

West Virginia State University Board of Governors
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
June 15, 2017
8:30 – 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 2
3. Review and Approval of Agenda 1
4. Review and Approval of Minutes of Previous Meeting 3
5. University Recommendations and Reports
 - 5.1 Philanthropic Giving
 - 5.1.1 Comparative Gift Report 6
 - 5.1.2 Cash Flow Report 7
 - 5.1.3 Year-End Giving
 - 5.1.4 Planned Giving
 - 5.1.5 Fundraising Events
 - 5.2 Alumni Engagement
6. Next Meeting Date
7. Adjournment

West Virginia State University
Institutional Advancement Committee

Date/Time:6/15/2017 -- 8:30AM

Location:

West Virginia State University
Erickson Alumni Center
Weisberg Lounge
Institute, WV

Purpose:To conduct the regular business of the Committee in preparation for the June 15, 2017 Board of Governors meeting.

Notes:

This is a compliant meeting.

Meeting was approved:6/6/2017 8:10:09 AM

**West Virginia State University Board of Governors Meeting
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
March 16, 2017**

1. Call to Order and Roll Call

Chair Dr. Ann Brothers Smith called the meeting of the West Virginia State University Board of Governors Institutional Advancement Committee to order at 8:35 a.m.

Present: Dr. Ann Brothers Smith, Mr. Chuck Jones, Jr., Ms. Shealyn Shafer, and Mr. Gary 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. Gary Swingle made the motion and it was seconded by Ms. Shealyn Shafer. The motion passed.

4. Review and Approval of Minutes of Previous Meeting

Dr. Smith asked for approval of the minutes. Mr. Gary Swingle made the motion and it was seconded by Ms. Shafer. 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. This report is consistent with previous reports this year. To date, we have received new gifts and pledges totaling \$680,782.87 from 955 donors.

5.1.2 Cash Flow Report

Vice President Schumann presented the cash flow report: July 1, 2016 to March 2, 2017

<u>Gift Type</u>	<u>Unrestricted</u>	<u>Restricted</u>	<u>Endowed</u>	<u>Total</u>
Current Cash Gifts	\$120,707.13	\$288,685.66	\$24,690.39	\$434,083.18
Payments/FY17 Pledges	\$12,325.00	\$28,870.00	\$0.00	\$41,195.00
Payments/Prev. Pledges	\$16,665.51	\$628,559.89	\$115,324.86	\$760,550.26
Totals:	\$149,697.64	\$946,115.55	\$140,015.25	\$1,235,828.44

Our total for the year is a little over \$1.2 million in cash, with \$149,697.64 in unrestricted. In temporarily restricted account, we have received \$946,115.55, with \$628,559.89 of that coming from payments on campaign pledges. Total gifts to endowment are \$140,015.25.

5.1.3 Major Gifts and Pending Proposals

Assistant Vice President for University Advancement Sue Woodward reported since the last meeting we had received a \$20,000 gift to the ACS-Hach Scholarship. We have pending:

proposals of \$75,000 to corporations, \$250,000 to foundations, and proposals to individuals of up to \$130,000. Completed research and began initial inquiries into potential national and regional foundation partners; we have identified 25 to begin working with.

5.1.4 Annual Giving

5.1.4.1 WVSU Day of Giving

Director of Annual Giving and Stewardship Ulysses Tucker reported on Day of Giving. We began the day with \$7,945 that had been given in advance; this represented 44 gifts with an average gift size of \$180.00. This figure does not include the 15 gifts donated by students.

Phonathon To Date: The phonathon began on February 6, with a goal of \$25,000 and 200 gifts. Over the six weeks of calling the students secured \$20,025 in pledges from 208 individuals. To date we have received \$5,050 making it 25 percent already paid. The students still have one week of calling.

