

Winston-Salem State University Board of Trustees Advancement Committee
Thursday March 15, 2018

Minutes

Call to Order:

Mr. Kelvin Farmer called the meeting to order.

Roll Call:

Members Present: Dr. William Harris, Mr. Kenneth Raymond, Mr. David Smith and Mr. Javonty Hunter

Member Absent: Mrs. Sue Henderson, and Mrs. Drewry Nostitz

Staff Present:

Chancellor Elwood Robinson, Mrs. Michelle Cook, Mrs. Sonia Barbre, Mrs. Andrea Jenkins, Mrs. Lisa Knight, Mr. Isaac Moore, Mr. Gordon Slade, Mrs. Kimberly Reese, Mrs. Jamie Hunt and Mr. Jay Davis.

Approval of Agenda:

Mr. Farmer asked for a motion to approve the agenda. Mr. Hunter moved and Dr. Harris seconded the motion to approve the agenda. The motion passed.

Gift Summary Report:

Mrs. Cook presented the Gift Summary Report for the period ending December 31, 2017. As of March 2018, the fiscal year giving totaled \$1,935,331.

Divisional Highlights:

Mrs. Hunt gave an update for the Office of Marketing and Media Relations. She presented several success stories including a 50% increase in the number of positive media mentions, over 1 million views of the ESPN *First Take* video and a 21% increase in engagement on social media. Mrs. Hunt also presented information regarding the campus Signage Policy.

Mr. Farmer asked for a motion to approve the Signage Policy which will be presented to the board on March 16, 2018.

Mr. Hunter motioned and Mr. Raymond seconded the motion to approve the signage policy. The motion passed.

Mrs. Reese gave an updated regarding the Office of University Events. The office is currently preparing for the Board of Governors visit which is scheduled for April 4, 2018. The team is also working on the Swing Phi Swing National Conference that will be held in March 2019. Swing Phi Swing, which will be celebrating its 50th anniversary, was founded on the WSSU campus. About 3,000 attendees are expected to participate in next year's conference.

Mr. Moore reported that Alumni Engagement is working with other departments on campus to plan and implement the "PAINT THE TOWN RED" events scheduled for April 13-14. He has developed a partnership with the Nursing Alumni Organization (NAO) that will enhance how NAO works with Alumni

Engagement, the WSSU Foundation and Integrated Marketing and Communication. Mr. Moore also presented to the committee an infographic that highlighted the number of WSSU graduates, where they live and when they graduated.

Chancellor Robinson announced that Omega Psi Phi will present a check for \$25,000 toward a \$100,000 scholarship commitment before Friday's board meeting.

Mrs. Cook reported that Annual Giving is working on the April 13, 2018 WSSU Foundation Annual Golf Tournament. The tournament will be at a new venue, Meadowlands Golf Club, and Laine Pope of WXII Television will be playing again this year. The tournament supports student scholarships.

Mrs. Jenkins reported working with Dr. Paul Meis and the Diversity and Inclusion Committee at Salemtown to host a dinner and conversation with Chancellor Robinson. She also stated that, Family Fare Convenience Stores endowed an Entrepreneurship Program Fund with a gift of \$50,000 that will be matched by the university. The fund will enhance opportunities for students and faculty in the area of entrepreneurship.

OF NOTE: Mrs. Cook reported that the Matthew and Anna Reilly Cullinan Emergency Grant Fund, which provides up to \$1,000, was established in January through a \$50,000 gift from the Winston-Salem couple. The fund provides students with assistance for emergency car repairs, imminent eviction due to loss of income, utility shut off due to loss or delay of income and child care.

Mrs. Knight reported on the continued development of an "intentional" stewardship program for the university. The KBR Charitable Trust annual stewardship report was submitted. The KBR fund was able to award, 65 scholarships between \$200 and \$2,945 to juniors and seniors, providing the financial assistance needed to complete their studies. The university's Scholarship Luncheon is scheduled to take place on April 12, 2018.

Other Business:

There was no other business.

Mr. Farmer gave a special "THANK YOU" to Michelle Cook for the work she has done for the university as she leaves her position as Vice Chancellor for University Advancement. Mrs. Cook's retirement date will be March 31, 2018.

Adjournment:

Mr. Farmer motioned and Dr. Harris seconded the motion to adjourn the meeting. The motion passed.

Mrs. Sonia Barbre, Recorder