

Board of Visitors

University Advancement Committee

Board of Visitors' Conference Room

May 5, 2006

8:00 a.m. – 9:30 a.m.

MINUTES

Mr. Willie L. Brown, Chair, called the meeting to order at 8:00 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:

Ms. Virginia M. Board

Mr. Willie L. Brown

Mr. Donald H. Patterson, Jr.

Members of NSU Staff Present:

Dr. Alvin J. Schexnider, Interim President

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

Mr. Phillip D. Adams, Associate Vice President for Development

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

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

Mrs. Metilda B. Rodgers, Administrative Office Specialist III

Others Present:

Ms. Renitalynette K. Anderson

Mr. Patrick Kelly

1. Approval of Minutes

Mr. Brown called for approval of the minutes of March 17, 2006. The motion was made by Ms. Virginia Board and seconded by Mr. Donald Patterson and the committee unanimously approved the minutes.

2. Information Items

a. Management and Administrative Ratios

-Dollars in Annual Giving, Endowment Funds and Restricted Funds

Mr. Shelton gave a powerpoint presentation that listed the following balances as of April 24, 2006. They are: Endowment Fund Balance \$11,632,875, Annual Giving \$1,577,817, Endowment Funds \$467,870, Restricted Funds \$885,860 and Unrestricted Funds \$224,087. Also, Mr. Shelton informed the committee that a sizeable gift was received from the Pruden Family Estate and the first payment of \$319,000 is included in the totals given. The remainder will be received after the estate settlement.

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Mr. Shelton reported that the following fundraising vehicles are used: bank drafts, direct mail, events, online giving, phon-a-thons, planned giving and one-on-one solicitations.

Mr. Adams indicated that the phon-a-thon serves as the best way to attract new donors and the direct mail process is good for keeping in contact with regular donors. Also, he indicated that the direct mail process is expensive and he along with Marketing Services developed a short video clip that will be emailed to individuals. At the end of the video is a link to online giving. He indicated that the video should be available by May 15.

Mr. Shelton informed the Committee that updates from Institutionally Related Foundations would be given at the September Board meeting and the Executive Directors would be in attendance to give a full report. He indicated that the Athletic Foundation consists of 17 board members and E²F consists of seven board members.

b. University Advancement Benchmark Ratios

-Recognition of NSU Logo/Slogan

-Number of NSU Newspaper/Magazine Articles Published Annually

-Alumni Cultivation Activities and Fundraising Vehicles

Dr. Coleman gave highlights for the following areas Alumni Relations, Marketing Services and News and Media Relations from July 1, 2005 – May 5, 2006. He stated that all of the activities/events address the University's Strategic Plan and Critical Success Factors for his areas. He gave a powerpoint presentation that highlighted the following: publications, cultivation activities, appreciation activities, new alumni activities, reunions/receptions, *Strategic Plan 2004-2009*, *President's Report*, large scale advertising, transient/vehicular advertising, RISE and research and technology promotion, major marketing and advertising, Admissions marketing/recruitment, internal support and promotion, electronic media, coordinated and obtained faculty responses for 20 news stories, conducted media training seminar, conducted Public Information Team bi-monthly meetings, produced 10 monthly newsletters, pitched 44 news story ideas to national, local and regional media resulting in more than 400 NSU stories in newspapers and television news outlets, produced 39 episodes of the Spartan Report, and reviewed, edited and routed 236 Spartan E-Daily announcements.

Dr. Coleman informed the Committee that during the Senior Reception pledge cards were distributed to the Class of 2006 of which 64 students were in attendance. As a result, \$682 in cash/check donations were received and \$601 in pledges. He indicated that this was the first time an appeal has been made to a graduating class. These students' names will appear on a plaque that will be displayed in the new alumni house.

There was discussion regarding fundraising events that would involve public figures. Dr. Schexnider indicated that next year the University will host the Franklin Graham Crusade that should draw large numbers of people to the campus

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and many of whom would not normally visit Norfolk State University. Also, he stated that the University is working on bringing Missy Elliott to campus for a concert, which has not been publicized. He indicated that the University is also seeking vendors to host events in the Wilder Center. Additionally, he stated that prospective donors should be invited to these types of events and there should be special seating for them. He also indicated that a professional specializing in soliciting and promoting is needed to work with these types of events.

Mr. Patterson asked if there was anything that students could brag about in regards to the University. Dr. Coleman indicated that students are bragging about the accessibility of faculty, the nurturing and attention they receive from faculty members and the fact that information regarding NSU is being publicized more. Mr. Patterson suggested highlighting a student success story on one of the billboards.

3. Closed Session

Motion - (Ms. Virginia M. Board)

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 and carried unanimously.

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:

- Board.....yes
- Brown.....yes
- Patterson.....yes

There being no further business the meeting adjourned at 9:30 a.m.

Respectfully submitted,

Paul E. Shelton, Vice President for
University Advancement

Willie L. Brown, Chair