

**West Virginia State University Board of Governors
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
October 23, 2014
8:30 a.m. – 9:20 a.m.
Agenda**

1. Call to Order and Roll Call – 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 7
 - 5.1.1 Annual Giving Update
 - 5.1.2 New Major Gift Commitments in 2015
 - 5.2 Capital Campaign Update Information 8
 - 5.3 Alumni Relations Information
 - 5.3.1 Homecoming Highlights
 - 5.3.2 Alumni Engagement Update
6. Next Meeting – *January 29, 2015*
7. Adjournment

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

Date/Time: 10/23/2014 – 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 October 23, 2014 Board of Governors meeting

Notes:

This is a compliant meeting.

Meeting was approved : 10/1/2014 4:28:53 PM

**West Virginia State University Board of Governors
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
September 4, 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: Mr. Lipscomb, Dr. Smith, Mr. Susman, and Mr. Swingle. Several members of the administration, faculty, and staff were also present.

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 a motion to approve the agenda. Dr. Smith made the motion, and it was seconded by Mr. Gary Swingle. The motion passed.

4. Review and Approval of Minutes of Previous Meeting

Chair Susman asked for a motion to approve the 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

5.1 Comparative Gift Report

Vice President Patricia Schumann reported that total giving, as of August 23, 2014, was \$782,886.21, with a total of 125 donors. \$500,000 of this total is a bequest from one donor. BB&T and AT&T each made a donation of \$10,000. The University also received a new endowed scholarship of \$25,000 from Ambling University Development Group. The shortfall in the number of donors, as compared with last year, is related to timing. Last year, the University had the brick and locker appeal, which jump started giving, and generated gifts in honor of the President's inauguration. The Comparative Gift Report reflects new gifts and pledges this year; payments on pledges received in previous years are not included in the totals. When an alumni couple makes a gift, a "hard" credit is provided to one spouse and a "soft" credit to the other. As a result, the gift is counted once in the financial total, but both alumni are counted in the number of donors.

5.2 Vision 2020 Performance Benchmarks

Vision 2020: State's Road Map for the Future, published this spring, included benchmarks for Alumni Engagement and Philanthropic Giving. At its retreat in August,

the University Advancement staff reviewed our performance for Fiscal Year 2014 and established benchmarks for Fiscal Year 2015. Several goals were modified and/or added. *(NOTE: A copy of the benchmarking report is attached to the minutes for the Committee's official record.)*

5.3 Homecoming Preview

Plans for Homecoming are progressing well. This year, President Hemphill's State of the University Address will take place on October 9, 2014 at the beginning of Homecoming Weekend. Other highlights include the following: the ROTC Hall of Fame Induction Ceremony, the Volunteer Admissions Alumni Network (VAAN) training, the Planned Giving Seminar, and the Presidential Forum on Friday as well as the 5K Race on Saturday morning. Tours will be offered of the D. Stephen and Diane H. Walker Convocation Center and the Judge Damon J. Keith Scholars Hall. Tailgating before the football game will include the family fun area and the tailgate hosted by the four colleges. The University will be distributing the buttons for children that say: "Future Yellow Jacket."

5.4 Campaign Launch

The public launch of the Capital Campaign will take place following the parade on Saturday morning. It is designed to have a pep rally feel with student involvement, including cheerleaders and the marching band.

6. Next Meeting Date

October 23, 2014

7. Adjournment

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

Respectfully submitted,

Maria Drake
Executive Secretary

Vision 2020 Goals and Benchmarks
Alumni Engagement and Philanthropic Giving
August 1, 2014

Goal I: Increase the number of alumni engaged in support of the University through attendance at events, volunteer service and membership in the National Alumni Association.

Performance Indicator	Baseline (FY2013)	FY2014 Actual	FY2015 Target	FY2020 Target	Responsibility
Increase membership in the WVSU National Alumni Association	741	788	800	1,050	BFuller
Grow number of students actively engaged with the Alumni Relations program	0	??	10	15	BFuller
Increase the number of young alumni actively engaged (age 45 or younger/graduated 1999 or earlier)	??	339	370	500	BFuller
Increase engagement of local alumni (60-mile radius of campus)		530	590	900	BFuller

Goal II: Develop a communication system that informs alumni of University and alumni news and engages them through effective targeted messages and interactive media.

Performance Indicator	Baseline (FY2013)	FY2014 Actual	FY2015 Target	FY2020 Target	Responsibility
Alumni registered with NetCommunity	0	157	282	900	ADowns
Alumni email addresses	3,400	3,949	4,374	6,500*	ADowns/ ASurface
Establish standard operating procedures for solicitations by other groups	NI				ANeal

*Goal will be increased.

