

Winston-Salem State University
Board of Trustees Advancement Committee
Thursday, December 05, 2013
308 Blair Hall

Call to Order:

Trustee Mrs. Sue Henderson called the meeting to order at 2:00 PM.

Roll Call:

Trustees Present: Mrs. Sue Henderson, Mr. Charles Wright and Mrs. Debra Miller

Trustees Absent: Mr. Michael Shortt

Staff Present:

Mrs. Michelle Cook, Mr. Gregory Hairston, Dr. Mary McComb, Mrs. Kimberly Reese, Mr. Kevin Williamson. Guest, Ms. Cailin McDuff.

Approval of the Agenda:

Mrs. Henderson asked for a motion to approve the agenda. The motion carried.

Approval Committee Meeting Minutes:

Mrs. Henderson requested a motion to approve the minutes of the September 5, 2013 meeting. The motion carried.

Before giving her report Mrs. Cook read the University Advancement Mission Statement and asked each Director to explain the function and activities of their area for the benefit of the new Board Members.

Gift Summary Report:

Mrs. Cook reported that overall giving for the period of July 1, 2013 to September 30, 2013 was down due to the Success Center donations that came in during the same period last year.

Contributions to the Foundation for the period totaled \$371,465 and contributions from corporations totaled \$46,092.

The number of donations from friends increased 145% from 106 to 260.

Alumni dollars were up 37% for a total \$127,874 with an increase of 17% more donors. Faculty/Staff giving was up 48% for a total of \$15,815.

Mrs. Cook thanked Trustee Charles Wright for his efforts in cultivating a relationship with PNC Bank. Seven PNC regional executives visited WSSU for an informational meeting on Nov. 21st.

Mr. Williamson reported that the university secured a \$10,000 commitment from First Tennessee Bank to name the First Tennessee Bank Networking Workshop Series at WSSU.

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A \$2,000,000 proposal for support of the Hauser Building was submitted to the Ray Charles Foundation.

Ms. Reese reported that the Annual Fund did a year-end direct mail solicitation, "Footsteps Towards Success" and is working on annual faculty and staff solicitations.

Dr. McComb highlighted that Advancement wrote or co-wrote proposals for campus initiatives totaling \$4.3 million.

Ms. McDuff reported that the Student Success Center campaign has raised \$3,188,000 which is 47% of the \$6.7M goal. We secured a \$100,000 pledge from the James G. Hanes Foundation and are re-engaging the planning committee and doubling our efforts with many prospects.

On November 14th Advancement hosted a "Hard Hat Tour" for the Student Success Center donors. Another tour will be held on Monday, December 9th.

Mr. Hairston highlighted the Spring 2014 call program which will run for a longer period this year. The call program vendor hired two WSSU graduates as full-time employees.

Adjournment:

There was no new business to come before the committee. Mrs. Henderson called for the meeting to adjourn. Meeting adjourned at 3:20 PM.

Respectfully submitted,

Mrs. Sue Henderson

Ms. Mary Sue Harwood