

**West Virginia State University Board of Governors
 Institutional Advancement Committee
 Erickson Alumni Center, Weisberg Lounge
 March 16, 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 | 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 | | |
| 5.1.4.1 WVSU Day of Giving | Information | |
| 5.1.5 Black & Gold Gala | Information | |
| 5.2 Alumni Engagement | | |
| 5.2.1 Student Alumni Association | Information | |
| 5.2.2 Upcoming Events | Information | |
| 6. Next Meeting Date—April 27, 2017 | | |
| 7. Adjournment | | |

West Virginia State University
Institutional Advancement Committee

Date/Time: 3/16/2017 -- 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 March 16, 2017 Board of Governors meeting.

Notes:

This is a compliant meeting.

Meeting was approved: 3/6/2017 8:18:04 AM

**West Virginia State University Board of Governors Meeting
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
January 26, 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 8:30 a.m.

Present: Dr. Smith, Dr. Guetzloff, Mr. C. Jones, Mr. Kelley, Ms. Shafer, 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 Ms. Shafer. The motion passed.

4. Review and Approval of Minutes of Previous Meeting

Dr. Smith asked for approval of the minutes. Mr. Swingle made the motion, and it was seconded by Mr. Mark Kelley. 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 for December 31, 2016, which is the midpoint of the fiscal year. To date, \$482,206 in new gifts and pledges from 838 donors were received. Although we are trailing significantly in dollars, we are encouraged by the increase in the number of donors. This is attributed to the fundraising for the flood relief last summer, as well as an increased level of activity among the alumni, special stewardship touches, and appeals such as Giving Tuesday and year-end direct mail.

5.1.2 Cash Flow Report

Ms. Schumann presented the current cash flow report for the period July 1, 2016 to December 31, 2016. A total of \$817,053 has been received, of which \$379,166 reflects new commitments and \$437,887 reflects payments on pledges made during the campaign. The report also shows the distribution between unrestricted, temporarily restricted and endowed funds.

5.1.3 Increase in Endowment

Ms. Schumann presented a report of the growth in our endowment between the 2011 and 2016 fiscal years. During that period our endowment has grown from \$4,331,936 to \$8,200,379 as of June 30, 2016.

5.1.4 Major Gifts and Pending Proposals

Assistant Vice President for University Advancement Sue Woodward provided a report of major gifts received since the last meeting, as well as proposals that are pending or in preparation. During this period we received a gift of \$10,000 from Bayer CropScience. \$100,000 from the Maier Foundation, and a significant personal gift commitment from the Saffores. We are currently working on a \$50,000 grant proposal to the Association of Public Land Grant Universities/Bill and Melinda Gates Foundation and a \$50,000 grant proposal to the Thurgood Marshall Foundation. Both carry the opportunity for renewed support in future years. The Advancement team also recently completed research on approximately 25 potential foundation partners and a comprehensive wealth screening of alumni and friends in our database to identify potential new major donor prospects.

5.1.5 WVSU Day of Giving

Director of Annual Giving and Stewardship Ulysses Tucker provided information about current stewardship and annual giving initiatives. Thank you letters with window decals have been sent to all first time donors and donors since January 2016.

Upcoming appeals will encourage participation in WVSU Day of Giving on March 17.

- Direct mail to 1,000 non-donors with gift capacity, faculty and staff, and Class of 2016—February 1
- Phonathon Kick Off—February 6
- Day of Giving Eblast to all those for whom we have email addresses
- Day of Giving Solicitation In The Buzz—February Issue
- Day of Giving—March 17
- Class of 1967 50th Reunion Gift Letter
- Targeted appeal to alumni from in the College of Natural Sciences & Mathematics

5.1.6 Black and Gold Gala

Sue Woodward and Director of Alumni Relations Belinda Fuller presented on the Black & Gold Gala. The format this year will be a served, sit-down dinner. We will be honoring community and business leaders Diane Strong-Treister, Gregory A. Burton, and Dr. R. Charles Byers. We are also honoring six to eight donors who have given \$25,000 or more in the past year. Currently, we have received \$34,127.44 of \$100,000.00 sponsorship goal. The Silent Auction is going well under the leadership of Chuck and Minnie Jones, and we anticipate it will be larger than last year.

5.2 Alumni Engagement

5.2.1 West Virginia Alumni Chapter

Mrs. Fuller presented on the West Virginia Yellow Jacket Chapter. The chapter held its inaugural meeting December 10 following Commencement, and there were 25 alumni in

attendance; they were very motivated to be part of this new initiative. We will hold another meeting at the end of February and hope to elect officers soon. We hope to establish branches in different areas of the state. Mrs. Fuller stated we already have people interested in Huntington and Beckley. The pre-alumni club has been rebranded as the Student Alumni Association. An invitation will be distributed to the students, and the meeting is set for February 4. Mrs. Fuller has the support of the National Alumni Association to move forward with this initiative, and the Association is willing to help financially, as well as in mentoring the students.

5.2.3 Upcoming Events

Ms. Fuller presented on upcoming events.

- February 5 - The Super Bowl Party, Erickson Alumni Center
- February 23 – Alumni Night at the Basketball Games
- February 26—Earl Lloyd Day
- March 17 – President Jenkins’ Inauguration, Founders Day, WVSU Day of Giving
- April 2 - Atlanta Alumni reception with WVSU Research & Development team at the ARD Research Symposium. Several faculty members and students will be presenting at the Symposium.
- April 7 - Black & Gold Gala
- April 22 – Cleveland Alumni Chapter Event
- April 28 to 30 – Far West Summit in Los Angeles
- May 13 – Spring Commencement
- September 23 to 30 – Homecoming
- April 25 to 28, 2018 – WVSU NAA conference in Atlanta

Mrs. Fuller has encouraged the chapters to send her any event so she can have it on the master calendar.

6. Next Meeting Date

March 16, 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 - 3/6/17 | 7/1/15 - 3/6/16 |
|-------------------------------|---------------------|-----------------------|
| Pledges and Payments | \$238,000.00 | \$3,961,010.00 |
| Outright Cash Gifts | \$434,083.18 | \$2,864,330.42 |
| Gifts-in-kind | \$8,699.69 | \$4,537.99 |
| Total Giving | \$680,782.87 | \$6,829,878.41 |
| Total Number of Donors | 955 | 721 |

| | 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 - March 2, 2017

| Gift Type | Unrestricted | Restricted | Endowed | Total |
|-------------------------------------|---------------------|-------------------|----------------|------------------------|
| Current Cash Gifts | \$120,707.13 | \$288,685.66 | \$24,690.39 | \$434,083.18 |
| Payments on FY17 Pledges | \$12,325.00 | \$28,870.00 | \$0.00 | \$41,195.00 |
| Payments on Previous 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 |