

**West Virginia State University Board of Governors  
Institutional Advancement Committee  
Erickson Alumni Center, Weisberg Lounge  
September 15, 2016  
8:30 a.m. – 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 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 FY2016 Final Comparative Gift Report Information
    - 5.1.2 Final Campaign Total Information
    - 5.1.3 FY2017 Giving Information
  - 5.2 Alumni Engagement
    - 5.2.1 Summer and Early Fall Events Information
    - 5.2.2 Homecoming Preview Information
6. Next Meeting Date – *November 10, 2016*
7. Adjournment

<p style="text-align: center;"><b>West Virginia State University</b> <b><i>Institutional Advancement Committee</i></b></p>
<p><b>Date/Time:</b> 9/15/2016 – 8:30 AM</p>
<p><b>Location:</b></p> <p>West Virginia State University Erickson Alumni Center Weisberg Lounge Institute, WV</p>
<p><b>Purpose:</b> To conduct regular business of the Committee in preparation for the September 15, 2016 Board of Governors meeting.</p>
<p><b>Notes:</b></p> <p>This is a compliant meeting.</p>
<p style="text-align: center;"><b>Meeting was approved : 9/7/2016 11:48:20 AM</b></p>

**West Virginia State University Board of Governors Meeting**  
**Institutional Advancement Committee**  
**Erickson Alumni Center, Weisberg Lounge**  
**June 16, 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 8:31 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 the previous meetings of January 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 Comparative Gift Report**

Vice President for University Advancement Patricia Schumann presented the comparative gift report. As of June 6, the University has received gifts and pledges this fiscal year of \$7,660,672 from 1,051 donors. The number of donors is down from this time last year, but staff anticipates the fiscal year end appeal that was mailed last week will generate additional donors. Vice President Schumann went on to report that the President Brian O. Hemphill Scholarship was launched during the National Alumni Association National Conference in Chicago; the scholarship has been endowed with donations totaling \$27,000, and nearly \$20,000 of the funds contributed came from National Conference participants. Dr. Smith expressed appreciation to Director of Alumni Relations Belinda Fuller, Vice President Schumann, and the University Advancement staff for the success of the National Conference.

### **5.1.2 Current Campaign Total**

Vice President Schumann presented the current campaign totals. As of April 8, the total for the campaign was recorded at \$19.6 million and, since then, an additional \$90,000 in new gifts and pledges have been received. Staff has been working through records and writing off pledges that are not probable to be fulfilled; the amount for the write-offs totals \$82,000. Pledges are reviewed every year to determine those that are doubtful or unlikely to be fulfilled. With 15 dates remaining to complete the campaign, the total committed is \$9,648,427, and there are outstanding proposals totaling \$250,000 that could potentially come in this year.

### **5.1.3 Finishing the Campaign**

Vice President Schumann reported that the fiscal year-end appeal went out under President Hemphill's signature as a final push to finish the campaign strong. The appeal was mailed to those who had not made a donation in the current fiscal year or who were not actively paying on a pledge. Individuals who give \$200 or more will get an engraved brick. In preparation for post-campaign fundraising, staff is developing a brochure of ongoing giving opportunities that will emphasize unrestricted giving, scholarships, academic programs, and endowment.

## **5.2 Alumni Engagement**

### **5.2.1 Growth in Alumni Engagement**

Director of Alumni Relations Belinda Fuller reported that alumni engagement has grown over the past year. Alumni Relations is focusing on two areas of engagement: younger alumni (age 45 and younger and who graduated in 1999 or later), and local alumni (within a 60 mile radius). Engagement of younger alumni, as measured by event participation, giving, and response to electronic communication, has grown from 1,899 in FY2015 to 2,019 in FY2016, an increase of 6.3%. As a result of conversations with young alumni at the National Conference, the alumni association has 37 new young alumni members with 10 lifetime memberships. The goal is to recruit 125 new young memberships before Homecoming. Engagement of local area alumni within a 60-mile radius is up 8.2%, from 2,212 in FY2015 to 2,394 in FY2016.

### **5.2.2 New Initiatives**

Ms. Fuller reported on a new initiative to provide National Alumni Association members with a membership card with a barcode so we can capture attendance at

events and place cardholders in a drawing for give-away prizes. This will go into effect in August and is for new and renewing members, as well as lifetime members.

### **5.2.3 Upcoming Events**

June 18 - Philadelphia Alumni Chapter Annual Cookout

June 25 – Atlanta HBCU 5K Run/Walk

July 2 – Houston Annual Picnic

July 22 & 23 – Raleigh Durham Alumni Chapter events

July 30 – Atlanta Alumni Picnic (*Subsequently changed to August 27*)

August 2 – Reception for Business Leaders and Elected Officials

August 20 – Metro DC & Baltimore Alumni Reception

August 21 – NY/NJ Alumni Chapter Brunch

August 26 – WVSU Night at Appalachian Power Park

September 10 – Cleveland Chapter Annual Picnic

Ms. Fuller distributed a Homecoming schedule, which will take place September 29 to October 1.

### **6. Next Meeting Date**

The next scheduled meeting is on September 28, 2016 (*subsequently changed to September 15*).

### **7. Adjournment**

With there being no further business, the meeting adjourned at 9:10 a.m.

Submitted by,  
*Maria Drake*  
Executive Secretary

West Virginia State University Foundation

Comparative Giving Report by Fiscal Year

	<b>7/1/15 – 6/30/16</b>	<b>7/1/14 – 6/30/15</b>
<b>Pledges and Payments</b>	\$4,539,361.00	\$3,483,713.40
<b>Outright Cash Gifts</b>	\$3,110,917.07	\$695,525.79
<b>Gifts-in-kind</b>	\$4,912.99	\$22,361.04
<b>Total Giving</b>	<b>\$7,655,191.06</b>	<b>\$4,201,600.23</b>
<b>Total Number of Donors</b>	<b>1,115</b>	<b>1163</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>1163</b>	<b>1,015</b>	<b>796</b>

Unaudited