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.

Performance Indicator	Baseline (FY2013)	FY2014 Actual	FY2015 Target	FY2020 Target	Responsibility
Increase the number of alumni supporting the University financially	2.9%	3.5%	4.75%	10%	CPrice
Increase the number of donors making annual contributions	780	1,015	1,300	2,500	CPrice
Develop stewardship program to recognize donors	NI	Achieved			CPrice/A Surface
Build education program re: planned giving	NI		Achieved		ANeal

Goal IV: In partnership with the WVSU Foundation, develop management practices and financial goals to support increased, long-term financial support for the University.

Performance Indicator	Baseline (FY2013)	FY2014 Actual	FY2015 Target	FY2020 Target	Responsibility
Increase total annual gifts and commitments	\$2,352,095	\$4,118,803	\$5,000,000	TBD	PSchumann/ ANeal/ CPrice
Increase support for the WVSU Fund	\$125,389	\$190,939*	\$234,000	TBD	CPrice/PSchumann/ ANeal
Complete Capital Campaign	\$4,300,000	\$8,248,222*	\$13,248,222	\$18,000,000 by 2017	PSchumann/ ANeal/ CPrice
Increase Foundation Endowment	\$4,000,000	\$5,008,414*	\$5,500,000	\$8,000,000	PSchumann/ ANeal/ CPrice

*Unaudited

WEST VIRGINIA STATE UNIVERSITY FOUNDATION
Comparative Giving Report by Fiscal Year

	7/1/14 - 10/13/14	7/1/13 - 10/13/13	
Pledges and Payments	\$1,973,070.00	\$986,021.34	
Outright Cash Gifts	\$224,157.85	\$186,294.19	
Gifts-in-kind	\$0.00	\$0.00	
Total Giving	\$2,197,227.85	\$1,172,315.53	
Total Number of Donors	364	349	
	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

West Virginia State University
Capital Campaign Cumulative Giving

	Goal	Amount Pledged	Pledge Payments	Pledge Balances	New Cash Gifts	Total Committed	Remaining To Goal
Academic Program and Faculty Support	\$ 6,500,000.00	\$ 1,807,991.00	\$ 660,491.00	\$ 1,147,500.00	\$ 182,986.72	\$ 1,990,977.72	\$ 4,509,022.28
<i>Endowed Chairs</i>							
<i>Endowed Professorships</i>							
<i>Academic Program Support</i>							
Student Success	\$ 500,000.00	\$ 109,500.00	\$ 85,800.00	\$ 23,700.00	\$ 220,578.95	\$ 330,078.95	\$ 169,921.05
<i>Center for Adult & Commuter</i>							
<i>Student Services</i>							
<i>Residential Life</i>							
<i>Military Student Programs</i>							
<i>Service and Leadership</i>							
Capital Improvements	\$ 6,000,000.00	\$ 2,273,579.67	\$ 543,910.08	\$ 1,729,669.59	\$ 119,927.49	\$ 2,393,507.16	\$ 3,606,492.84
<i>Research Hall</i>							
<i>Athletic Facilities</i>							
Information and Technology	\$ 1,000,000.00	\$ -	\$ -	\$ -	\$ 40.00	\$ 40.00	\$ 999,960.00
<i>Technology Infrastructure</i>							
<i>and Upgrades</i>							
<i>Library Enhancements</i>							
Scholarships	\$ 3,000,000.00	\$ 2,762,755.74	\$ 297,162.87	\$ 2,465,592.87	\$ 1,715,249.12	\$ 4,478,004.86	\$ (1,478,004.86)
<i>Expendable Scholarships</i>							
		\$ 1,190,755.74	\$ 160,890.65	\$ 1,029,865.09	\$ 1,276,203.74	\$ 2,466,959.48	
<i>Endowed Scholarships</i>							
		\$ 1,572,000.00	\$ 136,272.22	\$ 1,435,727.78	\$ 439,045.38	\$ 2,011,045.38	
WVSU Fund	\$ 1,000,000.00	\$ 245,265.00	\$ 55,615.93	\$ 189,649.07	\$ 699,665.00	\$ 944,930.00	\$ 55,070.00
Other		\$ 187,604.00	\$ 27,095.00	\$ 160,509.00	\$ 118,997.36	\$ 306,601.36	
Total	\$ 18,000,000.00	\$ 7,386,695.41	\$ 1,670,074.88	\$ 5,716,620.53	\$ 3,057,444.64	\$ 10,444,140.05	\$ 7,555,859.95

Unaudited October 14, 2014