

**West Virginia State University Board of Governors
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
May 1, 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
 - Fundraising
 - 5.1 Comparative Gift Report
 - 5.2 Major Gift Commitments
 - 5.3 Annual Giving
 - 5.4 Black & Gold Gala
 - Alumni Relations
 - 5.5 National Alumni Conference
 - 5.6 Upcoming Events
 - WVSU Foundation
 - 5.7 Annual Meeting and Election of Officers and Directors
6. Next Meeting Date – *June 12, 2014*
7. Adjournment

West Virginia State University Board of Governors
Institutional Advancement Committee

Date/Time: 5/1/2014 -- 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 May 1, 2014 Board of Governors meeting

Notes:

This is a compliant meeting.

Meeting was approved : 4/14/2014 9:04:59 AM

**West Virginia State University Board of Governors
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
Minutes
March 20, 2014**

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 8:32 a.m.

Present: Dr. Guetzloff, Mr. Lipscomb, Dr. Smith, Mr. Susman, Mr. Swingle, and several members of the administration.

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 called for the motion to approve 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 Meetings

Chair Susman called for the motion to approve the minutes of the November 14, 2013 and January 23, 2014 meetings. Dr. Ann Brothers Smith made the motion and it was seconded by Mr. Lipscomb. The motion passed.

5. University Recommendations and Reports

Alumni Relations

5.1 National Alumni Conference

The National Alumni Conference will be held on April 23-26, 2014 in Las Vegas, Nevada. Highlights include: a meet and greet reception with Drs. Brian O. Hemphill and Marisela Rosas Hemphill hosted by the Far West Region; an Executive Board breakfast hosted by the Foundation; a planned giving seminar by Foundation President Mr. Allan McVey, Vice President Pat Schumann, and Assistant Vice President Adam Neal; an alumni engagement in student recruitment workshop by Vice President Kitty McCarthy; an Executive Board meeting; the State of University Address by President Hemphill; the 110% Awards Luncheon, recognizing 11 alumni who have gone above and beyond in service to their chapter; regional meetings; an Association business meeting; national memorial services, remembering alumni who have passed away since 2012; and an awards dinner. To date, 170 individuals are registered to participate.

5.2 March Issue of The Buzz

Copies of the March issue of *The Buzz* were distributed. *The Buzz*, which was e-mailed through NetCommunity, contains several hotlinks to available information. Alumni can request hard copies of *The Buzz* for their review.

Regional Events: Drs. Brian O. Hemphill and Marisela Rosas Hemphill are planning to attend alumni chapter events in Houston, Texas and Los Angeles, California later this month. On May 3, 2014, the Raleigh-Durham Chapter will host an event at a Durham Bulls baseball game. A donor cultivation event was recently held in Atlanta, Georgia with approximately 20 alumni in attendance. It was a great event that resulted \$28,000+ in new gifts and commitments.

Fundraising

5.3 Recent Major Gift Commitments

Bill Pickard \$250,000 through his Estate; Mullen Plumbing Heating and Cooling \$50,000 and Garlow Insurance \$50,000; Huntington Banks \$50,000; John Ray \$50,000; The Greater Kanawha Valley Foundation \$37,000; Skillman Foundation \$30,000; and Joe Funderburk \$25,000.

Gift Report: Since July 1, 2013, total giving is \$3,045,853 from 761 individual donors with an annual goal of \$4 million. Other gift report information includes the following: balances on new pledges \$2,201,084; payments on new pledges \$244,982.00; and new outright cash gifts (not associated with pledges) \$567,083.00. Planned gift commitments from donors, who will be 65 or older by the end of the campaign (June 30, 2017), are counted as pledges; however, planned gift commitments from donors under the age of 65 are recorded, but not counted in gift totals.

5.4 Annual Giving Initiatives

The current initiative underway is a donor retention effort that focuses on encouraging annual fund donors from last year to renew their support. The appeal will include a message, along with a preliminary draft of the Fiscal Year 2014 Honor Roll of Donors. The appeal and draft list will be distributed to 260 individuals, who were listed as supporters last year, but have not yet made a gift this year.

University Advancement recently completed the spring phone-a-thon, which solely focused on non-donors. To date, 32 pledges have been received, totaling \$2,400. Students are continuing to make follow-up calls to fall phone-a-thon participants, who have yet to make a payment on their pledge.

5.5 Black and Gold Gala

To date, the University has secured a total of \$56,000 in sponsorships for the Black and Gold Gala as outlined below:

Diamond Sponsor of \$10,000 = 1

Platinum Sponsor of \$5,000 = 5

Gold Sponsor of \$2,500 = 2

Silver Sponsor of \$1,000 = 2

Bronze Sponsor of \$500= 6 (New level)

Total Sponsors = 25

5.6 Planned Giving Initiatives

A brochure regarding planned giving was distributed to the Committee. The brochure features a matrix, which provides samples of various types of legacy gifts. and will be utilized as part of the planned giving seminar during the National Alumni Conference.

6. Next Meeting Date

May 1, 2014

7. Adjournment

With there being no further business, the meeting adjourned at 9:23 a.m.

Respectfully submitted,

Maria Drake
Executive Secretary

WEST VIRGINIA STATE UNIVERSITY FOUNDATION
Comparative Giving Report by Fiscal Year

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

	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