

**West Virginia State University Board of Governors
 Institutional Advancement Committee
 Erickson Alumni Center, Weisberg Lounge
 September 10, 2015
 8:30 a.m. – 9:20 a.m.
 Agenda**

1. Call to Order and Roll Call - Chair Ann Brothers Smith, presiding
2. Election of Presiding Officer in Absence of Committee Chair Action
3. Verification of Appropriate Notice of Public Meeting Action 2
4. Review and Approval of Agenda Action 1
5. Review and Approval of Minutes of Previous Meeting Action 3
6. University Recommendations and Reports
 - 6.1 Philanthropic Giving
 - 6.1.1 Comparative Gift Report Information 6
 - 6.1.2 New Major Gift Commitments and Pending Proposals Information
 - 6.1.3 Annual Giving and Stewardship Initiatives Information
 - 6.2 Alumni Engagement
 - 6.2.1 Chapter and Regional Leadership Information
 - 6.2.2 Homecoming Information
 - 6.2.3 Other Upcoming Events Information
7. Next Meeting Date – *October 29, 2015*
8. Adjournment

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

Date/Time: 9/10/2015 – 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 September 10, 2015 Board of Governors meeting

Notes:

This is a compliant meeting.

Meeting was approved : 8/31/2015 3:52:27 PM

**West Virginia State University Board of Governors Meeting
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
Minutes
April 23, 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: Mr. Lipscomb, 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 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

Vice President Patricia Schumann reported that, as of April 17, 2015, the University has raised \$3,634,590 in new gifts and pledges from 939 donors. As requested at the previous meeting, the report details planned gift commitments, which include bequests and gifts of life insurance, retirement plan assets, etc. The total of planned gift commitments received during the current fiscal year is \$2,120,000. Commitments are recorded as pledges only if the donor will be age 65 by the end of the campaign and has provided written documentation of the commitment. Over the past three years, planned gift commitments have totaled \$2,718,000. Planned giving seminars, educational materials, and conversations with individual donors have contributed to the significant increase in such commitments this year. It was noted that Assistant Vice President Adam Neal will give a presentation on planned giving at the Foundation's Annual Meeting to be held in May. Staff also plans to hold a seminar during Homecoming again this year. Committee members expressed interest in having a planned giving session at the next Board of Governors Retreat.

5.1.2 Analysis of Campaign Giving

A campaign report was presented, indicating \$11.8 million has been raised for the campaign since it began in 2011. The most significant activity has been in the areas of Capital Improvements (\$2.5 million); Academic Program Support (\$2 million); and Scholarships (\$5.6 million). The University has also received just over \$1 million in gifts to the WVSU Fund.

5.1.3 New Major Gift Commitments and Pending Proposals

Director of Development Nate Burton reported that the most significant new major gift commitment is a \$300,000 gift from Booker T. and Gloria M. Stephens to establish a scholarship for the benefit of students from McDowell County. Staff has pending proposals totaling \$2.9 million, and an additional \$1.8 million in proposals currently being prepared. Mr. Burton also reported on fundraising in athletics; \$59,000 has been received to date this year, and the total received during the campaign is \$261,000. The University has contacted members of the 'W' Club with a renewed request for funding for the Gregory V. Monroe Athletic Complex and are currently working on a follow-up mailing in support of The Bullpen.

5.1.4 Black & Gold Gala

The Third Annual Black & Gold Gala is set for May 9, 2015 to be held at the Charleston Marriott Town Center. To date, 22 sponsors have been secured, totaling \$60,500. Staff is continuing to seek additional sponsorships. The event will be reception style this year, with a 30-minute program honoring donors who contributed more than \$100,000. With students in attendance at this year's event, the impact of philanthropic giving will be highlighted in various ways from the student perspective, including printed materials.

5.2 Alumni Engagement

5.2.1 Engaging New Graduates

During the May 16, 2015 Commencement, Director of Alumni Relations Belinda Fuller will be distributing a new WVSU Alumni lapel pin with a special message for graduates. Graduates will also be presented with one year of free membership in the National Alumni Association.

5.2.2 Class Reunion Giving

Inspired by the Class of 1964, a number of classes are working on their 50th Class Reunion and Class Gift. Dr. Peter Lewis and Dr. John L. Fuller, Sr. are leading efforts for the Class of 1965; Grace Sheffey has organized a committee of her classmates to work on the Class of 1966; Betty Spencer and Danny Blair will take the lead with the Class of 1967, and Dr. Juanita Brooks has organized a committee to work with the Class of 1968. A part of the emphasis with each of these classes is finding class members with whom the University has lost touch.

5.2.3 Upcoming Events

Mrs. Fuller distributed a calendar of upcoming events and highlighted the following events: WVSU Cares Day on April 25, 2015; the Black & Gold Gala on May 9, 2015; the first Downtown ArtWalk on May 21, 2015; and The Wine Valley event on June 10, 2015.

6. Next Meeting Date

June 18, 2015

7. Adjournment

There being no further business, the meeting adjourned at 9:22 a.m.

Respectfully submitted,

Maria Drake
Executive Secretary

West Virginia State University Foundation

Comparative Giving Report by Fiscal Year

	7/1/15 – 9/1/15	7/1/14 – 9/1/14	
Pledges and Payments	\$186,660.00	\$728,575.00	
Outright Cash Gifts	\$60,550.31	\$75,062.53	
Gifts-in-kind	\$0.00	\$0.00	
Total Giving	\$247,210.31	\$803,637.53	
Total Number of Donors	144	167	
	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	1163	1,015	796