

**Agenda**  
**West Virginia State University**  
**Board of Governors**  
**Institutional Advancement Committee**  
**Erickson Alumni Center, Weisberg Lounge**  
**September 6, 2018**  
**10:30 a.m.**

1. Call to Order and Roll Call—Chair Mr. William Lipscomb, presiding
2. Review and approval of Presiding officer in absence of Committee Chair
3. Verification of Appropriate Notice of Public Meeting Action
4. Review and Approval of Agenda Action
5. Review and Approval of Minutes of Previous Meeting Action
6. Report from University Advancement, Communications & Marketing
  - a. Comparative Gift Report
  - b. Outstanding Pledge Report
  - c. Homecoming Preview
7. Next Meeting Date – October 25, 2018
8. Adjournment

**Date/Time:** 9/6/2018 -- 10:30 AM

**Location:**

Erickson Alumni Center, Weisberg Lounge  
West Virginia State University

**Purpose:** To conduct the regular business of the Board Committee.

**Notes:**

This is a compliant meeting.

**Meeting was approved : 8/29/2018 8:12:04 AM**

**West Virginia State University Board of Governors Meeting  
Institutional Advancement Committee  
Erickson Alumni Center, Weisberg Lounge  
June 14, 2018**

**1. Call to Order and Roll Call**

Chair Williams called the meeting of the Institutional Advancement Committee to order at 9:05 a.m.

**Present:** Mr. Williams, Mr. Kelley, Mr. Jones, Mr. Lipscomb and Dr. Brothers Smith. President Jenkins and several members of the administration, faculty, and staff were present.

**2. Verification of Appropriate Notice of Public Meeting**

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

**3. Review and Approval of Agenda**

Chair Williams asked for approval of the agenda. Mr. Jones made the motion and it was seconded by Mr. Lipscomb. The motion carried.

**4. Review and Approval of Minutes of Previous Meeting**

Chair Williams asked for approval of the minutes. Mr. Jones made the motion and it was seconded by Dr. Brothers Smith. The motion carried.

**5. University Recommendations and Reports**

**5.1 Comparative Gift Report**

Vice President Patricia Schumann presented the comparative gift report. As of May 30 the total of new gifts and pledges this fiscal year was \$1,223,848.59, compared to \$847,681.13 on the same date last year. This also surpasses the total received last year of \$1,081,000, so we are heading in the right direction. The number of donors is 1,100, which is trailing last year's number of 1,224. We are analyzing the donors who gave last year but not yet this year to see how many we can capture before the end of the year. Last year we saw a very significant increase over previous years. The number of gifts is up compared to last year, with 3,203 in FY17 and 3,505 this year. We have fewer donors, but they are making more gifts, and giving more. Since May 30 we have received an additional \$546,752 in new commitments, the bulk of which is a \$500,000 bequest commitment which we received on Saturday. President Jenkins reported that the bequest came from an alumna from the class of 1950 named Fred Thomas. Mr. Thomas is a retired educator, having taught in New York City for 30+ years, and in South Carolina for 10. His gift will establish the Fred D. Thomas, Jr. Learning Center of the Future. A portion will be used to renovate and equip the center, and the balance will be placed in an endowment to support future improvements. He will also be donating distributions from his retirement funds during his lifetime. There will be a public announcement of this commitment in the coming weeks. With this commitment and an additional \$46,000, most of which has come in for the Katherine Johnson Project, we had received total as of June 13 of \$1,770,600.71 and we anticipate additional growth by June 30. Our target number of donors for this fiscal year is 1,300; it will be a stretch to reach

that goal. Since our last meeting we also received a commitment of \$250,000 from American Electric Power to fund our chemical engineering program; we expect to receive the first payment on that in July, and we will be making a public announcement of that gift when we receive the first check.

## **5.2 Cash Flow Report**

Ms. Schumann presented the cash flow report. As of May 30 we had received \$1,207,930.13 in cash, and the report indicates which are current cash gifts, payments on pledges made this year, and payments made on previous pledges. In our current cash gifts, we have \$764,167.01. Payment on pledges made during this fiscal year total \$57,366.00. Payment on pledges made prior to the 2018 fiscal year come to \$386,397.12. Many of these are pledges from the capital campaign, and these will taper down as those donors pay off their pledges, making it vital that we replace those with new pledges each year.

