

**West Virginia State University Board of Governors
 Institutional Advancement Committee
 Erickson Alumni Center, Weisberg Lounge
 January 29, 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 | 6 |
| 5.1.2 Annual Giving Update | Information | |
| 5.1.3 New Major Gift Commitments | Information | |
| 5.1.4 Capital Campaign Initiatives | Information | |
| 5.2 Alumni Engagement | | |
| 5.2.1 Alumni Engagement Update | Information | |
| 5.2.2 Upcoming Events | Information | |
| 6. Next Meeting – <i>March 19, 2015</i> | | |
| 7. Adjournment | | |

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

Date/Time: 1/29/2015 -- 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 January 29, 2015 Board of Governors meeting

Notes:

This is a compliant meeting.

Meeting was approved : 1/7/2015 12:17:17 PM

**West Virginia State University Board of Governors
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
Minutes
October 23, 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. Smith, 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 Dr. Smith. The motion passed.

4. Review and Approval of Minutes of Previous Meeting

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

5. University Recommendations and Reports

5.1 Comparative Gift Report

Ms. Schumann reported that, as of October 13, 2014, the University received \$2,197,227.85 in gifts and pledges with a total of 364 in donors. No gifts in kind have been received during this fiscal year; however, last year, the University received a piano, valued at \$20,000.

5.1.1 Annual Giving Update

Mr. Price reported that the Phone-a-thon began on September 29, 2014 with student callers working their way through 9,043 non-donors attempting to reach them by phone and inviting them to contribute. Thus far, results have yielded 1,500 wrong numbers, 24 gifts totaling \$1,328, and 300 individuals who did not make a pledge, but requested information. Following the request for information, each student writes a personal note to the prospective donor for inclusion with the materials. It was also reported that the Capital Campaign appeal was distributed following Homecoming 2014. The brochure was mailed to 17,900 individuals who had not yet made a gift this fiscal year. To date, the University has received a total of three responses.

5.1.2 New Major Gift Commitments in 2015

Mr. Neal reported that, since July 1, 2014, the University has received a number of new major gift commitments, including the following: Presidential Endowed Scholarship, \$25,000, announced by Ambling University Development Group; Frank Walker, II pledged \$30,000; The Poffenbarger Foundation contributed \$35,000; \$37,000 in new commitments were received for the Alpha Zeta Chapter, Alpha Phi Alpha Monument and Scholarship Project; John Kelly made a \$50,000 commitment; the Herbert Henderson Office of Minority Affairs contributed \$50,000; the Saffore Family made a new \$50,000 pledge; Judge Damon J. Keith increased his commitment by \$50,000 for a total of \$100,000; BrickStreet contributed \$100,000 to Extension programs in Logan County; the Class of 1964 pledged \$50,000; John Davidson pledged \$100,000; and General Walter F. Johnson, II and his wife Doris H. Johnson pledged \$750,000.

5.2 Capital Campaign Update

As of October 14, 2014, the total of gifts and pledges for the Capital Campaign was \$10,444,140 with a remaining goal for the campaign of \$7,555,860. The greatest activity has been in the following areas: scholarships, academic program support, and capital projects.

5.3 Alumni Relations

5.3.1 Homecoming Highlights

Homecoming registration increased from a total of 211 individuals last year to a total of 271 individuals this year with 98 of the registrations received online. Homecoming football game attendance increased with an estimated attendance of 2,157, compared to 2,117 last year. Donor recognition was integrated into events throughout Homecoming, reinforcing how alumni are supporting the University in new and profound ways. Donors were recognized at the President's Circle Reception, the Alumni Awards Dinner, the Capital Campaign announcement, and the football game. Young alumni attendance increased, particularly at the Young Alumni Mixer, which was held on Thursday evening, and at the Masquerade Ball, which was held on Saturday night. Through the work of Alumni Relations Director Belinda Fuller, the Foundation was able to purchase a four-seat golf cart to be utilized across campus for events and visitors.

5.3.2 Alumni Engagement Update

The Cleveland Alumni Chapter is hosting a tailgate event next weekend when West Virginia State University takes on Notre Dame College in Cleveland. Mrs. Fuller will be attending, and the President plans to attend, as well. The University has a new pilot program with Alumni Relations and Career Services to engage young alumni in a mentoring program to help guide students in their career path. Amber Surface has worked with a firm to identify 5,400 new e-mail addresses for alumni and friends, bringing the total to approximately 9,000. Of the 5,400 new e-mail addresses, 4,700 were for alumni, and nearly 4,000 of these were for alumni for whom the University previously had no e-mail addresses on file. Of

those addresses, 62% were for young alumni; 30% were for those who had graduated in the last decade; 68% were for West Virginia residents, primarily in Kanawha County and the surrounding area; 88% were for non-donors; and 97% were for alumni not currently engaged with the University. The final number of e-mail addresses is 7,400. The growth in e-mail addresses will greatly enhance our ability to reach alumni who had not previously been engaged. With social media, the University has 459 members on Facebook, 433 on LinkedIn, and 191 members on NetCommunity.

6. Next Meeting Date

January 29, 2015

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 - 12/31/14	7/1/13 - 12/31/13	
Pledges and Payments	\$2,543,658.40	\$1,846,831.34	
Outright Cash Gifts	\$409,365.79	\$455,955.54	
Gifts-in-kind	\$0.00	\$20,582.00	
Total Giving	\$2,953,024.19	\$2,323,368.88	
Total Number of Donors	770	613	
	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