

West Virginia State University Board of Governors
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
April 28, 2016
8:30 a.m. – 9:20 a.m.
Agenda

1. Call to Order and Roll Call – Chair Ann Brothers Smith, 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 Recent Gift Activity Information
 - 5.1.3 Finishing the Campaign Information
 - 5.2 Alumni Engagement
 - 5.2.1 National Alumni Conference Information
 - 5.2.2 Upcoming Events Information
6. Next Meeting Date – *June 16, 2016*
7. Adjournment

<p style="text-align: center;">West Virginia State University Board of Governors <i>Institutional Advancement Committee</i></p>
<p>Date/Time: 4/28/2016 -- 8:30 AM</p>
<p>Location: West Virginia State University, Erickson Alumni Center, Weisberg Lounge, Institute, WV</p>
<p>Purpose: To conduct regular business of the Committee in preparation for the April 28, 2016 Board of Governors meeting</p>
<p>Notes: This is a compliant meeting.</p>
<p style="text-align: center;">Meeting was approved : 4/4/2016 10:04:56 AM</p>

**West Virginia State University Board of Governors
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
January 28, 2016
Minutes**

1. Call to Order and Roll Call

Dr. Smith called the meeting of the West Virginia State University Board of Governors Institutional Advancement Committee to order at 8:31 a.m.

Present: Mr. Lipscomb, Mr. Payton, 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 the 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

Vice President for University Advancement Patricia Schumann presented the comparative gift report. As of January 27, 2016, the University received \$5,235,551 in gifts and pledges. The University is behind last year in the number of donors with a total of 636. It is anticipated that the Day of Giving to be held on March 17, 2016 will provide additional donors to close this gap.

5.1.2 New Major Gift Commitments and Pending Proposals

Vice President Schumann reported on new commitments. Since the last Committee meeting, the University received a \$125,000 gift from the Maier Foundation to the Allan McVey Scholarship, which was established by the Maier Foundation in December 2012. This gift brings the scholarship endowment to \$200,000. The University also received a pledge of \$50,000 from Reserve and Oil to establish two new endowed scholarships, and a donation of \$50,000 from the Thurgood Marshall College Fund in support of educational activities for students in Computer Science.

The University also received a historic \$1,750,000 gift from BrickStreet, which was announced last November. This donation brings the Foundation's endowment to more than \$7 million. In 2011, the endowment had less than \$4 million. Currently, the University has nearly \$6 million in proposals that are pending and/or in preparation.

5.2 Spring Alumni Engagement and Philanthropic Giving Initiatives

Vice President Schumann and Director of Alumni Relations Belinda Fuller reported on several upcoming initiatives planned to encourage alumni engagement and philanthropic giving.

5.2.1 “The Giving Back Project: Reframing Portraits of Philanthropy”

On February 18, 2016, the Day of Giving Project will be held in partnership with the African American Philanthropy in Action Group headed by Melvin Jones, along with The Greater Kanawha Valley Foundation and Merrill Lynch. As part of the event, Valaida Fullwood, author of *Giving Back: A Tribute to Generations of African American Philanthropists*, will give the keynote address and facilitate a panel discussion with local philanthropists.

5.2.2 125 Years of Service Celebration/Day of Giving

The 125th Anniversary celebration is scheduled for March 17, 2016. In addition to the luncheon celebration on that date, special events that week will include a historic display from the archives in the lobby of the Drain-Jordan Library, open houses in several historical buildings on campus (Canty House, Curtis House, and East Hall), an Art display and book signing by Dr. Byers in the Della Brown Taylor Hardman Gallery, and a West Virginia Chamber Orchestra concert. WVSU Day of Giving will be promoted and featured throughout Founders Day. The University's goal is to have at least 125 people make a gift on that day.

125th Anniversary events will continue throughout the year. Highlighted events include:

- February 18, 2016 – Dr. Orlando F. McMeans' lecture, “Land Grant: Then and Now;”
- February 23, 2016 – West Virginia State University Day at the Capitol;
- February 25, 2016 – Dr. Billy Joe Peyton's lecture, “125 Years of History at West Virginia State;”
- February 26, 2016 – Earl Lloyd Day led by Coach Bryan Poore;
- March 31, 2016 – The Honorable Larry L. Rowe's lecture, “Booker T. Washington's Boyhood Home and Legacy at West Virginia State;”
- April 22, 2016 – Celebrating 100 Years of ROTC:
The Yellow Jacket Battalion's Annual Dining Out Event; and
- April 23, 2016 – West Virginia State University Cares Day.

5.2.3. Black & Gold Gala

This year's Gala will feature a silent auction, as well as sponsorship opportunities. A Committee of volunteers, led by Minnie Jones, is involved with raising funds and seeking silent auction items.

5.2.4. National Alumni Conference Information

The National Alumni Conference will be held in Chicago, Illinois from May 4-8, 2016. Mrs. Fuller distributed a save-the-date flyer for the conference. Participants may register online for the conference and make hotel reservations. Sponsorships and advertising in the souvenir journal are also available. A Planned Giving workshop is being planned for Thursday morning and will be led by Adam Neal. Additionally, the Foundation will host a breakfast meeting of the Executive Board.

6. Next Meeting Date

April 28, 2016

7. Adjournment

With there being no further business, the meeting adjourned at 8:59 a.m.

Respectfully submitted,

Maria Drake
Executive Secretary

West Virginia State University Foundation

Comparative Giving Report by Fiscal Year

	7/1/15 - 4/13/16	7/1/14 - 4/13/15
Pledges and Payments	\$4,435,145.00	\$3,183,913.40
Outright Cash Gifts	\$2,971,619.91	\$553,599.41
Gifts-in-kind	\$4,537.99	\$0.00
Total Giving	\$7,411,302.90	\$3,737,512.81
Total Number of Donors	938	935

	FY 2015 Total	FY 2014 Total	FY 2013 Total
Pledges and Payments	\$3,483,713.40	\$3,335,932.34	\$1,808,765.00
Outright Cash Gifts	\$695,525.79	\$752,168.84	\$536,610.27
Gifts-in-kind	\$22,361.04	\$30,702.00	\$6,720.00
Total Giving	\$4,201,600.23	\$4,118,803.18	\$2,352,095.27
Total Number of Donors	1,163	1,015	796