated focus on four specific goals.

Goal I: Increase the number of alumni engaged in support of the University (as measured by annual gifts) from 2.9% to 10% by 2020. Alumni Relations is diversifying its programs to attract more younger alumni as well as alumni who have not traditionally been engaged with the University. Opportunities for service and career networking key elements of the plan.

Goal II: Develop a communications system that informs alumni of University and alumni news and engages them through effective targeted messages and interactive media. Initiatives focus on improving our database and the tools we have for communication, including email, website and social media, as well as on increasing the frequency and strengthening the quality of our communications with alumni.

Goal III: Cultivate life-long philanthropy in support of WVSU through programs that educate students, alumni and friends about the importance of philanthropy and provide giving opportunities appropriate for each stage of life. Targeted programs are being developed for alumni at all stages of life, beginning when they are students and carrying through their years as young alumni, mid-career, and retirement age, and culminating with encouragement of bequests and other types of planned gifts.

Goal IV: In partnership with the WVSU Foundation, develop management practices and financial goals that support increased, long-term financial support for the University. Initiatives include support for the Capital Campaign, strengthening Foundation management practices, and increasing the endowment to \$8 million by 2020.

7. Next Meeting Date

March 20, 2014

8. Adjournment

With there being no further business, the meeting adjourned at 9:17 a.m.

Respectfully submitted:

Maria Drake
Executive Secretary

WEST VIRGINIA STATE UNIVERSITY FOUNDATION
Comparative Giving Report by Fiscal Year

	Year to Date FY 2014	Year to Date FY 2013
Pledge Balance	\$ 2,174,109.01	\$ 1,147,117.00
Pledge Payments	\$ 232,897.33	\$ 198,775.00
Outright Cash Gifts	\$ 549,673.70	\$ 257,096.25
Gifts-in-kind	\$ 28,632.00	\$ 0.00
Total Giving	\$2,935,312.04	\$1,602,988.25
Total Number of Donors	715	534

	FY 2013 Total	FY 2012 Total
Pledge Balance	\$ 1,337,273.00	\$ 20,000.00
Pledge Payments	\$ 416,102.00	\$ 1,650.00
Outright Cash Gifts	\$ 461,610.27	\$ 524,930.24
Gifts-in-kind	\$ 4,220.00	\$ 270,401.52
Total Giving	\$2,219,205.27	\$816,981.76
Total Number of Donors	789	413