

Winston-Salem State University Board of Trustees Advancement Committee
Thursday, September 15, 2016

Minutes

Call to Order:

Chairman Dr. Harris called the meeting to order.

Roll Call:

Members Present: Mr. Kelvin Farmer, Dr. William Harris, Mrs. Debra Miller, Mr. Scott Wierman, Mr. Charles Wright, and Mr. Osyris Uquoezwa.

Members Absent: Mrs. Sue Henderson and Ms. Mona Zahir.

Staff Present:

Chancellor Elwood Robinson, Mrs. Michelle Cook, Ms. Dionne Evans, Mr. Gregory Hairston, Mr. Nathan Harlan, Mrs. Andrea Jenkins, Mrs. Kimberly Reese, Mr. Gordon Slade, Mrs. Regina Craven and Mrs. Jaime Hunt.

Approval of Agenda:

Dr. Harris asked for a motion to approve the agenda. Mrs. Miller moved approval and Mr. Farmer seconded the motion. The motion carried.

Approval of Committee Meeting Minutes:

Dr. Harris asked for a motion to approve the minutes of the June 9, 2016 meeting. Mr. Wright moved approval and Mrs. Miller seconded the motion. The motion carried.

Gift Summary Report:

Mrs. Cook presented the Gift Summary Report for the period ended June 30, 2016. She reported that contributions for fiscal year were \$2.96 million; down 7% from \$3.18 million last year. Religious Organizations increased 50% in donors and increased significantly 100% in dollars. Student dollars increased 323.4% last year from \$759 to \$3,013. The number of alumni donors increased 25% from last year to this year and alumni donors were over 2000.

Divisional Highlights:

Mr. Hairston reported alumni donors increased from 1,672 last year to 2,083 this year. He reported on Young Alumni initiatives. Forty under 40 will be Spring 2017. He reported that a joint solicitation had been developed with the National Alumni Association. Alumni donors can make a gift to WSSU and pay alumni dues in the same transaction.

Mrs. Craven reported on collaboration with Integrated Marketing and Communications on solicitation methods and also with the Foundation Board on planning for the Foundation Golf Classic in 2017. Giving Tuesday will be November 29, 2016.

Mr. Slade reported the close and refinance of 2006 Bonds which saved the university over \$1 million. The WSSU Foundation's annual audit was successful.

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Mrs. Hunt reported on the roll out of the new brand messaging and logo on August 12, 2016. She shared the first marketing material for Undergraduate Admissions Campaign. She also reported working on materials for the MBA program. The redesign of the university website is expected to be complete by April 2017. She reported hiring a new media relations staff member.

Mrs. Jenkins reported on a bequest of \$13,800 for the English Department. She reported on the UNC Planned Giving report for fiscal year 2015-2016 and planned gifts valued at \$121,000. She reported the Delta Sigma Theta Sorority, Inc.-Gamma Phi \$25,000 Endowed Scholarship.

Mrs. Reese reported on the newly developed University Donor & Events Department. She reported that the University Donor & Events Committee has been formed. She reported on the Ribbon Cutting of the Lowery Street Bridge on September 16, 2016. She also reported on planning for the university's 125th year.

Mr. Harlan reported on the \$161,000 John M. Belk Endowment grant to launch a "Single Stop" site on campus. He reported on the \$83,000 Google HBCU Community Technology Grant Program. He also reported on the \$26,000 grant for GAP scholarships from AT&T.

Other Business:

No other business.

Adjournment:

Dr. Harris called for a motion to adjourn. Mr. Farmer moved and Mr. Wright second the motion. The motion carried.

Respectfully submitted,

Ms. Dionne Evans, Recorder