

**West Virginia State University Board of Governors
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
September 14, 2017
9:00 a.m. – 9:30 a.m.
Agenda**

1. Call to Order and Roll Call—Chair L. Vincent Williams, Esq., 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 Fundraising Initiatives
 - 5.1.4 F2Q
 - 5.2 Communications and Marketing
 - 5.3 Homecoming
6. Next Meeting Date
7. Adjournment

West Virginia State University
Institutional Advancement Committee

Date!Time: 9/14/2017--9:00 AM

Location:

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

Purpose: To conduct regular business of the Committee in preparation for the September 14, 2017 Board of Governors meeting.

Notes:

This is a compliant meeting.

Meeting was approved : 9/7/2017 8:23:03 AM

West Virginia State University Board of Governors Meeting
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
June 15, 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 8:40 a.m.

Present: Dr. Smith, Mr. Kelley, and Dr. Guetzloff. Several members of the administration, faculty, and staff were present. Ms. Squirts participated by conference call.

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. Kelley made the motion, and it was seconded by Ms. Squirts. The motion passed.

4. Review and Approval of Minutes of Previous Meeting

Dr. Smith asked for approval of the minutes. Mr. Kelley made the motion, and it was seconded by Ms. Squirts. Mr. Kelley stated that he was present at the last meeting and asked that the minutes reflect he was present. With that revision, 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 13, 2017, the University received \$1,004,438 in new gifts and pledges, and the number of donors was 1,227.

5.1.2 Cash Flow Report

Ms. Schumann presented the cash flow report for July 1, 2016 to June 13, 2017. As of June 13, the University received \$1,620,060 in current cash contributions, as well as campaign pledge payments. Ms. Schumann reviewed the details of gifts received for unrestricted, restricted and endowed funds. New cash for restricted funds included gifts from the Maier Foundation and Donna Skeen. Payments on previous pledges are largely for the athletic complex and scholarships. Payments on most campaign pledges are coming in on schedule.

5.1.3 Year-End Giving

Assistant Vice President for University Advancement Sue Woodward reported on year-end giving activity. New major gift commitments since the last meeting of the Institutional Advancement Committee include a Corporate commitment of \$150,000 and a Foundation gift of \$25,000. A significant Foundation proposal is pending, and

staff hope to complete the fiscal year with 1,300 donors. A year-end appeal from President Jenkins will be mailed to alumni and donors. The letter will be followed by a series of e-mail and social media reminders.

5.1.4 Planned Giving

Ms. Woodward distributed an updated planning giving brochure. Donor Advise Funds (DAF's) have been added as an option because they are the fastest growing planned giving vehicle. Ms. Schumann gave a presentation at the Far West Region Summit, which was well received, and with the support of Dr. Lateef Saffore more planned giving presentations will be given at National Alumni Association events. Two local planned giving presentations are scheduled for Wills Week, one in collaboration with Leave a Legacy of Central Appalachia for professional advisors on October 17, and one for donors on October 19. Ms. Woodward expressed appreciation for Gary Swingle's assistance in bringing an advisor from Fidelity to speak at the financial advisors session. Staff are also working on a Planned Giving video featuring Mr. Swingle, William "Weegee" Sawyers and Donna Hunter.

5.1.5 Fundraising Events

Ms. Schumann gave an update on plans for the second annual F2Q, Fall Festival on the Quad. The save the date card went out, and the sponsorship materials and invitations will be mailed soon. Plans are also moving ahead for the Black & Gold Gala to be held at the Walker Convocation Center on April 6, 2018. The addition of a second annual fundraising event has prompted the creation of sponsorship packages for the University's most faithful donors to be asked for sponsorships just once per year.

5.2 Alumni Engagement

Director of Alumni Relations Belinda Fuller distributed a new postcard for alumni to send to prospective students who have been accepted. Each local chapter will receive postcards and a list of prospective students in their area and will be able write them a note. A second postcard was created to congratulate graduating seniors and will be provided to each chapter with a list of all who graduated from their area. The chapter will send cards to the graduates and encourage them to get involved with their chapter. Ms. Fuller also shared an invitation to a West Virginia Yellow Jacket Chapter meeting at The Block in Downtown Charleston. Dr. Saffore has a column in The Buzz called The President's Corner, which will focus on National Alumni Association news. Ms. Fuller distributed a Homecoming schedule and noted that the State of the University address will be added. Participants must register for Homecoming in order to reserve a room at the host hotel, which is Embassy Suites.

5.2.1 Upcoming Events

- 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

- April 6, 2018 – Black & Gold Gala
- April 25 to 28, 2018 – WVSU NAA Conference in Atlanta

6. Next Meeting Date

The next meeting has not been scheduled. The President's Office will email upcoming BOG meeting dates to each Board Member.

7. Adjournment

With there being no further business, the meeting adjourned at 9:29 a.m.

Submitted by:

Maria Drake

Executive Administrative Assistant

West Virginia State University Foundation

Comparative Giving Report by Fiscal Year

	7/1/17 - 8/31/17	7/1/16 - 8/31/16
Pledges	\$10,500.00	\$40,000.00
Outright Cash Gifts	\$105,135.38	\$89,920.91
Gifts-in-kind	\$4,000.00	\$4,040.00
Total Giving	\$119,635.38	\$133,960.91
Total Number of Donors	222	274

	FY 2017 Total	FY 2016 Total	FY 2015 Total	FY 2014 Total	FY 2013 Total	FY 2012 Total
Pledges and Payments	\$ 404,450.00	\$4,539,361.00	\$3,483,713.40	\$3,335,932.34	\$1,808,765.00	\$51,850.00
Outright Cash Gifts	\$ 668,644.90	\$3,110,917.07	\$695,525.79	\$752,168.84	\$536,610.27	\$524,930.24
Gifts-in-kind	\$ 8,699.69	\$4,912.99	\$22,361.04	\$30,702.00	\$6,720.00	\$270,401.52
Total Giving	\$ 1,081,794.59	\$7,655,191.06	\$4,201,600.23	\$4,118,803.18	\$2,352,095.27	\$847,181.76
Total Number of Donors	1288	1115	1163	1,015	796	413

Current Cash Flow Report
July 1, 2017 - August 31, 2017

Gift Type	Unrestricted	Restricted	Endowed	Total
Current Cash Gifts	\$11,501.53	\$88,750.80	\$4,883.05	\$105,135.38
Payments on FY17/18 Pledges	\$500.00	\$1,050.00	\$0.00	\$1,550.00
Payments on Previous Pledges	\$800.00	\$37,263.08	\$16,028.56	\$54,091.64
TOTALS	\$12,801.53	\$127,063.88	\$20,911.61	\$160,777.02