

THE DIVISION OF UNIVERSITY ADVANCEMENT

QUARTERLY REPORT

PREPARED FOR

WINSTON-SALEM STATE UNIVERSITY

BOARD OF TRUSTEES ADVANCEMENT COMMITTEE

DECEMBER 2016



WSSU

BOARD OF TRUSTEES
ADVANCEMENT COMMITTEE MEETING
THURSDAY DECEMBER 9, 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. Dionne Evans, Recorder |
| 3. Approval of Today's Meeting Agenda* | Dr. Harris |
| 4. Approval of the September 15, 2016 Meeting Minutes* | Dr. Harris |
| 5. Quarterly Gift Summary Report | Mrs. Michelle Cook |
| 6. Divisional Highlights | Advancement Staff |
| 7. Advancement Staffing Updates | Mrs. Cook |
| 8. New Business | Dr. Harris |
| 9. Adjournment | Dr. Harris |

NEXT ADVANCEMENT COMMITTEE MEETING
THURSDAY, MARCH 16, 2017 – 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 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 September 30, 2016

(Compares July 1, 2015 – September 30, 2015 to July 1, 2016 – September 30, 2016)

Gift Source	2017 Donors	2016 Donors	Donor % Change	2017 Dollars	2016 Dollars	Dollars % Change
Alumni	571	562	1.6%	\$ 192,136	\$ 173,959	10.4%
Corporations	41	32	28.1%	\$ 174,867	\$ 130,524	34.0%
Faculty/Staff	72	80	-10.0%	\$ 20,893	\$ 17,073	22.4%
Foundations	3	5	-40.0%	\$ 124,736	\$ 129,572	-3.7%
Friends	104	131	-20.6%	\$ 32,484	\$ 86,250	-62.3%
Fundraising Consortia	1	1	.0%	\$ 116	\$ 1,453	-92.0%
Other Organizations	6	21	-71.4%	\$ 14,004	\$ 37,438	-62.6%
Parents	0	1	-100.0%	\$ -	\$ 150	-100.0%
Religious Organizations	0	4	-100.0%	\$ -	\$ 1,981	-100.0%
Students	145	265	-45.3%	\$ 1,103	\$ 2,311	-52.3%
TOTAL	943	1,102	-14.4%	\$ 560,339	\$ 580,712	-3.5%

ALUMNI RELATIONS

CALL PROGRAM

- 823 Pledges
- 319 Donors
- \$155,761 Pledged
- \$50,226 Received to Date

OUTREACH AND ENGAGEMENT

- Young Alumni Council (YAC)
 - Coordinating 40 under 40 outreach initiative
 1. Working with Young Alumni Council on 40 Under 40 honoree nomination process
 2. Coordinating on-line donation plan
- Student Outreach
 - Assisted in the coordination of Return to Serve
 - Coordinated Hometown Huddle
- Class Reunions
 - Coordinated reunions for 1946, 1956, 1961, 1964, 1966, 1971, 1976, 1986, 1991, 1996 and 2006
 1. Published and produced 50th Reunion Commemorative Booklet
 2. Coordinated the 50th and 25th Reunion classes participation in convocation
- Looking ahead
 - Preparing for 2017 Spring Call Program
 1. Training begins 1/22; calling begins 1/29
 - 40 Under 40 Weekend scheduled for April 7-8, 2017. Includes gala, bowling outing YAC members and honorees and a 5k race.
 - Working with Class Reunion Groups for 2017
 1. 1957, 1962, 1967, 1977, 1982, 1987, 1992, 1997 and 2007 confirmed.

ANNUAL FUND

- In collaboration with Human Resources, conducted two New Employee Orientation Giving Presentations
- Completed Thank you mailer with social media feature
- Giving Tuesday Online Campaign
 1. Secured 4 challenge participants to date
 2. Finalized theme-More than a Gift
 3. Finalized goal- \$45,000
 4. Collaborating with IT on in-house gift processing resulting in significant cost savings over last year
 5. Working with Integrated Marketing and Communications on marketing plan

- Faculty/Staff solicitation planning
- 2017 WSSU Foundation Golf Classic – April 28, 2017
 1. Goal has been set at \$60,000
 2. Working with WSSU Foundation Board and the Community Engagement Committee to:
 - Increase in-kind gift donations
 - Reduce expenses and increase sponsorships
 - Recruit board member participation
 - Increase women golfer participation
- Attended AFP’s The 5 Things You Need to Know to Run a Successful Monthly Giving Program webinar-October 29th
- Planning LYBUNT/SYBUNT mailer-November 30th

CORPORATE AND FOUNDATION RELATIONS

- **Corporate Sponsorships for 125th Anniversary:** We have prepared sponsorship opportunities for WSSU’s 125th Anniversary to be celebrated in 2017 and are having conversations with potential sponsors.
- **Funding Requests in Progress:**
 - Wells Fargo is considering an investment in support of undergraduate research and/or scholarships.
 - Islamic Relief USA is considering a \$50,000 gift in support of the School of Health Sciences/Department of Physical Therapy’s continued work at Community Care Clinic.
- **Corporate Partners Hosting Events on Campus:** In partnership with academic affairs, we are working with AT&T and First Tennessee Bank to plan for events on campus in 2017:
 - AT&T will host “AT&T University” in March 2017. Executives from AT&T’s headquarters in Dallas will be on campus for a day of learning and networking with faculty and students.
 - First Tennessee will host an event focused on diversity in 2017 that will include executives from First Tennessee’s national and mid-Atlantic headquarters.
- **Noteworthy Meetings and Conversations:**
 - Novant Health continues to be engaged through conversations and visits to campus. They are exploring partnership and funding opportunities with the School of Health Sciences.
 - SAS engagement continues following conversations in Raleigh; a meeting and campus visit has been arranged for the fall to discuss opportunities for partnership.
 - Bank of America is considering support of WSSU “Re-Imagining the First Year of College” events and programs that will begin in the fall of 2017.

MAJOR AND PLANNED GIFTS

- Received \$10,000 Swing Phi Swing Social Fellowship, Inc., S.H.E Foundation General Fund gift
- Dennis-Stroud Endowed Scholarship Agreement Finalized – Education Major
- Received Gift of Insurance - \$10,000 Designated to Education Department
- Elected to North Carolina Planned Giving Council Board of Directors 2016/2017
- Collaborated with School of Health Sciences to host community members' visit to campus, Virtual Hospital and Simulation Training Lab
- Hosted major donors for lunch with their 2016/2017 Scholarship recipient and Chancellor
- IRA Rollover and General Planned Giving mailer and Enewsletter November 2016
- WSSU Foundation Major and Planned Gifts Committee meets November 29th
- Heritage Society – 2016 Induction Ceremony December. 13th - 12 Inductees

UNIVERSITY AND DONOR EVENTS

- Coordinated approximately 25 university events in September and October
- Preparing for 2016 CIAA Football Championship Engagement Events; CIAA Board of Directors Meeting
- Collaborating with Department of Athletics on the 2016 Rams Full Court Basketball Engagement Hospitality Plan
- 25 live Campus Events/Venue Software Training
- Coordinating Chancellor Robinson's Holiday Open House
- Collaborating with Major and Planned Gifts on the December 13, 2016 Heritage Society Induction and Dinner
- Planning for 2017 CIAA Basketball Engagement Events
- Ongoing planning for 2017 Homecoming & 125th Anniversary