

**West Virginia State University Board of Governors  
Institutional Advancement Committee  
Erickson Alumni Center, Weisberg Lounge  
June 12, 2014  
8:30 a.m. – 9:20 a.m.  
Agenda**

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 Meeting Action 3
5. University Recommendations and Reports

**Financial Reports**

- 5.1 Comparative Gift Report
- 5.2 WVSU Foundation Endowment Growth

**Capital Campaign**

- 5.3 Campaign Progress Report
- 5.4 Role of Campaign Steering Committee and Other Volunteers
- 5.5 Public Launch October 11, 2014

6. Next Meeting Date – *September 4, 2014 (Tentative)*
7. Adjournment

**West Virginia State University Board of Governors**  
***Institutional Advancement Committee***

**Date/Time:** 6/12/2014 -- 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 June 12, 2014 Board of Governors meeting

**Notes:**

This is a compliant meeting.

**Meeting was approved : 6/2/2014 2:57:35 PM**

**West Virginia State University Board of Governors  
Institutional Advancement Committee  
Erickson Alumni Center, Weisberg Lounge  
May 1, 2014  
Minutes**

**1. Call to Order and Roll Call**

Mr. Susman, Chair, called the meeting of the West Virginia State University Board of Governors Institutional Advancement Committee to order at 8:36 a.m.

**Present:** Dr. Guetzloff, Mr. Lipscomb, Mr. Susman, Mr. Swingle, and several members of the administration, faculty, and staff were present.

**2. Verification of Appropriate Notice of Public Meeting**

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

**3. Review and Approval of Agenda**

Mr. Susman asked for approval of the agenda. Mr. Swingle made the motion, and it was seconded by Dr. Guetzloff. The motion passed.

**4. Review and Approval of Minutes of Previous Meeting**

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

**5. University Recommendations and Reports**

**Fundraising**

**5.1 Comparative Gift Report**

Ms. Patricia Schumann reported that total gifts and pledges for Fiscal Year (FY) 2014 as of April 17, 2014 were \$3,969,057.23. The University is quickly approaching the \$4 million goal for the year and has surpassed the number of donors from last year; however, work still must be done to achieve a total of 1,000 donors for this cycle. The University is also ahead in new cash gifts (pledge payments plus outright cash gifts) with a total of \$1,020,294 for this year compared to \$704,393.56 at the same time last year.

**5.2 Recent Major Gift Commitments**

Recently, the University received two significant new commitments from BrickStreet Insurance Foundation and E. Gail Pitchford, as well as two large pledge payments. Additional information regarding these new commitments and pledge payments was provided by Mr. Adam Neal.

**5.3 Annual Giving**

Mr. Chris Price advised that gifts to the Annual Fund as of April 30, 2014 total \$147,200, including all unrestricted gifts as well as Black & Gold Gala sponsorships and ticket

purchases. University Advancement is working on the final appeal for FY 2014, which will be mailed to those who have made a gift at some time but not yet this year, as well as those who gave this year before January 1, 2014.

#### **5.4 Black & Gold Gala**

University Advancement staff acknowledged Mrs. Ashley Schumaker and Mrs. Kimberly Osborne, who co-chaired the Black & Gold Gala Planning Committee this year. Mr. Price reported that the successful event was enjoyed and praised by guests and achieved a total of 28 corporate sponsors and 7 table sponsors.

#### **Alumni Relations**

##### **5.5 National Alumni Conference**

Mrs. Belinda Fuller reported that there was a strong showing at the National Alumni Conference, with approximately 185 alumni and friends; President Hemphill and his senior leadership team attended as well as University Advancement staff members Mrs. Fuller, Mr. Neal, and Mrs. Maria Drake. Ms. Kitty McCarthy presented a session regarding alumni engagement in new student recruitment, and Mr. Neal presented a planned giving seminar. The highlight of the conference was President Hemphill's State of University address, which included a Q&A session. Board of Governors Vice Chair Dr. Ann Brothers Smith provided excellent leadership in making the conference a success, and Belinda Fuller's dedication and hard work were unmatched. The next conference will be held in Chicago in 2016.

##### **5.6 Upcoming Events**

A schedule of upcoming events was distributed and an overview of event information was provided by Mrs. Fuller.

#### **WVSU Foundation**

##### **5.7 Annual Meeting and Election of Officers and Directors**

Ms. Schumann advised that the Foundation Board held its annual meeting on April 4, 2014. She distributed the 2014–2015 list of directors and summarized actions of the Foundation Board, including revised bylaws that were adopted providing for electronic meetings and establishing a new membership category of Director Emeritus.

##### **5.8 Other Business**

Discussion was held regarding the launch of the public phase of the Capital Campaign. President Hemphill reported that the Foundation Board discussed the question of whether to increase the Campaign goal. The Foundation Board is concerned the University has never completed a campaign in the past and must be successful in meeting this goal. The Board recommended maintaining the current goal and, if the goal is surpassed, it can be increased before the end of the Campaign.

Based on Committee discussion, the next meeting will focus on the Capital Campaign.

**6. Next Meeting Date**  
June 12, 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 FOUNDATION  
Comparative Giving Report by Fiscal Year

	<b>7/1/13 - 4/17/14</b>	<b>7/1/12 - 4/17/13</b>
<b>Pledge Balance</b>	\$2,920,059.76	\$1,137,267.00
<b>Pledge Payments</b>	\$360,897.58	\$350,325.00
<b>Outright Cash Gifts</b>	\$659,397.89	\$354,068.56
<b>Gifts-in-kind</b>	\$28,702.00	\$6,700.00
<b>Total Giving</b>	<b>\$3,969,057.23</b>	<b>\$1,848,360.56</b>
<b>Total Number of Donors</b>	<b>870</b>	<b>638</b>

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