

**DRAFT**

**Board of Visitors DRAFT  
University Advancement Committee  
Board of Visitors' Conference Room  
December 12, 2003  
10:00 a.m. – 12:00 Noon**

**MINUTES**

Mr. Willie Brown, Chair, called the meeting to order at 10:10 a.m. and thanked the members for their attendance at the December 11, 2003. Roll call indicated that the following Committee members were in attendance and that a quorum was present.

**Members Present:**

Mr. Willie L. Brown, Chair  
Ms. Virginia M. Board  
Mr. Colvin D. Gibson  
Mr. Donald H. Patterson, Jr.

**Members of NSU Staff Present:**

Dr. Marie V. McDemmond, President  
Mr. Paul E. Shelton, Vice President for University Advancement  
Mr. Phillip D. Adams, Associate Vice President of University Advancement for Development  
Mrs. Metilda B. Rodgers, Administrative Office Specialist III

**Other Board Member(s) in Attendance:**

Mr. Jack L. Ezzell, Jr., Rector

**Other(s) in Attendance:**

Ms. Liz Roundtree, Owner, Marketing and Fundraising Company  
Ms. Billie Schulze, Kresge Foundation

**1. Approval of Minutes**

Mr. Gibson motioned, seconded by Mrs. Board and unanimously voted by the Committee to approve the minutes of May August 29, 2003.

Mr. Brown asked Dr. McDemmond introduced the special guests. They were: Ms. Liz Roundtree, owner of a marketing and fundraising company and Ms. Billie Sue Schulze, Kresge Foundation. Dr. McDemmond also thanked them for their attendance at the meeting on December 11, 2003.

**2. Discussion Items**

**a. Presentation "Lessons Learned" presented by Ms. Billie Schulze, Kresge Foundation**

Ms. Schulze talked about her role with the Kresge Foundation and gave an overview of things that she has learned during her experience with institutions of higher education and the fundraising process. She indicated that it was a time of great promise for historically Black Colleges and Universities and that the fundraising process is cumulative and has to be built

upon. She indicated that today, HBCU's are expected to compete on the same playing field as other institutions that have been in fundraising for a long time. She indicated that the difficulty is that historically HBCU's did not fundraise with its alumni.

She indicated that for fundraising to be successful the Vice president must be able to work with the President, set directions and fundraise. Also, she indicated that the University must invest in its alumni, who cite many reasons for not giving and that trustees need to: 1) set realistic perimeters, 2) must shift to partner with alumni, 3) must invest money to work with alumni, 4) enter the campaign preparing for the next campaign and 5) must continue to focus on annual giving because future prospects will come for this group. She indicated to obtain a major gift from an annual gift you have to make it a point to ask for an annual gift and major gift.

She stated that public institutions have not invested historically in fundraising, because it's a struggle to find the resources, which basically comes from the operating budget. Private institutions are not faced with this problem. Also, she indicated that most campaigns do not have a visible or active chair that is willing to work. Part of the reason is the historic perception that chairs are not willing to ask for a bigger gift than they have given.

She indicated that major gifts do not consist of all cash gifts and alumni should be informed of all the ways to give. She stated that what formulates a good case for support has to be individualized and that a case is usually built one-on-one and face-to-face not by correspondence.

Mr. Gibson raised the question as how to identify givers that can give a large substantial gift that requires long term involvement. Ms. Schulze indicated that if you have not built the long term relationship start with a smaller gift.

Ms. Roundtree stated that were wealthy African Americans in the area who are not graduates of NSU and she asked the approach for tapping into those resources. Ms. Schulze indicated that you must approach them as you approach any wealthy individual. She also indicated that giving for most African Americans is church or family related. Ms. Schulze stated that there must be some involvement with the institution.

#### **b. Committee's Role in the Campaign**

Mr. Brown indicated that the Campaign is still in the silent phase. He showed a power point presentation that outlined the Committee's role in the campaign

#### **c. BOV Campaign Gift Commitment**

Mr. Brown indicated that he was expecting 100% participation from the Board.

#### **d. Closed Session**

Mr. Gibson motioned, seconded by Ms. Board and unanimously voted by the Committee to move to adjourn and reconvene in closed session, as permitted by Section 2.2-3711.A.8 of the Code of Virginia, for the purpose of discussing gifts and fundraising activities.

The Chair excused NSU staff from the meeting and asked all others to remain.

The Advancement Committee having reconvened in open session, took roll call vote on certification that (i) only public business matters lawfully exempted from open meeting requirements, and (ii) only such public business matters as were identified in the motion by which the Advancement Committee closed meeting was convened were heard, discussed or considered in the meeting by the Committee. Any member of the Committee who believes that there was a departure

from the requirements as stated above, shall so state prior to the vote, indicating the substance of the departure that in his, or her judgment, has taken place.

**Committee members who certified the motion:**

Brown.....yes  
Board.....yes  
Gibson.....yes  
Patterson.....yes

The Committee agreed to recommend the acceptance of the campaign plan to the full Board of Visitors.

There being no further business the meeting was adjourned.

Respectfully submitted,

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Paul E. Shelton, Vice President for  
University Advancement

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Willie L. Brown, Chair  
University Advancement Committee