

Winston-Salem State University Board of Trustees Advancement Committee
Thursday, June 8, 2017

Minutes

Call to Order:

Chairman Farmer called the meeting to order.

Introduction of New SGA President:

Mr. Javonty Hunter

Roll Call:

Members Present: Mr. Kelvin Farmer, Dr. William Harris, Mrs. Sue Henderson, Mrs. Debra Miller, Mr. Osyris Uqoezwa, Mr. Charles Wright and Mr. Javonty Hunter.

Member Absent: Mr. Scott Wierman.

Staff Present:

Chancellor Elwood Robinson, Mrs. Michelle Cook, Ms. Dionne Evans, Mr. Nathan Harlan, Mrs. Andrea Jenkins, Mrs. Kimberly Reese, Mrs. Regina Craven, Mr. Gordon Slade and Mrs. Jamie Hunt.

Approval of Agenda:

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

Approval of Committee Meeting Minutes:

Mr. Farmer asked for a motion to approve the minutes of the March 16, 2017 meeting. Mr. Wright moved approval and Dr. Harris seconded the motion. The motion carried.

Gift Summary Report:

Mrs. Cook presented the Gift Summary Report for the period ended March 31, 2017. She reported that contributions were up 22.6% from \$2,251,452 to \$2,761,110 for the same period last year. Alumni dollars were up 22.0% from \$558,904 to \$457,942. Foundation dollars were up from \$418,311 to \$532,783, an increase of 27.4%.

Divisional Highlights

Mr. Harlan reported on the success of the faculty initiative "AT&T Academy" that took place on April 13, 2017. He reported that 100 faculty, staff and students attended this event. He also reported on the Breakfast and Conversation with Chancellor Robinson that engaged 50 corporate and foundation executives the opportunity to engage partners and funders in WSSU's work to advance healthcare.

Mrs. Jenkins reported on two new endowed scholarships. She also reported that notification was received that WSSU will be the recipient of a \$25,000.00 stock gift for scholarships. Mrs. Jenkins presented the Planned Giving Brochure.

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Mrs. Craven reported on the success of the partnership with former Student Government Association (SGA) President Mona Zahir, her cabinet and Chancellor Robinson to host the first SGA Thank-a-thon for donors. She talked about the successful partnership with the Foundation Board for the WSSU Foundation Golf Classic. Contributions raised were \$45,571.

Mrs. Hunt presented the newly redesigned WSSU website that is recruitment and engagement focused. She talked about the Advancement Analytics and the ability to gather data to show what audiences are being reached. She reported on new marketing strategies for each academic major and the digital marketing and branding campaign that is being implemented.

Mrs. Reese reported on the success of the Scholarship Luncheon, Heritage Society Event, Women of Vision Luncheon, and 40 under 40 Gala in collaboration with University Advancement. She talked about WSSU being a title sponsor for the National Black Theater Festival which will take place the week of July 31, 2017. The celebrity reception will be held on WSSU's campus on July 30, 2017. She talked about the university's upcoming 125th anniversary that will be on September 28, 2017.

Other Business:

No other business.

Adjournment:

Mr. Farmer called for a motion to adjourn. Mrs. Henderson moved approval and Dr. Harris second the motion. The motion carried.

Respectfully submitted,

Ms. Dionne Evans, Recorder