

**West Virginia State University Board of Governors
 Institutional Advancement Committee
 Erickson Alumni Center, Weisberg Lounge
 January 25, 2018
 9:00 – 9:30 a.m.
 Agenda**

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| 1. Call to Order and Roll Call | | |
| 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 | |
| 5.1.2 Cash Flow Report | Information | |
| 5.1.3 Spring Fundraising Initiatives | Information | |
| 5.2 Alumni Relations | | |
| 5.3 Communications and Marketing | Information | |
| 6. Next Meeting Date – <i>April 6, 2018</i> | | |
| 7. Adjournment | | |

West Virginia State University
Board of Governors Institutional Advancement Committee Meeting

Date/Time: 1/25/2018 -- 9:00 AM

Location:

Weisberg Lounge
West Virginia State University
Institute, West Virginia 252112

Purpose: To conduct the regular business of the Committee in preparation for the January 25, 2018 Board of Governors meeting.

Notes:

This is a compliant meeting.

Meeting was approved : 1/17/2018 11:49:39 AM

West Virginia State University Board of Governors
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
September 14, 2017

1. Call to Order and Roll Call

Mr. Williams called the meeting of the West Virginia State University Institutional Advancement Committee to order at 9:05 a.m.

Present: Mr. Kelley, Mr. Lipscomb, Mr. Roberts, Dr. Smith and Mr. Williams. Several members of the administration, faculty and staff were present.

2. Verification of Appropriate Notice of Public Meeting

Mr. Williams announced the Verification of Appropriate Notice of Public Meeting.

3. Review and Approval of Agenda

Mr. Williams asked for approval of the agenda. Dr. Smith made the motion, and it was seconded by Mr. Lipscomb. The motion passed.

4. Review and Approval of Minutes of Previous Meeting

Mr. Williams asked for approval of the minutes. Dr. Smith made the motion, and it was seconded by Mr. Lipscomb. The motion passed.

5. University Recommendations and Reports

Ms. Patricia Schumann, Vice President for University Advancement, stated that in keeping with the restructuring to create the Office of University Advancement, Communications and Marketing under University Advancement, the Committee heard reports from Mr. Jack Bailey, Assistant Vice President for Communications and Marketing, Ms. Sue Woodward, Assistant Vice President for University Advancement and Belinda Fuller, Director of Alumni Relations.

5.1 Philanthropic Giving

5.1.1 Comparative Gift Report

Ms. Schumann presented the comparative gift report. Total gifts and pledges are nearly equal to this time last year. As of August 31, 2017, the total in new gifts and pledges is \$119,635, compared to \$133,960 last year. One difference is that last year the Foundation received funds from the Orchestra of the Hills concert, but this year the CAMC Foundation received those funds. Outright cash gifts are up and pledges are down from last year. With several proposals under development, the division anticipates more gift activity in the coming weeks.

5.1.2 Cash Flow Report

Ms. Schumann presented the current cash flow report for July 1, 2017 to August 31, 2017. Total cash is \$160,777, which is very close to last year. An additional pledge payment of \$50,000 was received after the report was prepared.

This report provides a view of new cash and the fulfillment of previous commitments. This time last year, the total was \$193,809. Pledge payments are slightly behind compared to last year, but we are ahead of on current cash is running ahead.

5.1.3 Fundraising Initiatives

Ms. Woodward presented information on several fundraising initiatives. To involve faculty in fundraising, a training was conducted last November and two dates have been scheduled this fall for phase two of the training. This fall, the University launched the Tower Club, a recognition society for those who give monthly at a minimum of \$18.91. The Tower Club was introduced to faculty at their opening session, and a number of faculty signed up to join. Ms. Woodward also described initiatives in planned giving. There will be a Legacy Society reception during Homecoming at which there will be testimonials from several individuals who have made planned giving commitments. In addition, there is a planned giving video in production and two seminars scheduled in October, one for professional advisors and one for prospective donors. The University has about 1,700 alumni in the Kanawha Valley who are 60 years plus, and this is the target group for this initiative.

The Committee discussed the possibility of launching a new capital campaign. Currently staff are focused on building fundraising capacity and finishing out pledges from the previous campaign, but they are looking at possible goals for the next campaign. Current initiatives include a \$300,000 drive for the Presidential Scholarship fund and plans to raise money for a statue and endowed scholarship honoring Katherine Johnson. The minimum goal is \$125,000 (\$100,000 to pay for the statue and an additional \$25,000 to start an endowed scholarship). For the next Committee meeting, Dr. Smith recommended that there be more discussion of fundraising strategies to sustain the University.

5.1.4 F2Q Event

Ms. Schumann described the Fall Festival on the Quad event scheduled for this Sunday, September 17, 2017 from 1:00 p.m. to 4:00 p.m.

5.2 Communications and Marketing

Mr. Bailey stated that his department emphasizes social media because it is inexpensive, has a far reach and younger adults look at social media more frequently. He reported that this week the University had over 9,000 followers on Facebook and his team is planning a celebration for when we reach 10,000 followers. The Twitter account has over 3,500 followers. President Jenkins is very active on Twitter, and Stinger also has a Twitter account. The University's Instagram account was launched within the last two years and has more than 1,100 followers. Recently, his team has started building out the University's LinkedIn account, which is appealing to alumni. A new billboard was recently erected in downtown Charleston with the theme Yellow Jacket Nation. The University also launched a new television show, Yellow Jacket Nation, which airs on Saturdays at 9:00 a.m. on FOX 11. University staff work with WCHS/WVAH in conjunction

with the Barnes Agency. Although it is primarily an athletics show, it also includes segments on other University programs. This program will continue for 22 weeks through football and basketball seasons. Thanks to the efforts of Jeff Barnes, it is produced at no cost to the University. After the first year, an evaluation will be conducted to determine whether to continue the program.

5.3 Homecoming

Mrs. Fuller distributed copies of the Homecoming schedule and highlighted several events. The Yellow Jacket 5K Run/Walk will occur on September 23, the weekend before Homecoming, to raise money for the WVSU Women's athletics. The State of the University Address will be given by President Jenkins on Thursday, September 28 at 1:00 p.m., followed by the President's Circle Reception and Young Alumni Mixer that evening. Friday will feature the dedication of the Lou Myers portrait and ROTC Induction Ceremony. Other Homecoming highlights include the traditional dinners, dances, parade and football game.

6. Next Meeting Date

December 8, 2017

7. Adjournment

With there being no further business, the meeting adjourned at 9:41 a.m.

Submitted by:

Maria Drake

Executive Administrative Assistant