

Draft Committee Meeting Minutes - December 12, 2002

BOARD OF VISITORS
University Advancement Committee
President's Conference Room
December 12, 2002
12:15 p.m. - 2:00 p.m.

MINUTES (draft)

Mr. Gibson, Chair, called the meeting to order at 12:29 p.m. Roll call indicated that the following Committee members were in attendance and that a quorum was present.

Members Present:

Mr. Colvin D. Gibson, Chair
Mr. Michael L. Ball
Mr. Willie L. Brown
Dr. Alvin Bryant
Mrs. Viola M. Madison-Foreman

Members of NSU Staff Present:

Dr. Marie V. McDemmond, President
Mr. Paul E. Shelton, Vice President of University Advancement
Mr. Phillip D. Adams, Associate Vice President for Development
Dr. Joyce E. Bozeman, Assistant Vice President of University Advancement
Dr. Clarence D. Coleman, Associate Vice President of University Advancement
Mr. Patrick Kelly, General Counsel
Mrs. Metilda B. Rodgers, Administrative Office Specialist III

Other Board Member(s) in Attendance

Mr. David W. Robertson, Esq.

1. Approval of Minutes

The minutes of the August 29, 2002 meeting were approved. Mr. Brown motioned, seconded by Mr. Ball and unanimously voted by the Committee to approve the minutes.

2. Action Item

a. Recommend Approval of 2003 Annual Giving Campaign Goal

Mr. Gibson asked members their opinions regarding the annual giving goal and how the funds should be received. Committee members expressed their opinions about the differences between

annual giving and major gifts. They also discussed how the funds were categorized. Mr. Shelton indicated that annual giving and major gifts were separate. He said the funds from both campaigns were counted for the overall goal. After considerable discussion, Mr. Gibson stated that the fundraising office should continue as they were doing and, at the next meeting, this topic would be made an agenda item.

Mr. Gibson asked Dr. McDemmond to contact Florida A&M University regarding their method of counting contributions received from annual giving and major gift campaigns. Mr. Adams was also asked to check with other institutions to see how they handle their fundraising gift counting.

Mr. Gibson asked the Committee to adopt the Annual Giving goal for 2003. Mr. Gibson stated that the Consultant had suggested a 10 percent increase over last year's income, which would set the goal at \$2.2 million.

Mr. Ball motioned to set the Annual Giving goal at \$2.2 million, seconded by Dr. Bryant and unanimously voted by the Committee to approve the Annual Giving goal.

Mr. Shelton announced that Mrs. Joan Gifford had agreed to serve as Chair of this year's Annual Giving campaign and that a co-chairperson had not been appointed.

3. Discussion Items

a. Major Gifts Campaign Implementation Schedule

Mr. Shelton distributed the Case's timetable and said that, according to it we were on schedule. He indicated that staffing and budget needs were ongoing. He further stated the Development Office was in the process of filling three positions, which were supported by Title III funds: Annual Giving Officer, Development Officer and Assistant Director of Corporate and Foundation Relations. Mr. Shelton also stated that the budget for Development needed to be expanded as efforts increase for the Major Gifts Campaign.

b. Leadership for 2003 Annual Giving Campaign

Mr. Shelton stated that leadership for the major gifts campaign had not been identified. Dr. McDemmond stated that she had some individuals in mind and that she was looking for a high profile individual. She asked if there were any suggestions. She also indicated that the individual for this position should be well respected in the community and capable of making a lead gift of \$100,000 or more. Mr. Shelton added that he and his staff would expect a larger lead gift.

c. Marquee Sign for Brambleton and Park Avenues

Mr. Shelton stated that this idea had become a moot point due to budget cuts. He said he had received quotes that ranged from the mid \$40,000 to mid \$50,000 for the display.

d. University Advancement Committee Mission Statement

Mr. Gibson stated that, as a result of the work from Dr. Weary, he thought this issue should be resolved. It was noted that the Board of Visitors Bylaws provides guidance for the Committee's direction.

e. University Advancement Committee Metrics

Mr. Ball distributed a copy of benchmark measures. He stated that we were doing great things and progress needed to be tracked during the year. He suggested the Committee begin to build a database to compare measures. He stated that, of those on the list, we will definitely be able to track alumni and Development fundraising. Mr. Ball also said a time line needed to be established for reports to the Board. Mr. Ball asked the staff to let the Committee know when it would be a good time to report to the Board. He further stated that some metrics could be reported at Board meeting while others might be once a year.

Mr. Gibson asked Mr. Ball to get with Mr. Shelton and his staff regarding suggested frequencies for reporting metrics to the Board. Mr. Gibson stated that he was more interested in a survey to indicate the impact of this project. He also stated that some survey data systems were in place and that he would like to see the results. Mr. Shelton stated that this was being done now at various levels and that the External Task Force met four times a year. Mr. Gibson also stated that he would like to keep track of religious groups.

f. Foundations and Affiliated Groups Update

Mr. Brown distributed notebooks with copies of Memoranda of Understanding (MOU) from the Athletics Foundation, E²F, Alumni Foundation and NSU Foundation. He stated that, of the copies enclosed, the E² Foundation and NSU Foundation had been completed and signed. He also said, the Athletics MOU and Alumni MOU needed clarification in various areas. Mr. Shelton stated that the Alumni Executive Committee was planning to meet on Saturday, December 14, 2002 to vote on the MOU and that meeting should be cancelled until the Advancement Office had an opportunity to thoroughly review their document. Mr. Brown indicated that he was in contact with Mr. Perkins and would indicate that to him. Mr. Brown and Mr. Shelton will contact the NSU Alumni Association about the suggested changes. Mr. Brown stated that he hoped to have the two ready for approval at the March meeting.

4. Information

a. Management and Administrative Ratios

• Percent of Total Scholarships Supported by Non-University Funds

Mr. Shelton reviewed the ratio information that was listed in the binder with the Board. Mr. Gibson asked that, in the future, the report include the past year in order to see the trend.

• Dollars in Annual Giving, Endowment Funds and Unrestricted Funds

Mr. Shelton reported that Annual Giving was going well. Mr. Adams indicated that, at this time last year, we had raised \$234,620 and this year, to date, a total of \$699,200 had been raised.

- **Endowment Fund Balance**

Mr. Gibson informed the members that the Endowment Fund was \$5 million last year and this year it was \$4.2 million, which was a result of the economy.

- **Annual Giving Kick-off**

Mr. Shelton indicated that the Kick-off was held in November and the Faculty/Staff Campaign would be conclude by the end of the calendar year. He also informed the Committee that \$699,200 had been raised as of this morning.

5. Other Business

There being no further business the meeting adjourned at 2:10 p.m.

Respectfully submitted,

Paul E. Shelton,
Vice President for University Advancement

Colvin D. Gibson, Chair
University Advancement Committee