

**West Virginia State University Board of Governors
 Institutional Advancement Committee
 Erickson Alumni Center, Weisberg Lounge
 January 26, 2017
 8:30 – 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 | 7 |
| 5.1.2 Cash Flow Report | Information | 8 |
| 5.1.3 Major Gifts and Pending Proposals | Information | |
| 5.1.4 WVSU Day of Giving | Information | |
| 5.1.5 Black & Gold Gala | Information | |
| 5.2 Alumni Engagement | | |
| 5.2.1 West Virginia Alumni Chapter | Information | |
| 5.2.2 Upcoming Events | Information | |
| 6. Next Meeting Date—March 16, 2017 | | |
| 7. Adjournment | | |

West Virginia State University
Institutional Advancement Committee

Date/Time: 1/26/2017 --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 January 26, 2017 Board of Governors meeting.

Notes:

This is a compliant meeting.

Meeting was approved: 1/17/2017 8:07:35 AM

**West Virginia State University Board of Governors Meeting
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
November 10, 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, Mr. Gary Swingle, Mr. Charles Jones, and Dr. Thomas Guetzloff. 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 Dr. Thomas Guetzloff. 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 Dr. Guetzloff. The motion passed.

Vice President for University Advancement Patricia Schumann introduced our newest team members: Ulysses Tucker, Director of Annual Giving and Stewardship, and Sue Woodward, Assistant Vice President for University Advancement and Vice President of the Foundation.

5. University Recommendations and Reports

5.1 Philanthropic Giving

5.1.1 Comparative Gift Report

Ms. Schumann presented the comparative gift report and stated that as expected we are not on pace with last year in new gifts and pledges. The University has several major gifts proposal in the pipeline. This year is a rebuilding year; University Advancement is building the infrastructure within its office to allow staff to enhance engagement efforts with donors and potential major donors. As of November 4, we had received \$246,992. One highlight from the report is that the University is ahead in donors, with 567 donors compared to 383 last year. Part of the increase is due to the Orchestra in the Hill benefit held in July. There has also been an increase in fundraising activity in athletics under the leadership of Nate Burton.

5.1.2 Cash Flow Report

Ms. Schumann presented the current cash flow report, which reflects all cash received during the fiscal year. As of October 7, the University received \$22,766 in unrestricted funds, which includes \$19,006 in new outright gifts; \$3,727 in payments on pledges made in previous years; \$274,245 in restricted funds, with \$127,774 in new outright gifts; \$13,895 in payments on new pledges and \$128,277 in payments on previous pledges; and \$22,171.57 in endowed funds, with \$4,354.89 in new money and \$17,816 in payments on previous pledges. Staff will be running a new report at the end of the calendar year. This report tracks cash from campaign pledge payments, as well as new cash, whereas the comparative gift report reflects new gifts and pledges.

5.1.3 Major Gifts and Pending Proposals

Ms. Woodward reported that the University received a corporate gift of \$25,000, along with two individual donations for an additional \$122,000, bringing the major gift total to \$147,000. Currently, there are three proposals for support outstanding at this time totaling \$350,000.

5.1.4 Annual Giving Program

Mr. Tucker reported on the annual giving program. The fall mailing and President's Circle appeal went out in October, and early results are promising. An appeal to Kappa Alpha Psi to join the President's Circle was sent to members in collaboration with fraternity leaders. Mr. Tucker is currently preparing a letter to friends of the University to acknowledge them as supporters. Staff is also preparing year-end solicitation letters to donors who have given within the last 5 years, with a special segment to donors who made their first gift last fiscal year. First-time donors will receive a decal welcoming them to the State family. Mr. Tucker is developing a brochure describing giving opportunities.

5.1.5 Engaging Campus Stakeholders

- Fundraising Training Session – University Advancement will present a fundraising training session for academic deans and department chairs tomorrow. Staff will present an overview of the fundraising process, including moves management, and discuss needs in academic programs and opportunities to collaborate to increase support for their programs.
- Giving Tuesday – Ms. Woodward reported that Giving Tuesday, which is held on the first Tuesday after Thanksgiving, is an international day of giving, and WVSU plans to participate this year. We also have the WVSU Day of Giving in March. With these two events, we will reinforce giving from everybody at WVSU family through email, Facebook, and Twitter to begin the conversation about supporting the university through various means. Ms. Woodward worked with the University Relations and Operations team to create a video featuring faculty, staff and student voices that was shared on all online media platforms.

