

**West Virginia State University Board of Governors  
 Institutional Advancement Committee  
 Erickson Alumni Center, Weisberg Lounge  
 March 19, 2015  
 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 Philanthropic Giving  |             |   |
| 5.1.1 Comparative Gift Report                                       | Information | 6 |
| 5.1.2 New Major Gift Commitments and Pending Proposals              | Information |   |
| 5.1.3 Black & Gold Gala   | Information |   |
| 5.2 Alumni Engagement   |             |   |
| 5.2.1 Upcoming Events   | Information |   |
| 6. Reaffirmation of Accreditation by the Higher Learning Commission | Information | 7 |
| 7. Next Meeting – <i>April 23, 2015</i>                             |             |   |
| 8. Adjournment  |             |   |

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

**Date/Time:** 3/19/2015 -- 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 March 19, 2015 Board of Governors meeting

**Notes:**

This is a compliant meeting.

**Meeting was approved : 3/4/2015 10:25:25 AM**

**West Virginia State University Board of Governors  
Institutional Advancement Committee  
Erickson Alumni Center, Weisberg Lounge  
Minutes  
January 29, 2015**

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

Dr. Ann Brothers Smith called the meeting of the West Virginia State University Board of Governors Institutional Advancement Committee to order at 8:30 a.m.

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

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

Dr. Smith announced the Verification of Appropriate Notice of Public Meeting.

**3. Review and Approval of Agenda**

Dr. Smith 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**

Dr. Smith 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**

Pat Schumann stated that, as of January 21, 2015, new gifts for the current fiscal year totaled \$2,977,530 from a total of 789 donors, reflecting only new gifts and pledges. The University also received payments from pledges made in previous years, including a payment of \$15,000 from John Ray and \$15,000 from Lester Raines. The University is distributing pledge reminders on a monthly basis. Vice President Schumann also reported that NetCommunity allows donors to view their giving history; pledges are not currently available to be viewed through NetCommunity, but this feature should be available soon.

The Committee requested an update regarding the process of student selections for scholarships. It was stated that the Foundation works closely with the Division of Enrollment Management and Student Affairs, as well as the campus Scholarship Committee to award scholarships. Students may apply for scholarships and book vouchers through the

Division of Enrollment Management and Student Affairs. The Scholarship Committee, with representation from across campus, reviews available funds and makes recommendations based on individual student qualifications and financial need. Financial need is verified with the University before any funds are disbursed. Awards continue to be made throughout the academic year. Each November, a report is distributed to donors regarding their fund balance and the students who received funds.

#### 5.1.2 **Annual Giving Update**

Chris Price reviewed the annual giving appeals distributed in past year. Last May, the 2014 Fiscal Year-End Appeal was mailed to 3,908 individuals who had given previously but not yet in that fiscal year, resulting in 79 gifts totaling \$24,720. The Campaign Launch Appeal was mailed in October 2014 to 17,789 individuals who had not given this fiscal year, resulting in 56 gifts totaling \$12,890. The Calendar Year-End Appeal was mailed in November 2014 to 1,238 individuals, resulting in 48 gifts totaling \$13,495. The Fall 2014 Phone-a-thon generated 116 gifts totaling \$10,055. The Faculty Appeal was distributed to 78 faculty members, who were not currently giving to the institution. Overall, 28 percent to 29 percent of total faculty participate in giving. Last year, 100 percent of Foundation Board members made gifts.

Mr. Price also noted that, at the beginning of each fiscal year, the University mails an appeal to all constituents. Additionally, subsequent appeals are mailed only to those who have not yet made a gift in the current fiscal year. After the first mailing, which includes all non-donors, the University appeals to special affinity groups and previous donors, which tend to yield the highest return. The University is expanding use of email and social media to engage with potential donors, particularly young alumni.

