

**West Virginia State University Board of Governors
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
September 4, 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
 - 5.1 Comparative Gift Report Information 6
 - 5.2 Vision 2020 Performance Benchmarks Information
 - 5.3 Homecoming Preview Information
 - 5.4 Campaign Launch Information
6. Next Meeting Date – *October 23, 2014*
7. Adjournment

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

Date/Time: 9/4/2014 -- 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 September 4, 2014 Board of Governors meeting

Notes:

This is a compliant meeting.

Meeting was approved : 8/21/2014 4:27:38 PM

**West Virginia State University Board of Governors
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
June 12, 2014
Minutes**

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, Dr. Smith, Mr. Susman, and Mr. Swingle. 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. Smith. 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. Smith. The motion passed.

5. University Recommendations and Reports

Financial Reports

5.1 Comparative Gift Report

Vice President Patricia Schumann reported that new gifts and commitments for Fiscal Year 2014 have surpassed the \$4 million mark, with a current total of \$4,077,387. The University is approaching a goal of 1,000 donors, with a current total of 949 donors. The Gift in Kind category reflects the donation this year of a grand piano worth \$22,000. Gifts in kind are not being counted in campaign totals, but are recorded when documentation of value is provided.

Alumni Participation: Alumni participation rate is calculated using the number of alumni who make gifts divided by the total number of alumni in the database. As the number of alumni continues to grow (through continued research and the addition of new graduating classes), growth in the number of alumni giving must increase at a faster rate in order to continue increasing the participation rate. The alumni participation rate has progressed from 1.4 percent in FY 2012, 2.9 percent in FY 2013, and 4.1 percent so far in FY 2014. During that time, the number of alumni in

the database has grown from 15,542 in FY 2012 to 16,356 in FY 2014. The national average for all types of colleges and universities is 10 percent.

Fiscal Year-End Appeal: Thus far, the University has received 38 gifts totaling \$6,775; 21 of those gifts (\$4,325) were directed to the Annual Fund.

5.2 WVSU Foundation Endowment Growth

In response to an inquiry at the last meeting, a report of the Foundation's growth in endowment was provided.

	Endowment Principal	Investment, Income/Net	Total
FY 2011	\$3,705,912	\$626,024	\$4,331,936
FY 2012	\$3,786,114	\$439,370	\$4,225,484
FY 2013	\$4,141,576	\$571,029	\$4,712,657
FY 2014	\$4,217,718	(not yet calculated)	\$4,887,657

For FY 2014, there is no amount for Investment, Income and Net; however, the year has not ended, so as of now it will remain blank. Additional information needs to be provided to donors regarding the endowment. An endowment is based on the net income and is awarded to the student. The University is not permitted to use the funds from the endowment. The University can adjust the interest, but prefers not to increase it at this time.

Capital Campaign

5.3 Campaign Progress Report

A total of \$8,221,939.83 in gifts and pledges has been received since counting for the campaign began on July 1, 2010. The breakdown is as follows: 1 commitment for \$1 million; 2 commitments for \$700,000; 2 commitments for \$500,000; 3 commitments for \$250,000; 9 commitments for \$100,000; 18 commitments for \$50,000; 12 commitments for \$25,000; and many gifts between \$1,000 and \$24,999.

5.4 Role of Campaign Steering Committee and Other Volunteers

The Campaign Steering Committee is being led by Diane Strong-Treister and Eric Coleman and has hosted a number of campaign cultivation events to interact with individuals who have not been engaged with the University and to provide them an opportunity to meet President Hemphill. The most recent event at Paterno's at the Park was a great success with several people meeting the President for the first time. Campaign Steering Committee members are encouraged to reach out to their personal networks and to facilitate meetings with University representatives, and members who are comfortable doing so will also ask for donations.

5.5 Public Launch – October 11, 2014

University Advancement is collaborating with the President's Office and University Relations and Operations to plan the Campaign launch and to update all related

materials. The launch will be announced at Homecoming immediately following the parade.

6. Next Meeting Date

September 4, 2014

7. Adjournment

With there being no further business, the meeting adjourned at 9:25 a.m.

Respectfully submitted,

Maria Drake
Executive Secretary

WEST VIRGINIA STATE UNIVERSITY FOUNDATION
Comparative Giving Report by Fiscal Year

	7/1/14 – 8/23/14	7/1/13 – 8/23/13	
Pledges and Payments	\$730,900.00	\$310,670.00	
Outright Cash Gifts	\$69,486.21	\$105,332.63	
Gifts-in-kind	\$0.00	\$0.00	
Total Giving	\$782,886.21	\$415,992.63	
Total Number of Donors	125	139	
	FY 2014 Total	FY 2013 Total	FY 2012 Total
Pledges and Payments	\$3,335,932.34	\$1,808,765.00	\$51,850.00
Outright Cash Gifts	\$752,168.84	\$536,610.27	\$524,930.24
Gifts-in-kind	\$30,702.00	\$6,720.00	\$270,401.52
Total Giving	\$4,118,803.18	\$2,352,095.27	\$847,181.76
Total Number of Donors	1,015	796	413