- WVSU Day of Giving is scheduled for March 17 and will be led by Mr. Tucker. March 17 is also Founder's Day and President Jenkins' Inauguration.

5.1.6 Special Events

- Black & Gold Gala - The Black & Gold Gala is scheduled on Friday, April 7 at the Clay Center for the Arts and Sciences in Charleston. Staff kicked off the silent auction planning last night with the volunteers for the Silent Auction Committee, chaired by Minnie and Chuck Jones, with Ms. Fuller providing leadership from the staff. Allen McVey, chair of the Foundation Development Committee, will also chair the Sponsorship Solicitation group, with Ms. Woodward providing staff leadership. Mr. Jones stated the he was very excited to be a part of this event and getting as many volunteers as we can. Last year was the inaugural silent auction; we had 43 items ranging in value from \$65.00 to \$1,200.00 so our goal this year to increase to 45 items.
- F²Q – Patricia Schumann presented the report on F²Q, an event that took place on campus under the leadership of Diane Strong-Treister. The event was a great success considering the weather, which required us to move the location indoors to the Walker Convocation Center. The F²Q event netted \$14,000.00 for student scholarships and brought in a new group of volunteers who have not been engaged with the University.

5.2 Alumni Engagement

5.2.1 Homecoming Debrief

Ms. Fuller presented a homecoming debriefing and reported that the number of people registered for Homecoming was up by 25% compared to 22% from the previous year. The Friday night dinner was sold out, with 353 tickets sold. The Dollars for Scholars campaign, spearheaded by the National Alumni Association Regional Directors, brought in \$4,105 during the weekend. The Alumnus of the Year gave a boost to the effort with a \$1,000 check at the alumni dinner. The Class of 1966 had over 50 members return to campus and they raised over \$50,000 for their class gift. National Alumni Association (NAA) officers were elected: Dr. Lateef Saffore, President for the NAA; Camille Shipman-McQueen; First Vice President; Belinda Fuller, Executive Secretary; and Andrea Robinson, Financial Secretary. The new president gave Belinda her first assignment to get in the classroom and start educating the students on becoming a future member of the NAA.

5.2.2 West Virginia Alumni Chapter

The WV Yellow Jacket Alumni Chapter has been organized for the purpose of creating networking opportunities for alumni, current students, and sponsoring social events that appeal to the diverse alumni population. This new local chapter is seeking ways to give back to our alma mater. Inaugural meeting is scheduled for December 10, 2016, inviting all West Virginia alumni to become members. The acting president is Carl Chadband.

5.2.3 New Alumni Engagement Opportunities

Ms. Fuller presented a poster to be given to alumni, especially educators, to show their support in promoting State. She also shared a postcard that alumni chapters may send to accepted students from their area. Admissions and Alumni Relations will work together on this initiative.

6. Next Meeting Date

Next scheduled meeting is on January 26, 2016

7. Adjournment

With there being no further business, the meeting adjourned at 9:28 a.m.

Submitted by:

Maria Drake

Executive Administrative Assistant

West Virginia State University Foundation
Comparative Giving Report by Fiscal Year

	7/1/16 - 12/31/16	7/1/15 - 12/31/15
Pledges and Payments	\$138,000.00	\$2,344,110.00
Outright Cash Gifts	\$339,651.52	\$1,324,905.81
Gifts-in-kind	\$4,554.69	\$4,537.99
Total Giving	\$482,206.21	\$3,673,553.80
Total Number of Donors	838	615

	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 - December 31, 2016

Gift Type	Unrestricted	Restricted	Endowed	Total
Current Cash Gifts	\$74,844.15	\$242,884.48	\$21,992.89	\$339,721.52
Payments on FY17 Pledges	\$11,325.00	\$28,120.00	\$0.00	\$39,445.00
Payments on Previous Pledges	\$10,342.17	\$390,742.47	\$36,802.41	\$437,887.05
TOTALS	\$ 96,511.32	\$ 661,746.95	\$ 58,795.30	\$ 817,053.57