

Winston-Salem State University
Board of Trustees Advancement Committee
Thursday, December 18, 2014
Minutes

Call to Order:

Trustee Wright called the meeting to order at 2:05 P.M.

Roll Call:

Trustees Present: Mr. Charles Wright, Mr. Mike Shortt, and Mrs. Debra Miller

Trustees Absent: Mrs. Sue Henderson

Staff Present:

Mrs. Michelle Cook, Mr. Gregory Hairston, Dr. Mary McComb, Mr. Nathan Harlan,
Mrs. Kimberly Reese, Mrs. Andrea Jenkins, and Ms. Dionne Evans

Approval of Agenda:

Mr. Wright asked for a motion to approve the agenda. The motion carried.

Approval of Committee Meeting Minutes:

Mr. Wright asked for a motion to approve the minutes of the September 18, 2014 meeting. The motion carried.

Gift Summary Report:

Mrs. Cook presented the Gift Summary Report for the period July 1, 2014-September 30, 2014. She reported fiscal year total dollars raised were \$934,071, an increase of \$372,677 over last year. Donors increased by 29.2 percent.

Corporate dollars also increased significantly from \$47,192 to \$340,600.

Foundations dollars increased from \$95,856 to \$168,742.

Alumni contributions were up 25.7 percent from \$129,075 to \$162,281. There was also a significant increase in alumni donors; up 24 percent from 360 to 446.

Friends dollars were up from \$33,869 to \$181,536, an increase of 436 percent.

Dr. McComb reported a proposal was submitted for the HBCU Internship Program. She is also working with Stewardship Coordinator, Financial Aid and others to develop processes identifying students who are eligible for Almost Home Scholarships.

Mr. Hairston reported on the Fall Call Program; updated numbers to date 856 Pledges, amount pledged \$124,193; number of current donors 403; total amount paid \$55,982. He

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reported on efforts with the Young Alumni Council 40 under 40 Awards Program and the 5K, 10K Race as well as the 25th Class Reunion celebration.

Mrs. Reese reported December 2nd was Winston-Salem State's initial participation in the national "Giving Tuesday". A total of \$7,355 was raised with 157 donors, with over 50 faculty and staff participating. She also spoke on UNC-GA shared services and the continued plans for the Text Campaign Initiative that includes Athletics, The College, Diggs Gallery, WSNC and the School of Health Sciences.

Mrs. Jenkins presented Crescendo Interactive Planned Giving Website which is designed specifically for WSSU to help increase planned gifts. She reported the E-Newsletter rolled out on December 17, 2014. Major Gifts Committee has targeted individuals from two donor lists. She reported \$51,500 investments in scholars.

Mr. Harlan reported on receiving a Kate B. Reynolds Charitable Trust Award of \$275,000 for the Almost Home Scholarship Program. He also reported that proposals totaling more than \$800,000 had been submitted. Corporate and Foundation Relations Committee has gotten involved in fund raising targeting 180 prospects. He reported that we hosted Bank of America Triad Market President on campus and will continue to develop ongoing opportunities for support.

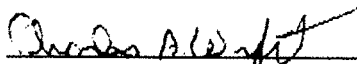
New Business:

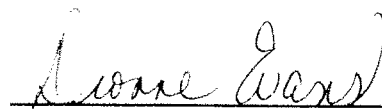
Trustee Wright asked if there were any new business. Mrs. Cook reported that funds are being raised in honor of Chancellor and Dr. Reaves.

Adjournment:

Mr. Wright called for a motion to adjourn. The meeting adjourned at 3:30p.m.

Respectfully submitted,


Mr. Charles Wright, Acting Chair


Ms. Dionne Evans, Recorder