

Winston-Salem State University Board of Trustees Advancement Committee Meeting
Thursday, December 10, 2015

Minutes

Call to Order:

Trustee Harris called the meeting to order.

Roll Call:

Trustees Present: Mr. Kyle Brown, Mr. Kelvin Farmer, Dr. William Harris, Mrs. Sue Henderson, Mr. Scott Wierman (by phone), Mr. Charles Wright and Chancellor Elwood Robinson.

Trustee Absent: Mr. Osyris Uquoezwa.

Staff Present:

Mrs. Michelle Cook, Ms. Misha Blount, Mr. Gregory Hairston, Mr. Nathan Harlan, Mrs. Andrea Jenkins (by phone), Dr. Mary McComb, Mrs. Kimberly Reese and Ms. Jaime Hunt.

Guest Present:

Mr. John Hinton, Winston-Salem Journal.

Approval of Agenda:

Dr. Harris asked for a motion to approve the agenda. The motion carried.

Approval of Committee Meeting Minutes:

Dr. Harris asked for a motion to approve the minutes of the September 17, 2015 meeting. The motion carried.

Gift Summary Report:

Mrs. Cook presented the Gift Summary Report for the first quarter. She reported contributions for the period totaling \$583,502. The number of overall donors grew from 989 to 1,102, an increase of 11.4%. Alumni support increased in both donors and dollars, with alumni giving totaling \$176,482 – an increase of 8.5% – and donors up 21% from 455 to 549. Contributions from faculty and staff also increased; up 12% when compared to the same period last year.

Divisional Highlights:

Mrs. Reese reported on a very successful Giving Tuesday initiative. We exceeded both the dollar goal and the participation goal, with 564 donors contributing \$35,100.

Mr. Hairston talked about the success of the fall segment of the Call Program with over \$166,000 pledged. He reported that the program is trending above last year with a significant increase in credit card payments. The next call segment will begin in early February.

Dr. McComb reported that she is working as editor and lead writer for the upcoming edition of Archway magazine.

Mr. Harlan reported that the university received a \$50,000 grant from DataMax Foundation to create paid internships at corporations in Forsyth County that do not currently offer internships for our students.

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Mrs. Jenkins reported that 34 individuals were inducted into the Heritage Society for their legacy gifts to the WSSU. The Heritage Society recognizes individuals who have established endowments of \$25,000 or more or who have documented bequest intentions of \$10,000 or more.

The committee recognized Trustee Kyle Brown for his leadership in the student giving campaign. In the first quarter, the university received 278 gifts from students and their contributions to the university increased an amazing 263% -- from \$709 to \$2,578 – as compared to the same period last year.

Strategic Plan:

Mrs. Cook provided an overview of the Strategic Plan and shared proposed revisions to the Philanthropic Naming and Endowment Policy. The policy was adopted in 2001 and last revised in 2006. She reported that final authority for the naming of buildings, programs and campus spaces rests with the Board of Trustees subject to policies set by the Board of Governors. The proposed revisions were designed to clarify facility naming issues as well as issues related to establishing endowments.

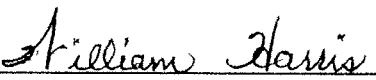
Other Business:

There was no new business to come before the committee.

Adjournment:

Mr. Harris called for a motion to adjourn. The meeting adjourned.

Respectfully submitted,


Dr. William Harris, Chair