

**West Virginia State University Board of Governors
 Institutional Advancement Committee
 Erickson Alumni Center, Weisberg Lounge
 October 29, 2015
 8:30 a.m. – 9:20 a.m.
 Agenda**

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|--|-------------|---|
| 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 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 Annual Giving Initiatives | Information | |
| 5.1.4 Planned Giving Initiatives | Information | |
| 5.2 WVSU Foundation Updates | Information | |
| 5.3 Alumni Engagement | | |
| 5.3.1 Volunteer Leadership | Information | |
| 5.3.2 Communications | Information | |
| 5.3.3 Upcoming Events | Information | |
| 6. Next Meeting Date – <i>December 11, 2015</i> | | |
| 7. Adjournment | | |

West Virginia State University Board of Governors
Institutional Advancement Committee

Date/Time: 10/29/2015 -- 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 October 29, 2015 Board of Governors meeting

Notes:

This is a compliant meeting.

Meeting was approved : 10/15/2015 2:19:51 PM

**West Virginia State University Board of Governors
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
Minutes
September 10, 2015**

1. Call to Order and Roll Call

Chair Ann Brothers Smith called the meeting of the West Virginia State University Board of Governors Institutional Advancement Committee to order at 8:34 a.m.

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

2. Election of Presiding Officer in Absence of Committee Chair

Dr. Smith asked for a nomination of Presiding Officer in Absence of Committee Chair. Mr. Swingle nominated Mr. Lipscomb, and the nomination was accepted by vote of the Committee.

3. Verification of Appropriate Notice of Public Meeting

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

4. 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.

5. 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.

6. University Recommendations and Reports

6.1 Philanthropic Giving

6.1.1 Comparative Gift Report

Vice President for University Advancement Patricia Schumann reported that, during Fiscal Year 2015, the University received \$4.2 million in new gifts and pledges from 1,163 donors. During the current fiscal year, the University has received \$247,210 from 144 donors. The goal for this fiscal year is \$5.8 million. Achieving this goal will enable the University to reach the \$18 million campaign goal one year early. Vice President Schumann reported that each staff member has a financial goal this year in order to fulfill this year's fundraising goal.

6.1.2 New Major Gift Commitments and Pending Proposals

Assistant Vice President for University Advancement Adam Neal stated that, since the last report to this Committee, the University has received 11 major gift commitments, totaling \$737,000, with \$7.5 million in pending proposals.

6.1.3 Annual Giving and Stewardship Initiatives

University Advancement staff highlighted this year's annual giving program, which will include more personalized appeals with the mailing of the President's Circle appeal this month. A Day of Giving celebration is being planned for Founder's Day, which will be held on March 17, 2016. The University will be utilizing postcards, email, and social media to encourage participation in this event.

It was noted that Director of Development Nate Burton oversees fundraising for Athletics. Successful initiatives during the last year included: The Bullpen campaign in honor of Coach Cal Bailey and a softball family and friends appeal led by Coach Kerri Blackwell. Mr. Burton will continue to work with Coach Blackwell and all coaches and staff in the Athletic Department. It was noted that several lockers are available, and staff will continue to promote this naming opportunity.

6.2 Alumni Engagement

6.2.1 Chapter and Regional Leadership

Director of Alumni Relations Belinda Fuller reported that the Atlanta regional campaign launch was a great success, raising \$130,000 in new donations and pledges. Additionally, approximately 100 alums reconnected with the University for the reception and the HBCU Alliance 5K Walk/Run, which was held the prior day. The Foundation's partnership with the National Alumni Association to administer funds is going well. This year, notices regarding membership dues were sent to all alumni, which has not occurred in recent history. Moving forward, the University will continue to cultivate and improve the partnership among the University, the Foundation, and the National Alumni Association.

6.2.2 Homecoming

Mrs. Fuller highlighted several Homecoming activities including: an art exhibit honoring Della Brown Taylor Hardman; an event honoring Coaches Gray and Burris; a Legacy Society reception; the alumni awards dinner Friday evening; and a dinner Saturday evening featuring a new silent auction. To date, 130 individuals have registered for Homecoming, and additional registrations are being received daily.

6.2.3 Other Upcoming Events

University Advancement staff reported on the following upcoming events: Far West Region Summit to be held September 18-19, 2015; the West Virginia

Symphony Orchestra performance on September 24, 2015 in the Davis Fine Arts Building; and a Phone-a-thon to begin after Homecoming.

7. Next Meeting Date

October 29, 2015

8. Adjournment

With there being no further business, the meeting adjourned at 9:19 a.m.

Respectfully submitted,

Maria Drake
Executive Secretary

WEST VIRGINIA STATE UNIVERSITY FOUNDATION
Comparative Giving Report by Fiscal Year

	7/1/15 - 10/15/15	7/1/14 - 10/15/14	
Pledges and Payments	\$2,101,910.00	\$1,966,775.00	
Outright Cash Gifts	\$166,648.97	\$226,295.85	
Gifts-in-kind	\$0.00	\$0	
Total Giving	\$2,268,558.97	\$2,193,070.85	
Total Number of Donors	271	376	
	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