Dr. Smith asked how pledges and pledge payments are tracked. Ms. Schumann and Assistant Vice President Sue Woodward monitor pledges by reviewing pledge status reports and sending pledge reminders as appropriate. Dr. Smith asked if donors can view the status of their pledges online. The system does not support that functionality, but donors may contact University Advancement at any time to check on the status of their pledges. The committee requested a report on any outstanding pledges from the capital campaign, and this will be provided at the next meeting. We review the status of pledges with the Foundation audit each year and write off any that we believe will not be fulfilled. So far fulfillment is very high, and we have had very few write-offs. The question of a new capital campaign was raised. President Jenkins stated that we are in early discussions. We are sensitive to the need to let donors finish their campaign pledges and to continually be seeking new donors as well as considering who among our current donors could be asked to give more. Since this cash flow report was prepared we have received a new pledge payment of \$15,000 for AT&T Research Rookies and a \$10,000 Black & Gold Gala pledge payment from the Cecil I. Walker Charitable Trust; both of these are payments on pledges made during this fiscal year. The Foundation endowment account is over \$10 million. At our next meeting we will provide a report on the Foundation's financial position.

With regard to the Katherine Johnson Project, as of June 13 we had raised \$210,835; of that \$180,000 is cash and the rest is pledges due before June 30.

## **6. Next Meeting Date**

TBD

## **7. Adjournment**

With there being no further business, the meeting adjourned at 9:32 a.m.

Submitted by:

*Maria Drake*

Executive Administrative Assistant

**West Virginia State University Board of Governors  
Institutional Advancement Committee  
Financial Reports  
September 6, 2018**

- I. Purpose  
Provide information on fundraising performance of the WVSU Foundation.
  
- II. Background  
The Comparative Gift Report is provided to review new gifts and pledges compared to the same period last year. Total gifts per year for the past five years is also included for historical perspective.  
The Outstanding Pledges Report is provided to inform the Board of Governors of the progress of Outstanding Pledges made to the Foundation.
  
- III. Discussion  
Comparative Gift Report—In the first two months of this fiscal year (July 1) we received \$119,348.13 in new gifts and pledges from 286 donors. This was slightly ahead of last year at the same time. There was also an increase in the number of gifts, which reflects, in part, the number of individuals who are on monthly payment plans for giving.  
  
Summary of Outstanding Pledges Report—Currently we have donors making payments toward pledges which, totaled \$4,675,967.50. The current balance on those pledges is \$2,105,728.23. The largest of these pledges are commitments made during the capital campaign, which are payable over ten years; most are on track to be paid off on time, and we continue to monitor and follow up with donors if they fall behind.  
An additional \$6,433,865 is recorded in planned gift commitments that will come to the Foundation after the donors' lifetime. In addition, we have several donors who have established life insurance policies with the Foundation as the beneficiary, and their pledges are documented at the bottom of the report included.
  
- IV. Recommendation(s)  
This information is presented for information.

**West Virginia State University Foundation**  
*Comparative Giving Report by Fiscal Year*

	7/1/18 - 8/30/2018	7/1/17 – 8/30/17
Pledges	\$20,500.00	\$4,500.00
Outright Cash Gifts	\$98,848.13	\$106,913.38
Gifts-in-kind	\$0.00	\$4,988.34
Total Giving	\$119,348.13	\$116,401.72
Total Number of Donors	286	244
Total Number of Gifts	592	497

	FY 2018 Total	FY 2017 Total	FY 2016 Total	FY 2015 Total	FY 2014 Total	FY 2013 Total
<b>Pledges and Payments</b>	\$1,451,077.92	\$404,450.00	\$4,539,361.00	\$3,483,713.40	\$3,335,932.34	\$1,808,765.00
<b>Outright Cash Gifts</b>	\$1,004,910.68	\$668,644.90	\$3,110,917.07	\$695,525.79	\$752,168.84	\$536,610.27
<b>Gifts-in-kind</b>	\$13,271.58	\$8,699.69	\$4,912.99	\$22,361.04	\$30,702.00	\$6,720.00
<b>Total Giving</b>	<b>\$2,469,260.18</b>	<b>\$1,081,794.59</b>	<b>\$7,655,191.06</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>1,261</b>	<b>1288</b>	<b>1115</b>	<b>1163</b>	<b>1,015</b>	<b>796</b>

Drafted 8.31.2018

**West Virginia State University Foundation**  
*Comparative Giving Report by Fiscal Year*

	7/1/17 – 6/30/18	7/1/16 – 6/30/17
<b>Pledges</b>	<b>\$1,451,077.92</b>	<b>\$404,450.00</b>
<b>Outright Cash Gifts</b>	<b>\$1,004,910.68</b>	<b>\$633,644.90</b>
<b>Gifts-in-kind</b>	<b>\$13,271.58</b>	<b>\$8,699.69</b>
<b>Total Giving</b>	<b>\$2,469,260.18</b>	<b>\$1,046,794.59</b>
<b>Total Number of Donors</b>	<b>1,261</b>	<b>1,288</b>
<b>Total Number of Gifts</b>	<b>4,162</b>	<b>3,498</b>

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

Draft 7.18.2018

