

**West Virginia State University Board of Governors
 Institutional Advancement Committee
 Erickson Alumni Center, Weisberg Lounge
 November 10, 2016
 8:30 a.m. – 9:20 a.m.
 Agenda**

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|--|-------------|---|
| 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 Cash Flow Report | Information | 7 |
| 5.1.3 Major Gifts and Pending Proposals | Information | |
| 5.1.4 Annual Giving Program | Information | |
| 5.1.5 Engaging Campus Stakeholders | Information | |
| • Fundraising Training Sessions | | |
| • Giving Tuesday November 29 | | |
| • WVSU Day of Giving March 17 | | |
| 5.1.6 Special Events | Information | |
| • Black & Gold Gala | | |
| • F ² Q | | |
| 5.2 Alumni Engagement | | |
| 5.2.1 Homecoming Debrief | Information | |
| 5.2.2 West Virginia Alumni Chapter | Information | |
| 5.2.3 New Alumni Engagement Opportunities | Information | |
| 6. Next Meeting Date – <i>January 26, 2017</i> | | |
| 7. Adjournment | | |

West Virginia State University
Institutional Advancement Committee

Date/Time: 11/10/2016 -- 8:30 AM

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 November 10, 2016 Board of Governors meeting.

Notes:

This is a compliant meeting.

Meeting was approved: 11/2/2016 8:53:39 AM

**West Virginia State University Board of Governors Meeting
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
September 15, 2016**

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 8:30 a.m.

Present: Dr. Ann Brothers Smith, Dr. Tom Guetzloff, Mr. Gary Swingle and Mr. William Lipscomb. 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 previous meetings on Jan. 28 and April 28. 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 FY2016 Final Comparative Gift Report

Vice President for University Advancement Patricia Schumann presented the comparative gift report. As of June 30, 2016, the University received \$7,655,191 in new gifts and pledges, which is a record breaker and almost double the amount received in FY2015. Although the number of donors fell from FY2015 to FY2016, the alumni participation rate continued to increase. The rate was 3.5 percent in FY2014, 3.8 percent in FY2015, and 4.0 percent in FY2016. The national average for all institution is 8 percent. This spring, approximately \$80,000 was written off due to pledges that were not going to be fulfilled; a significant portion of that reflected one donor who passed away. Mr. Swingle recommended that donors who have the University in their will be asked to provide a copy of the document to the Foundation. Ms. Schumann said the recommendation may be taken to the Foundation Board of Directors as a possible update to the policy on handling wills or estate gifts.

The Comparative Gift Report for FY2017 shows total cash of \$145,844 compared to \$265,036 last year, and the number of donors at 265 compared with 174 last year.

5.1.2 Final Campaign Total

Ms. Schumann presented the final campaign total, which is \$19,766,845. She explained that the Foundation is still conducting the audit, and these numbers might fluctuate slightly.

5.1.3 FY2017 Cash Flow Report

Ms. Schumann presented a Cash Flow Report. This new report shows all cash that has come in during the current fiscal year as outright cash gifts, payments on pledges made this fiscal year, and payments made on pledges from previous years. It also shows the distribution of gifts to the unrestricted, temporarily restricted, and endowed funds. As of Sept. 12, the University received current unrestricted cash gifts of \$11,038; restricted cash gifts of \$83,819; and gifts to endowment of \$3,366. For pledges, one payment of \$13,245 was received from a pledge made this fiscal year. The report also shows payments on previous pledges: unrestricted \$2,918; restricted \$59,114; and endowed \$16,350. In-kind gifts received, which are primarily gifts of musical instruments, had an estimated value of \$4,040.

Ms. Schumann concluded her report with an overview of the Fall Festival on the Quad, a fundraising event that will take place Sept. 18 on campus under the leadership of Ms. Diane Strong-Treister. The event will feature local artists, gourmet food, craft beer, wine and live music, and was initiated to draw community members to campus and raise funds for student scholarships. To date, the event has about 15 sponsorships and several tickets sold. The gross revenue for the event is approximately \$25,000 (before expenses).

5.2 Alumni Engagement

5.2.1 Summer and Early Fall Events

Director of Alumni Relations Belinda Fuller reported on summer and early fall alumni events. She attended various chapter events held in Philadelphia, Houston, Atlanta, North Carolina and Cleveland. In addition, the University had a Presidential Tour with Dr. Jenkins, where Ms. Schumann and Ms. Fuller traveled with him to Baltimore, New York, Atlanta and Florida to attend several alumni chapter events, as well as meet with individual donors. Several local events were held over the summer, including a meet and greet for Dr. Jenkins with alumni and the campus community, a reception for business leaders and elected officials hosted by Steptoe & Johnson, and WVSU Night at Power Park. Ms. Fuller updated the Committee about the new West Virginia Yellow Jacket Chapter, which will be chartered during Homecoming. The

chapter will be based in Charleston and have branches in areas such as Beckley and Huntington.

5.2.2 Homecoming Preview

Ms. Fuller reported on Homecoming events and distributed the Homecoming schedule to the Committee. The 5k walk/run will take place on Sept. 25. President Jenkins', State of the University Address will be Sept. 29. That evening, there will be a young alumni mixer and the President's Circle reception. On Friday, there will be an unveiling of the bust honoring Gen. Charles C. Rogers, VAAN training, the Alumni Chat with the President, and the Legacy Society reception. During the Homecoming awards banquet, the University will honor the alumnus of the year, Francisco Newman, Jr., and the young professional achievement award recipient, LaShawn Fulmer. Saturday activities include the "W" Club induction, parade, tailgating, welcome reception, and a dedication of Dickerson Stadium with a ribbon cutting at noon. Later that evening, the alumni dinner and silent auction will be held at Embassy Suites. Throughout Homecoming, the National Alumni Association will lead an initiative that generated from the National Conference in Chicago called "Dollars for Scholars" to support the regional scholarship fund.

6. Next Meeting Date

Nov. 10, 2016.

7. Adjournment

With there being no further business, the meeting adjourned at 9:24 a.m.

Submitted by,

Maria Drake

Executive Administrative Assistant

West Virginia State University Foundation
Comparative Giving Report by Fiscal Year

	7/1/16 - 10/27/16	7/1/15 - 10/27/15
Pledges and Payments	\$45,000.00	\$2,102,910.00
Outright Cash Gifts	\$184,937.35	\$180,033.65
Gifts-in-kind	\$4,554.69	\$1,538.00
Total Giving	\$234,492.04	\$2,284,481.65
Total Number of Donors	508	362

	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 - October 7, 2016

	Unrestricted	Restricted	Endowed
Current Cash Gifts	\$19,006.36	\$127,774.71	\$4,354.89
Payments on FY17 Pledges	\$0.00	\$13,895.00	\$0.00
Payments on Previous Pledges	\$3,727.51	\$128,277.34	\$17,816.68
In-Kind Gifts	\$0.00	\$4,298.38	\$0.00
TOTALS	\$ 22,733.87	\$ 274,245.43	\$ 22,171.57