

THE DIVISION OF UNIVERSITY ADVANCEMENT

QUARTERLY REPORT

PREPARED FOR

WINSTON-SALEM STATE UNIVERSITY

BOARD OF TRUSTEES ADVANCEMENT COMMITTEE

MARCH 2016



BOARD OF TRUSTEES
 ADVANCEMENT COMMITTEE MEETING
 THURSDAY MARCH 17, 2016 ♦ 2:00 P.M.
 BLAIR HALL CONFERENCE ROOM 308

AGENDA

*** Action Item**

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|----------------------------------------------------------------------------------------|----------------------------|
| 1. Call to Order | Dr. William Harris, Chair |
| 2. Roll Call | Ms. Misha Blount, Recorder |
| 3. Approval of Today’s Meeting Agenda* | Dr. Harris |
| 4. Approval of December 10, 2015 Meeting Minutes* | Dr. Harris |
| 5. Review of Gift Summary Report for the period
September 1, 2015-December 31, 2015 | Mrs. Michelle Cook |
| 6. Divisional Highlights | Advancement Staff |
| 7. Strategic Plan Objectives and University Advancement | Mrs. Cook |
| 8. New Business | Dr. Harris |
| 9. Adjournment | Dr. Harris |

NEXT ADVANCEMENT COMMITTEE MEETING
 THURSDAY, JUNE 9, 2016 – 2:00 P.M.

ABOUT UNIVERSITY ADVANCEMENT...

The WSSU Division of University Advancement cultivates and maintains enduring relationships between its many constituencies and the university. We work with our alumni, friends, students, parents, faculty, staff, community members, and foundation and corporate partners to enrich our university and the lives of our students. University Advancement shares a collective responsibility for creating partnerships and experiences across the university, the community, and beyond.

GIFT SUMMARY REPORT

For the Period Ending December 31, 2015

(Compares July 1, 2014 – December 31, 2014 to July 1, 2015 – December 31, 2015)

Gift Summary by Source	2016 Donors	2015 Donors	Donor % Change	2016 Dollars	2015 Dollars	Dollars % Change
Alumni	947	985	-3.9%	\$ 310,373	\$ 330,492	-6.1%
Corporations	52	61	-14.8%	\$ 441,904	\$ 684,070	-35.4%
Faculty/Staff	112	159	-29.6%	\$ 69,462	\$ 45,692	52.0%
Foundations	6	7	-14.3%	\$ 212,412	\$ 516,924	-58.9%
Friends	332	336	-1.2%	\$ 158,584	\$ 249,910	-36.5%
Fundraising Consortia	3	1	200.0%	\$ 2,663	\$ 3,595	-25.9%
Other Organizations	30	14	114.3%	\$ 46,418	\$ 151,158	-69.3%
Parents	4	1	300.0%	\$ 650	\$ 100	550.0%
Religious Organizations	8	3	166.7%	\$ 45,915	\$ 2,555	1,697.1%
Students	283	322	-12.1%	\$ 2,813	\$ 734	283.1%
Foundation Total:	1,777	1,889	-5.9%	\$ 1,291,194	\$ 1,985,231	-35.0%
Sponsored Program as of December 2015:				\$ 236,232	\$ 409,300	
				\$ 1,527,426	\$ 2,394,531	

MAJOR & PLANNED GIFTS

Confirmed Sue and Doug Henderson Endowed Scholarship in honor of Provost Brenda Allen's *Transformative Leadership for Excellence in Education*.

Ongoing Development Activity

In discussions regarding:

- Property in Stokes County \$15,000
- Property in Forsyth County \$50,000
- Memorial Scholarship \$25,000
- Scholarship in Education \$25,000
- Endowed Scholarship Nursing \$25,000.

Planned Giving

- Hosted Planned Giving Seminar during CIAA Week
- Bequest Marketing Campaign
 - Heritage Society full page ad in Spring 2016 Archway
 - Planned Giving Postcards to Alumni 1950-64, 1975-80 (1500 people)
 - Continued monthly Donor and Advisor E-newsletter.

Major and Planned Gifts Committee of the WSSU Foundation

- Donor Engagement dinner with Chancellor Robinson hosted by Cathy Owen, Shirley Shouse and Jerry Silber on March 1
- Major and Planned Gifts Committee meeting March 8. Provost Allen shared an overview of the 2016-2021 Strategic Plan.

CORPORATE AND FOUNDATION RELATIONS

- Johnson Controls Foundation committed \$25,000 in support of scholarships for students who are majoring in STEM fields and participating in research
- Lettie Pate Whitehead Foundation renewed its support for scholarships for the upcoming academic year, committing \$205,000 for 2016-2017
- After submitting a preliminary request to United Negro College Fund's Career Pathways Initiative (funded by Lilly Endowment), we were notified that WSSU was selected as a finalist
- We are submitting a request that could result in \$150,000 to support planning and \$1.5 million to support implementation
- We have identified 55 Charlotte-based corporations and foundations that could invest in and partner with the university. We are developing an engagement plan for each with the help of WSSU friends, alumni, and the WSSU Foundation corporate and foundation relations committee
- We are identifying potential funders of social justice initiatives at WSSU and are having early conversations with potential funding partners.

ALUMNI RELATIONS

- Call Program Coordination
 - Number of Pledges – 968; Amount Pledged – \$166,020
 - Number of current donors – 460
 - Total Amount Received – \$70,392.

- Outreach and Engagement
 - Young Alumni Council
 - Coordinated YAC involvement in Giving Tuesday
 - Managing YAC involvement in Return to Serve (Spring 2016).
 - Social Media Outreach.
 - Continue to use social media to highlight campus events and initiatives and recognize alumni accomplishments -- 906 Twitter followers and 1,129 Facebook friends
 - Serve as Editor for Alumni E-newsletter used to publicize university and National Alumni Association sponsored activities.
 - Student Outreach
 - Met with SGA leadership and developed plan for solicitation of students
 - Worked with SGA President, Kyle Brown, to develop his plan of operation as Division of Advancement Intern.
 - Class Reunions
 - Assisting with reunions for: 1956, 1966, 1976, 1986, 1991, 1996 and 2006

- Giving Tuesday
 - \$28,637 donated by 424 Alumni Donors; \$7,820 donated by 209 Young Alumni.

ANNUAL FUND

- Secured \$35,100 through Giving Tuesday; 567 donors
- Completed 2015 year end mailing “Wrap Your Year Up Right” – 2,666 pieces
- Completed 2 Faculty/Staff solicitations — “Straight Outta your Paycheck-Recurring Gifts” in November and “We Can’t Say it Enough” in December
- Assisted Athletics with planning and coordinating 2016 She’s Got it Covered scholarship fundraiser.

ADVANCEMENT WRITER

- Serving as editor and lead writer for “The Architecture of Success” *Archway* magazine
- Working on collateral for Campus Tours and WSSU Archives project to digitize photos of alumni
- Serving on a team to reinvigorate our electronic media pieces including RamPages and RamBits, a hiring committee for social network digital outreach position, and a public information committee for campus emergencies
- Assisting Corporation and Foundation Relations Director with the initial Letter of Intent for the Career Pathways Initiative.