

# West Virginia State University

*Strategies Development: Fundraising Campaign and Legislative  
Affairs*

*Board of Governors' Institutional Advancement Committee  
Status Report  
April 28, 2011*

# West Virginia State University Campaign

## Systematic Steps Taken

- Planning for Campaign Steering Committee
- Identification of Individuals for Committee
- University Candidates as well as local and national will be asked to serve on campaign committee
- Campaign Committee should not exceed 17 members( internal as well as external)

# West Virginia State University Campaign

## Strategic Planning

WVSU Institutional Advancement and  
Foundation staff to address:

1. Establish division of task for fundraising
2. Timeline for donor acknowledgement
3. Campaign process and policy

# West Virginia State University Campaign

## Significant Elements of a Campaign

- Prospect and Research Analysis Systems
- Marketing and Campaign Materials
- Foundation Campaign Gift Accounting and Reporting
- Donor Stewardship

# West Virginia State University Legislative Affairs Committee

Chair- John M. Berry

Vice Chair- Bill Woodrum

- WVSU Day at the Legislature, February 1, 2011
  - WVSU Displays and Exhibits
  - WVSU Meeting with Delegates and Senators
  - WVSU Hosts Legislators for lunch
  - Governor's Proclamation WVSU Day at the Capitol
  - WVSU Legislature Evening Reception at the downtown Marriott, hosted by WVSU Foundation
  - Autographed group photos of event by Dr. Carter later presented in offices of every legislator in attendance

# West Virginia State University Legislative Affairs Committee

## Legislative Outreach

- Sustained monitoring of legislative actions and sharing of information directed by Asst VP for Institutional Advancement Mr. Adler
- Ongoing meetings, year-round engagement with legislative leaders to promote WVSU agenda, programs and people

# West Virginia State University Legislative Affairs Committee

## WVSU's Legislative Agenda

- CTC Reimbursement
  - Action taken will formally request that \$1.25 million be placed in WVSU Baseline Budget annually for the next four fiscal years.
  - Financial numbers being compiled by Finance VP Parker for sustained meetings/discussions with House and Senate Education Chairs and the Kanawha County Delegation throughout the year
  - Principal Dr. Carter.

# West Virginia State University Legislative Affairs Committee

## WVSU'S Legislative Agenda

- The State of West Virginia will be formally asked for a State allocation match of \$0.31 - \$842,534 - which will bring WVSU's Land-Grant funding formula to a one-to-one Federal-State match, giving WVSU full equity.
- Chancellor Noland and his staff are leading our effort with Dr. McMeans through an appropriation from Governor Tomblin in the next special session of the WV Legislature, most likely June 2011.
- Principals, Drs. McMeans and Carter.



# West Virginia State University Legislative Affairs Committee

## WVSU's Legislative Agenda

- Campus wide Technology Renovation.
  - The State Legislature will be asked to fund a major technology upgrade and enhancement of WVSU's outdated systems for three years at an allocation of \$1.1 million per year.
  - Principal, Dr. Carter.