

**Board of Visitors**

**University Advancement Committee**

**Board of Visitors' Conference Room**

**December 10, 2004**

**8:30 a.m. – 9:45 a.m.**

**MINUTES**

Mr. Willie Brown, Chair, called the meeting to order at 8:35 a.m. and thanked the members for their attendance. Roll call indicated that the following Committee members were in attendance and that a quorum was present:

Members Present:

Mr. Willie L. Brown, Chair

Mr. Colvin D. Gibson

Mr. Donald H. Patterson, Jr.

Member Absent:

Ms. Virginia M. Board

Members of NSU Staff Present:

Mr. Paul E. Shelton, Vice President for University Advancement

Dr. Clarence D. Coleman, Associate Vice President for University Advancement

Mr. Phillip D. Adams, Associate Vice President of University Advancement for Development

Mrs. Crystal Square-Williams, Special Assistant to the Vice President

Mrs. Metilda B. Rodgers, Administrative Office Specialist III

Other Board Members in Attendance:

Mrs. Viola Madison-Foreman

## 1. Approval of Minutes

Mr. Gibson motioned to approve the minutes of September 3, 2004. The motion was seconded by Mr. Patterson and the committee unanimously approved the minutes.

## 2. Discussion Items

### a. Management and Administrative Ratios

**-Percent of total scholarships supported by non-university funds**

**-Endowment Fund Balance**

**-Dollars in Annual Giving, Endowment Funds and Restricted Funds**

Mr. Shelton reported a change in reporting the fair market value of the portfolio, which is \$9,415,518. He indicated that due to a literal interpretation, historically only the corpus of the endowment had been reported. Since other institutions were reporting their total portfolio value the NSU Foundation now reports its total portfolio value.

Mr. Shelton indicated that the percentage of total scholarships support by non-university funds for 2004 is 46.69% for a total of \$13,586,380. Mr. Shelton reported that the increase in scholarship funds is a result of federal grant funds. He indicated that he would check with Financial Services to see the various areas from which scholarship dollars are received.

Also, Mr. Shelton stated that the Endowment fund balance was \$9,415,518 and the total overall giving was \$3,007,407. He indicated that overall giving consists of endowed, restricted and unrestricted funds.

### b. -University Advancement Benchmark Measures

**- Number of all living alumni in database**

Mr. Shelton informed the committee that the number of living alumni in the database for 2004 totaled 17,819 and in 2003 the database contained 17,450 living alumni. Mr. Gibson inquired if recent graduates are added to the database. Mr. Adams informed him that they are added to the database upon graduation.

## **Discussion of Other Items**

Mr. Shelton informed the Committee of the resignation of Mrs. Cecilia Mendoza-Ramirez, Director of Marketing Services and Mr. Antonio Febres, Development Officer. He indicated that the Division is in the process of searching to fill those positions.

Mr. Adams shared the campaign video with the Committee members, which was made possible by a \$50,000 gift from Wal\*Mart.

The Committee members were very impressed with the video and Mr. Brown indicated that he was well pleased with the updates. Mr. Shelton stated that the video would be shown to individuals, groups, chapters and various organizations in the community. Also, it will be shown at presidential luncheons. He indicated that the Video should always be followed-up with appeals by various staff, administrators and Board members. Mr. Gibson indicated that he was very impressed with the video and recommended that at the first showing to solicit comments from the group and have them serve as a focus group. Mr. Shelton indicated that the video had been shown many times and at the Campaign reception, with over 80 people attendance, comments were received and some updates were made.

Mr. Brown indicated in the campaign brochure the vice chairs are listed for the various areas. He indicated that Mr. Shelton and Mr. Adams met with the chairs and developed strategies on how they should move forward. Mr. Brown stated that he has a list of past Board members and he plans to cultivate a relationship with them. He has begun talking with some and they are interested in participating. He indicated that of this group three have committed and he plans to have them all committed by September 24 and to have 100% from the current Board at that time. Mr. Shelton indicated that participation by NSU Foundation members is significant as five of the campaign cabinet slots are filled with members of the NSU Foundation. They are Mr. Joseph Fergus, Ms. Yvonne Allmond, Mr. Allen Jones, Pastor William Tyree and Mr. Brown who also serves as Ex-Officio on the NSU Foundation Board. Mr. Shelton stated that it is important that the campaign leadership show good representation from the boards. Also, it was noted that three of the Vice Chairs, including the chair, are NSU graduates.

### **3. Action Item**

#### **Approval of Naming Policy and Naming Opportunities**

Mr. Shelton stated that at the last Board meeting and during the President's Cabinet the naming policy and naming opportunities were discussed in context with the Major Gifts Campaign. He indicated that the policy had received approval from the President's Executive Cabinet. He indicated that adopting this policy at this time is necessary as the University proceeds with the Campaign for Norfolk State University. Mr. Gibson indicated that he thought that some consideration should be given to naming a building to recognize outstanding individuals without any monetary contribution being involved, such as the L. Douglas Wilder Performing Arts Center. After discussing all the

possibilities, Mr. Gibson agreed to act on the action item providing that Mr. Shelton go back to the President's Executive Cabinet for an amendment to address the possibility of naming a building in honor of an outstanding individual who might not have given money to the University. The amendment will be discussed at the March meeting.

Mr. Gibson motioned to approve the Naming Policy and Naming Opportunities with the understanding that an amendment will be submitted at the March meeting addressing naming opportunities without monetary gifts. The motion was seconded by Mr. Patterson and the committee unanimously approved the motion.

#### **4. Closed Session**

Motion - (Mr. Donald H. Patterson, Jr.)

Mr. Chairman I move that we adjourn and reconvene in closed session, as permitted by §2,2-3711.A.8 of the Code of Virginia, for the specific of discussing campaign updates.

Mr. Brown: It has been moved that we go into closed session for the purposes stated in the motion, is there a second? The motion was seconded by Mr. Gibson. Mr. Brown called for the vote.

#### **Reconvene in Open Session**

Mr. Brown: Having reconvened in open session, took roll call vote on certification that (1) only public business matters lawfully exempted from open meeting requirements, and (2) only such public business matters as were identified in the motion by which the executive or closed session meeting was convened were heard, discussed or considered in the meeting by the Board. Any member of the Board 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.

Roll call members who certified the motion:

Brown.....yes

Gibson.....yes

Patterson.....yes

There being no further business the meeting adjourned at 10:01 a.m.

Respectfully submitted,

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Paul E. Shelton, Vice President for  
University Advancement

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Willie L. Brown, Chair