

**West Virginia State University Board of Governors  
 Institutional Advancement Committee  
 Erickson Alumni Center, Weisberg Lounge  
 June 16, 2016  
 8:30 a.m. – 9:20 a.m.  
 Agenda**

- |  |             |   |
|--|-------------|---|
| 1. Call to Order and Roll Call – Chair Dr. 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 Meetings                   | Action      | 3 |
| 5. University Recommendations and Reports                                |             |   |
| 5.1 Philanthropic Giving   |             |   |
| 5.1.1 Comparative Gift Report  | Information | 9 |
| 5.1.2 Current Campaign Total   | Information |   |
| 5.1.3 Finishing the Campaign   | Information |   |
| 5.2 Alumni Engagement  |             |   |
| 5.2.1 Growth in Alumni Engagement  | Information |   |
| 5.2.2 New Initiatives  | Information |   |
| 5.2.3 Upcoming Events  | Information |   |
| 6. Next Meeting Date – <i>September 28, 2016 (Tentative)</i>             |             |   |
| 7. Adjournment   |             |   |

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

**Date/Time:** 6/16/2016 -- 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 June 16, 2016 Board of Governors meeting

**Notes:**

This is a compliant meeting.

**Meeting was approved : 5/27/2016 4:12:53 PM**

**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 Oil and Gas 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 125<sup>th</sup> 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.

125<sup>th</sup> 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 Board of Governors  
Institutional Advancement Committee  
Erickson Alumni Center, Weisberg Lounge  
April 28, 2016  
Minutes**

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

Mr. Swingle called the meeting of the West Virginia State University Board of Governors Institutional Advancement Committee to order at 8:35 a.m. Because a quorum was not present, Mr. Swingle announced that the meeting would commence with informational reports, but that actions would be deferred.

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

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

Mr. Swingle announced the Verification of Appropriate Notice of Public Meeting.

**3. Review and Approval of Agenda**

In the absence of a quorum, Mr. Swingle determined that the meeting would proceed without approval of the agenda.

**4. Review and Approval of Minutes of Previous Meeting**

In the absence of a quorum, Mr. Swingle stated that approval of the minutes of the previous meeting would be deferred.

**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 April 13, 2016, the total received this fiscal year was \$7,411,302, which is double the amount received last year. The total number of donors is 938, which is an increase of three compared to last year at the same time. Taking into account that the Black & Gold Gala, which generates gifts through sponsorships and ticket sales, was earlier this year, it was noted that the University may be behind last year in terms of the number of donors.

**5.1.2 Recent Gift Activity**

Assistant Vice President for University Advancement Adam Neal reported on new commitments. He noted that it was a very busy period as the University sought to secure gifts in advance of the Campaign announcement as part of the Black & Gold Gala. BrickStreet's gift of \$1.5 million to the endowment was received in late January. In addition, since that time, the University received the following gifts of

\$25,000 and above: The Kelly Miller Foundation pledged \$92,000 to establish four endowed scholarships; William and Marilyn Allen donated \$50,000 to establish an endowed scholarship in memory of their granddaughter Heather Marie Allen; President Thomas Cole and his wife Brenda Cole made a bequest of \$45,000; Reserve Oil and Gas and the Freshwater Family established scholarships of \$25,000 each; Hillard Lyons made a commitment of \$25,000; and the Wienkauf Family donated \$25,000 to create an endowed scholarship to benefit students who are active with the American Chemical Society. Additionally, several donors, who made previous commitments, made additional pledges to assist in exceeding the Campaign goal.

Mr. Neal reported that the University was pleased with the success of the first Day of Giving promotion on campus. As part of Founders Day and the University's 125<sup>th</sup> anniversary celebration held on March 17, 2016, 117 members of the State family, including members of the Board of Governors, donated \$11,772.

It was reported that total incoming revenue from the Black & Gold Gala was approximately \$92,000 with expenses still pending. This year's Gala featured an increased number of sponsors with two at the Diamond level, three at the Gold level, five at the Silver level, and 30 at the Bronze level. It was noted that the Foundation's Development Committee and Gala volunteers contributed substantially to the success of this year's Gala.

### **5.1.3 Finishing the Campaign**

Vice President Schumann stated that the figure of \$20 million is still a stretch to achieve by June 30, 2016; however, the University is striving to meet that mark. She noted that the University remains focused on the fulfillment of pledges and will be sending donors regular reminders. As the University begins the new fiscal year with new leadership, new initiatives will be launched. Campaign Steering Committee Co-Chair Diane Strong-Treister has spearheaded Fall Festival on the Quad, called F2Q, which is scheduled for September 18, 2016. This special event will feature art, music, wine, and gourmet farm to table food served picnic style. The goal of the event is to bring people together who have never been involved with the University and to bring people onto campus.

## **5.2 Alumni Engagement**

### **5.2.1 National Alumni Conference**

Director of Alumni Relations Belinda Fuller reported on the upcoming National Alumni Association conference, which is being held in Chicago, Illinois from May 4 to 7, 2016. To date, 104 have registered for the conference.

### **5.2.2 Upcoming Events**

Mrs. Fuller provided an update on the following upcoming events:

- May 14, 2016 – Commencement;
- June 4, 2016 – Alumni Night at Durham Bulls;
- June 18, 2016 – Philadelphia Alumni Annual Cookout;
- June 25, 2016 – Atlanta HBCU 6K Run/Walk;
- June 25, 2016 – Baltimore Summer Cookout; and
- July 22-23, 2016 – Durham Alumni Chapter Annual Fish Fry and Cookout.

**6. Next Meeting Date**

June 16, 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 - 6/6/16	7/1/14 - 6/6/15	
<b>Pledges and Payments</b>	\$4,510,311.00	\$3,414,613.40	
<b>Outright Cash Gifts</b>	\$3,074,427.40	\$661,216.57	
<b>Gifts-in-kind</b>	\$4,912.99	\$0.00	
<b>Total Giving</b>	<b>\$7,589,651.39</b>	<b>\$4,075,829.97</b>	
<b>Total Number of Donors</b>	<b>1,039</b>	<b>1,110</b>	
	<b>FY 2015 Total</b>	<b>FY 2014 Total</b>	<b>FY 2013 Total</b>
<b>Pledges and Payments</b>	\$3,483,713.40	\$3,335,932.34	\$1,808,765.00
<b>Outright Cash Gifts</b>	\$695,525.79	\$752,168.84	\$536,610.27
<b>Gifts-in-kind</b>	\$22,361.04	\$30,702.00	\$6,720.00
<b>Total Giving</b>	<b>\$4,201,600.23</b>	<b>\$4,118,803.18</b>	<b>\$2,352,095.27</b>
<b>Total Number of Donors</b>	<b>1,163</b>	<b>1,015</b>	<b>796</b>