

Winston-Salem State University Board of Trustees Advancement Committee
Thursday, December 7, 2017

Minutes

Call to Order:

Mrs. Henderson called the meeting to order.

Roll Call:

Members Present: Mr. Kelvin Farmer, Dr. William Harris, Mrs. Sue Henderson, Mr. Kenneth Raymond, Mrs. Drewry Nostitz and Mr. Javonty Hunter.

Member Absent: Mr. David Smith.

Staff Present:

Chancellor Elwood Robinson, Mrs. Michelle Cook, Ms. Dionne Evans, Mrs. Andrea Jenkins, Mrs. Kimberly Reese, Mrs. Lisa Knight, Mr. Gordon Slade, Mr. Isaac Moore and Mrs. Jamie Hunt.

Approval of Agenda:

Mrs. Henderson asked for a motion to approve the agenda. Mr. Hunter moved approval and Mr. Raymond seconded the motion. The motion carried.

Gift Summary Report:

Mrs. Cook presented the Gift Summary Report for the period ended September 30, 2017. She reported that contributions were up 41.5% from \$562,009 to \$795,239 for the same period last year. Alumni dollars were down slightly, but to date, the dollars were \$269,377. Friend's dollars were up 286.0% from \$32,567 to \$125,707 and Other Organizations dollars were up from \$14,004 to \$270,781.

Divisional Highlights

Mrs. Hunt presented the Social Media Policy and Temporary Signage Policy to be voted on. Mrs. Henderson called for a motion to approve the Social Media Policy and Mrs. Nostitz seconded the motion. The motion carried. Dr. Harris suggested The Temporary Signage Policy to be reviewed and discussed at March 15, 2018 board meeting, the board agreed.

Mrs. Reese presented samples of various events that University and Donor Events implemented throughout the year. She talked about the success of the National Black Theater Festival and how the university was able to marquee productions on campus and host a celebrity reception. She talked about the collaboration with Integrated Marketing and Communications and other departments to form a committee to celebrate the university's 125th birthday. To commemorate, a production of "I Dream a World: The Voice and Vision of Dr. Simon Green Atkins was celebrated in the founder's honor that

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engaged the Atkins Family. She talked about how successful homecoming was. She also talked about the upcoming event; Chancellor's Open House.

Mr. Isaac Moore reported on strategies to increase Alumni Engagement. He talked about upgrades to the Alumni Engagement website, newsletter, social media, logo, branding and customer service. Enhancements are being made to internal processes, including data and budget management.

Mrs. Jenkins reported on gifts of stock received that established Stem & Education Endowed and Non Endowed Scholarships. She also talked about the Planned Giving Report that was submitted to The University of North Carolina System (UNCGA), over 1 million dollars was received. She stated WSSU is now the beneficiary of the new shared services NC Gift Planning, LLC provided by The University of North Carolina System (UNCGA).

Mrs. Knight reported that a review was conducted of endowed and non-endowed funds, creating database of scholarship awards based on disciplines. She worked closely with the Scholarship Task Force (Enrollment Management, Financial Aid, Finance and Administration and Foundation) to insure scholarships were awarded appropriately. She coordinated development and distribution of Endowment Reports for all endowed fund donors. She also talked about revising the donor "Thank You" letter process.

Mrs. Cook reported on the new location of the WSSU Foundation Golf Tournament that will be held at the Meadow Lands Golf Club, April 13, 2018. She talked about two proposals of a \$20,000 Title Sponsorship that was sent out.

Other Business:

No other business.

Adjournment:

Mrs. Henderson called for a motion to adjourn. Dr. Harris moved approval. The motion carried.

Respectfully submitted,

Ms. Dionne Evans, Recorder