5.1.5 Black and Gold Gala

Assistant Vice President Woodward reported that currently we have raised \$95,000 of the \$100,000 goal. We will begin with a champagne reception with hors d'oeuvres, the Montclair String Quartet playing, and Silent Auction. Director of Alumni Relations Belinda Fuller reported that Santa Cruz will provide music for the dance. Ms. Fuller thanked Chuck and Minnie Jones on the great job they have done on soliciting Silent Auction items. Mr. Jones stated that the support of the community has been overwhelming, and that merchants have been glad to donate when asked. Last year we had about 45 items and raised about \$5,500 for the auction. This year we have about 75 items to date. Our goal for the silent auction is around \$12,000 to \$15,000.

5.2 Alumni Engagement

5.2.1 Student Alumni Association

Ms. Fuller reported that the Student Alumni Association is up and running. Students are ready to participate and have generated many ideas for projects they would like to work on. This group's goal is to bring the spirit back to campus and get other students involved. Ms. Fuller indicated this is one way to get the students involved and prepare them to be active, engaged alumni.

5.2.3 Upcoming Events

Ms. Fuller shared a list of upcoming events:

- March 17 - Founder's Day, President's Inauguration, WVSU Day of Giving
- April 2 - Atlanta Alumni reception with WVSU Research & Public Service team at the ARD Research Symposium. Several students and administrators will be attending the symposium.
- April 6 – Student Professional Day
- April 7 - Black & Gold Gala
- April 19 – WVSU Career & Employment Expo
- April 22 – WVSU Cares Day

- April 22 – Cleveland Alumni Chapter Event
 - April 28 to 30 – Far West Region Summit held at Los Angeles
 - May 13 – Commencement
 - June 10 – Alumni Night at Durham Bull Park, NC
 - June 24 – Atlanta HBCU 5K Run/Walk
 - July 15 – Eastern Region Picnic
 - July 21-22 – Raleigh-Durham Alumni Chapter Fish Fry
 - September 17 – F2Q
 - September 23 to 30 – Homecoming
 - Save the date 2018 – April 25 to 28 – WVSU NAA conference held Atlanta
- Belinda has encouraged the chapters to send her information about their events so she can include them on the master calendar.

6. Next Meeting Date

Next scheduled meeting is on April 27, 2017

7. Adjournment

With there being no further business, the meeting adjourned at 9:27 a.m.

Submitted by:
Maria Drake
Executive Administrative Assistant

West Virginia State University Foundation
Comparative Giving Report by Fiscal Year

	7/1/16 - 5/31/17	7/1/15 - 5/31/16
Pledges and Payments	\$253,650.00	\$4,521,286.00
Outright Cash Gifts	\$584,658.84	\$3,041,372.80
Gifts-in-kind	\$8,699.69	\$4,912.99
Total Giving	\$847,008.53	\$7,567,571.79
Total Number of Donors	1,217	1,032

	FY 2016 Total	FY 2015 Total	FY 2014 Total	FY 2013 Total	FY 2012 Total
Pledges and Payments	\$4,539,361.00	\$3,483,713.40	\$3,335,932.34	\$1,808,765.00	\$51,850.00
Outright Cash Gifts	\$3,110,917.07	\$695,525.79	\$752,168.84	\$536,610.27	\$524,930.24
Gifts-in-kind	\$4,912.99	\$22,361.04	\$30,702.00	\$6,720.00	\$270,401.52
Total Giving	\$7,655,191.06	\$4,201,600.23	\$4,118,803.18	\$2,352,095.27	\$847,181.76
Total Number of Donors	1115	1163	1,015	796	413

Current Cash Flow Report

July 1, 2016 - May 31, 2017

Gift Type	Unrestricted	Restricted	Endowed	Total
Current Cash Gifts	\$198,486.41	\$357,479.54	\$28,692.89	\$584,658.84
Payments on FY17 Pledges	\$18,400.00	\$75,145.00	\$0.00	\$93,545.00
Payments on Previous Pledges	\$19,999.68	\$750,141.24	\$125,456.41	\$895,597.33
TOTALS	\$236,886.09	\$1,182,765.78	\$154,149.30	\$ 1,573,801.17