#### 5.1.3 **New Major Gift Commitment**

Adam Neal reported on several new gifts, which were received since the last Board meeting, including Bayer CropScience \$10,000 donation; Greg Burton \$25,000 pledge (personal gift) restricted to Athletics; realized bequest from the Estate of Gillie Jones \$100,000 unrestricted; Robert Lewis \$500,000 for a scholarship to benefit students in education and engineering; and Richard Weese \$25,000 for a scholarship for chemistry students. Currently, there is approximately \$4 million in the pending stage and about \$1.5 million in proposals in the drafting stage.

#### 5.1.4 **Capital Campaign Initiatives**

The University will continue to work with individual donors and small groups during the public phase of the Campaign. For instance, Gail Pitchford is hosting a small event at her home and has invited her

neighbors and friends to meet President Hemphill. The University is also holding several regional events to bring the campaign to individuals outside of the Kanawha Valley, who may not come to campus for Homecoming.

## 5.2 **Alumni Engagement Update**

### 5.2.1 **Alumni Engagement Update**

Belinda Fuller reported on a new mentoring program named Yellow Jacket to Yellow Jacket. Alumni Relations partnered with Career Services to offer this pilot program to current students and young alumni professionals. Currently, there are seven mentor/mentee pairs, who have made a one-year commitment to participate in the program. Each mentor is asked to commit and speak to his or her mentee two times per month during the academic year. Mrs. Fuller also reported that Alumni Relations has begun sending Happy Birthday e-cards to alumni, who are in our system with a birthday. A copy of the card was shared with the Committee.

### 5.2.2 **Upcoming Events**

Mrs. Fuller reported that, on February 7, 2015, the University is hosting a celebration honoring Coach Cal Bailey. In addition to attending the event, the University is asking friends and former players to join "The Bullpen: Friends of Yellow Jacket Baseball." Thus far, over 30 gifts totaling \$25,000 have been received. Mrs. Fuller noted that Alumni Night at the Basketball Games is planned for February 19, 2015, and all alumni within a 40 mile radius have been invited. The University is also planning an alumni event at the Wine Valley in Teays Valley on a night when Bob Thompson will be playing. Mrs. Fuller advised the Career Expo is coming up, as is WVSU Cares Day. In addition to encouraging local alumni to participate in Cares Day, alumni chapters are being asked to participate in their respective local areas.

## 6. **Next Meeting Date**

March 19, 2015

## 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

	<b>7/1/14 - 3/10/15</b>	<b>7/1/13 - 3/10/14</b>	
<b>Pledges and Payments</b>	\$2,757,093.40	\$2,454,101.34	
<b>Outright Cash Gifts</b>	\$456,054.77	\$554,343.70	
<b>Gifts-in-kind</b>	\$0.00	\$28,702.00	
<b>Total Giving</b>	<b>\$3,213,148.17</b>	<b>\$3,037,147.04</b>	
<b>Total Number of Donors</b>	<b>867</b>	<b>706</b>	
	<b>FY 2014 Total</b>	<b>FY 2013 Total</b>	<b>FY 2012 Total</b>
<b>Pledges and Payments</b>	\$3,335,932.34	\$1,808,765.00	\$51,850.00
<b>Outright Cash Gifts</b>	\$752,168.84	\$536,610.27	\$524,930.24
<b>Gifts-in-kind</b>	\$30,702.00	\$6,720.00	\$270,401.52
<b>Total Giving</b>	<b>\$4,118,803.18</b>	<b>\$2,352,095.27</b>	<b>\$847,181.76</b>
<b>Total Number of Donors</b>	<b>1,015</b>	<b>796</b>	<b>41</b>

## **Criterion Five: Resources, Planning and Institutional Effectiveness**

### Vision 2020: Alumni Engagement and Philanthropic Giving

1. Increase the number of alumni engaged in support of the University through attendance at events, volunteer service and membership in the National Alumni Association.
2. Develop a communication system that informs alumni of University and alumni news and engages them through effective targeted messages and interactive media.
3. 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.
  - 3.1 In partnership with the WVSU Foundation, develop management practices and financial goals to support increased, long-term financial support for the University.

### The Campaign for West Virginia State University supports:

1. Academic Program and Faculty Support
2. Student Success
3. Capital Improvements
4. Information and Technology
5. Scholarships
6. WVSU Fund