

Winston-Salem State University
Board of Trustees Advancement Committee
Thursday, September 18, 2014

Call to Order:

Trustee Wright called the meeting to order at 2:00 P.M.

Roll Call:

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

Staff Present:

Mrs. Michelle Cook, Mr. Gregory Hairston, Mr. Gordon Slade, Dr. Mary McComb, Mr. Nathan Harlan, Mrs. Kimberly Reese, Mrs. Andrea Jenkins, and Ms. Dionne Evans

Guest Present:

Mr. John Hinton, W-S Journal

Introduction of Two New Staff Members:

Mrs. Cook introduced two new Directors, Mrs. Andrea Jenkins-Director of Major & Planned Gifts and Mr. Nathan Harlan-Director of Corporate and Foundation Relations.

Approval of Agenda:

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

Approval of Committee Meeting Minutes:

Mrs. Henderson asked for a motion to approve the minutes of the June 5, 2014 meeting. The motion carried.

Gift Summary Report:

Mrs. Cook presented the Gift Summary Report for the period July 1, 2013 to June 30, 2014. She reported a total of \$3.2 million was raised last year with \$575,000 designated to the Student Success Center.

Alumni dollars were up 13 percent with a slight decline in alumni donors.

Corporate donors were also up for the fiscal year. Donors identified as friends were up from 361 to 707 which is a 96 percent increase.

Mr. Harlan reported that the Corporate and Foundation Relations Committee has been working on identifying fundraising priorities that are in line with WSSU's strategic plan.

Dr. McComb reported that proposals totaling \$325, 000 have been submitted in support of the Almost Home scholarship program.

Mrs. Reese reported that the 2014 Golf Classic ended on a good note with net proceeds of \$42,000 going into the General Scholarship Fund. She also talked about plans to implement the UNC-GA sponsored shared services Text To Give Campaign at WSSU this year.

Mr. Hairston reported that Alumni Relations is working with the Young Alumni Council on plans for the 40 under 40 Awards Program scheduled for April 2015. The Young Alumni 5K, 10K Race is also scheduled for next April.

Mrs. Jenkins reported that the Major and Planned Gifts Committee will be working to identify alumni and individuals in the community who will support the university. She also talked about another UNC-GA shared services resource that Winston-Salem State has implemented. She described a new, interactive planned giving website that will come online before the end of the calendar year.

The staff also highlighted several new gift commitments including a \$15,000 planned gift realized recently; a new \$100,000 planned gift commitment and \$15,000 to establish a new, non-endowed scholarship.

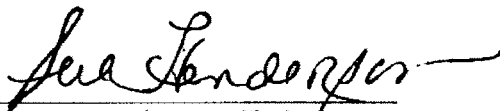
New Business:

Mrs. Henderson asked if there were any new business. Mrs. Cook asked Mr. Slade to provide highlights of the Foundation's recently completed external audit review. Mr. Slade reported that the auditors are focused more closely on internal controls and how management receipts gifts. He said the audit process went well and the Foundation received a clean opinion.

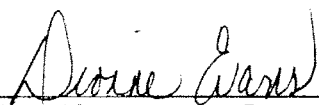
Adjournment:

Mrs. Henderson called for a motion to adjourn. The meeting adjourned at 3:30p.m.

Respectfully submitted,



Mrs. Sue Henderson, Chair



Ms. Dionne Evans, Recorder