

**Winston Salem State University**  
**Board of Trustees Advancement Committee**  
**Thursday, March 20, 2014**

**Call to Order:**

Trustee Henderson called the meeting to order at 2:00 PM.

**Roll Call:**

Trustees Present: Mrs. Sue Henderson - Chair and Mr. Charles Wright: Trustee

Absent: Mr. Mike Shortt

**Staff Present:**

Mrs. Michelle Cook, Mr. Gregory Hairston, Mrs. Kimberly Reese, Mr. P. Kevin Williamson, Mr. Gordon Slade, Dr. Mary McComb, and Ms. Misha Blount.

**Approval of Agenda:**

A motion was made by Mr. Charles Wright to approve the agenda. The motion carried

**Approval of Committee Meeting Minutes:**

A motion was made by Mrs. Henderson to approve the minutes of the December 5, 2013 meeting. The motion carried.

**Gift Summary Report:**

Mrs. Cook delivered the Gift Summary Report for the period October 1, 2013 to December 31, 2013. Total raised was \$1.8 million

Corporate dollars are down from \$610,595 to \$442,963, which is a 27.5% decrease. The number of corporate donors increased.

Foundation giving was down from \$723,539 to \$541,569, which is a 25.2% decrease.

The number of friends of the university grew from 236 to 407, which is an increase of 72.5%. Alumni donors increased 2.6% and contributions from alumni were up 4.2%.

We had a very strong calendar year end, receipting nearly \$583,000 in the month of December.

Mrs. Cook stated that \$3.2 million has been raised to date for the Student Success Center, which is 48% of the \$6.75 million goal. They also have two pending proposals to the State Employee's Credit Union and Clark Nexsen.

The Corporate and Foundation Relations report was delivered by Mr. Kevin Williamson. We have a proposal out to SECU for the naming of the Student Success Center. We are also currently working with our campus partners on a "Second Chance Scholars Fund" proposal.

Mrs. Kimberly Reese reported on the Annual Fund. Mrs. Reese stated that they made great strides with engagement at the CIAA with donors, prospects, and alumni. We hosted two events at the CIAA - the Chancellor's Champagne Brunch and the GOT2 Be Real Scholarship fundraiser. We are currently working on the Foundation Golf Classic, which is being held at Reynolds Park Golf Course. We are still seeking sponsors for this event. There are 20 confirmed sponsors. Last year the event raised \$65,000 for scholarships.

Dr. Mary McComb stated that Advancement is currently working with Dr. Bazemore Walker on two STEM proposals totaling \$350,000 dollars. We are also continuing to work with The Ray Charles Foundation for Restore the Core Phase II. Advancement has had conversations with the Art and Music departments about their moves to Hauser and Physical Plant once the renovations have been completed.

Mr. Gregory Hairston reported on Alumni Relations. Mr. Hairston stated the Call Program is making progress. After seven weeks we have 1026 pledges in the amount of \$117,000 dollars. On the horizon is the Young Alumni Council 5k/10k Run on April 12, 2014.

**Adjournment:**

Mrs. Henderson asked if there was any new or old business. Mrs. Cook said that preliminary renderings have been completed for the Hauser and Physical Plant projects. Mrs. Henderson called for the meeting to adjourn. The meeting adjourned at 2:50 PM.

Respectfully submitted,

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Mrs. Sue Henderson

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Ms. Misha Blount, Recorder