

**West Virginia State University Board of Governors
 Institutional Advancement Committee
 Erickson Alumni Center, Weisberg Lounge
 April 23, 2015
 8:30 a.m. – 9:20 a.m.
 Agenda**

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|--|-------------|---|
| 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 Philanthropic Giving | | |
| 5.1.1 Comparative Gift Report | Information | 5 |
| 5.1.2 Analysis of Campaign Giving | Information | |
| 5.1.3 New Major Gift Commitments and Pending Proposals | Information | |
| 5.1.4 Black & Gold Gala | Information | |
| 5.2 Alumni Engagement | | |
| 5.2.1 Engaging New Graduates | Information | |
| 5.2.2 Class Reunion Giving | Information | |
| 5.2.3 Upcoming Events | Information | |
| 6. Next Meeting – <i>June 18, 2015</i> | | |
| 7. Adjournment | | |

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

Date/Time: 4/23/2015 -- 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 April 23, 2015 Board of Governors meeting

Notes:

This is a compliant meeting.

Meeting was approved : 4/3/2015 4:56:27 PM

**West Virginia State University Board of Governors Meeting
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
Minutes
March 19, 2015**

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 8:31 a.m.

Present: Dr. Guetzloff, Mr. Lipscomb, Mr. Susman, and Mr. Swingle. Several members of the administration, faculty, and staff were 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 approval of the agenda. Mr. Swingle made the motion, and it was seconded by Mr. Lipscomb. The motion passed.

4. Review and Approval of Minutes of Previous Meeting

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

5. University Recommendations and Reports

5.1 Philanthropic Giving

5.1.1 Comparative Gift Report – Patricia Schumann

Vice President Pat Schumann reported that, as of March 10, 2015, the University has raised \$3,213,148.17 in gifts and pledges from 867 donors. The goal for this fiscal year is to raise \$5 million from 1,300 donors. At the Capital Campaign launch event in Washington DC, the University received \$26,000 in new commitments, and those gifts were not included in the prior numbers. This event, which had approximately 70 individuals in attendance, served as the first regional Capital Campaign launch with collaboration from the Washington Metro and Baltimore alumni chapters and the Shenandoah Valley chapter of the W Club.

Mr. Swingle requested a report detailing how much of the amount raised in the Campaign is from cash gifts and pledges and how much from planned gifts. Ms. Schumann advised that the information will be provided at the April 23, 2015 meeting.

5.1.2 New Major Gift Commitment and Pending Proposal

Assistant Vice President Adam Neal advised that, since the last meeting, Rick Wolford made a \$100,000 commitment.

5.1.4 Black and Gold Gala

The Black and Gold Gala invitations were distributed on March 18, 2015. The event, an elegant reception and dance, featuring Motown music, will be held on May 9, 2015. A 30-minute program will honor donors who committed \$100,000 or more during this fiscal year. To date, \$18,000 has been received from six sponsors with additional sponsors pending.

5.2 Alumni Engagement

5.2.1 Upcoming Events

Director of Alumni Relations Belinda Fuller distributed a calendar of events, such as WVSU Cares Day to be held on April 25, 2015, which is being shared with the campus community, including alumni.

6. Reaffirmation of Accreditation by the Higher Learning Commission

Chief of Staff and Special Assistant to the President Ashley Schumaker introduced discussion by reminding Committee members of the October 2014 mock review. She indicated the site visit will likely focus on strategic planning at the University. The team members will want to see evidence that the Board members understand the University's mission and have been engaged with the strategic planning process. The University will need to demonstrate transparency, accountability, and collaboration in all responses given and evidence provided.

Following the reaffirmation of accreditation discussion by Ms. Schumaker, Vice President Schumann led a discussion on Vision 2020, specifically the section titled "Alumni Engagement and Philanthropic Giving," as well as the Capital Campaign.

7. Next Meeting Date

April 23, 2015

8. 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

	7/1/14 - 4/7/15	7/1/13 - 4/7/14	
Pledges and Payments	\$3,080,693.40	\$3,319,722.34	
Outright Cash Gifts	\$544,380.25	\$644,635.05	
Gifts-in-kind	\$0.00	\$30,702.00	
Total Giving	\$3,625,073.65	\$3,995,059.39	
Total Number of Donors	918	846	
	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