

# DRAFT

**Board of Visitors  
University Advancement Committee  
Board of Visitors Conference Room  
December 7, 2007  
11: 30 a.m. – 12:30 p.m.  
MINUTES**

In the absence of the chair, Ms. Virginia Board, Acting Chair, called the meeting to order at 11:45 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. Gary T. McCollum  
Dr. Lauren R. Tucker

**Members Absent:**

Mr. Willie L. Brown  
Mr. Donald Seale

**Members of NSU Staff Present:**

Dr. Carolyn W. Meyers, President  
Mr. Phillip D. Adams, Interim Vice President for University Advancement  
Ms. Pam Boston, General Counsel  
Mr. Dwight Freeman, Interim Associate Vice President for University Advancement and Corporate and Foundation Relations  
Mrs. Sharon Hoggard, Acting Executive Director, Communications and Marketing  
Mr. Ralph Johnson, Vice President for Finance & Business  
Mrs. Metilda B. Rodgers, General Administration/Coordinator I  
Ms. Kimberly Walton, Director of Alumni Relations  
Mrs. Sandra Williamson-Ashe, Assistant Vice President for Student Affairs

**Other BOV Members Present:**

Mr. Bobby N. Vassar

**Other Attendee(s):**

Ms. Shelvee Osborne, President, National Alumni Association

**1. Approval of Minutes**

Ms. Board indicated that Mr. Brown was not able to attend the meeting and asked if she would chair the meeting for him.

Ms. Board moved to approve the minutes of August 31, 2007. A motion was made by Mr. McCollum to approve the minutes and it was seconded by Dr. Lauren Tucker and unanimously approved.

## **2. INFORMATION ITEMS**

Mr. Adams gave an overview of the Management and Administrative Ratios. He indicated that the projection for annual giving is to continue to show an increase each year over the previous year.

He also reported that the number of living alumni in the database for 2007 is 19,800.

## **3. DISCUSSION ITEMS**

### **a. Alumni House Update**

Mr. Adams indicated that the Alumni House was donated in 1977 to Norfolk State University and Hampton University which later became the property of NSU and was transferred to the Foundation. He stated that the process has been ongoing regarding the lease agreement in order to rent the property to the University. He stated that alumni are concerned that it's taking so long to complete the process. Mr. Adams stated that currently he is preparing the draft lease for submission at the State level and the project should be completed soon.

Ms. Osborne indicated that alumni were concerned that the project would not get proper support, but at this point, they are pleased with the movement of the project.

### **b. Martin Agency Projection Partnership**

Dr. Tucker indicated that she submitted a proposal for 300 hours to her agency which translated to \$150,000 worth of service. She indicated that her focus is on the music and performing arts program. Her goal is to increase participation, donation amounts and the life time value of donors.

Dr. Tucker gave a power point presentation and shared information regarding marketing, core competency, consumer insight, business dynamic and current equity. She indicated that the University needs to make promises to donors that will make them want to give by developing a strategy that donors will see via direct contact and personal contact. She stated that people need branded taking points and these materials can be created via our marketing program.

Dr. Meyers indicated she is interested in having information shared about the University that people don't know. Mr. McCollum inquired about the perception certain people have of the University. Dr. Tucker indicated that you never start with people who reject you. She indicated that you should start with people who love you.

Dr. Meyers indicated that she was concerned that people on campus do not know what is happening throughout the campus. Dr. Tucker indicated that internal communication is important and stated that to get people excited you need to show how areas are inter-related.

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Dr. Tucker indicated that her agency is excited about this venture and they would like to tap into the students, marketing department and mass communications. She indicated that the following will be essential:

1. Focusing on the opportunity and strategic plan
2. Knowledge asset investigation
3. Consumer DNA analysis – finding likeness
4. Blue Sky Session – meeting with and taking ownership of action steps
5. Reality check, brand exchange and best practice case analysis

Dr. Tucker indicated that the next step is to help NSU feel comfortable with sharing student and alumni data. She indicated that all information would be held in strict confidence. Additionally, she indicated that she would be doing some analysis on how people want to be contacted. Dr. Tucker stated that the time-line for this project is three month process.

Ms. Pam Boston indicated that she was really excited about the project, but due to a conflict of interest the prospective may need to go through the Foundation.

#### **c. Alumni Participation**

Mr. Adams shared alumni participation compared to our MEAC peers, Virginia peers and SCHEV peers. Mr. Vassar inquired if participation data involved alumni giving versus annual giving. Mr. Adams indicated that it includes any alum that gives a check.

#### **d. Advancement Organizational Structure**

Mr. Adams indicated that the key component to work on is putting Development Officers in the various schools. Dr. Meyers indicated that faculty members are excited about it and they are looking forward to it.

#### **d. President's Gala**

Mr. Dwight Freeman reported that the President's Gala is scheduled for March 29, 2008 and that the Norfolk Waterside Sheraton wants to partner with the University. He indicated that they have done major renovations and he estimated that \$30,000 additional income would be generated by holding the event at the Sheraton.

There was concern expressed regarding previous events held at the Sheraton and the threat of legal action against the University. Mr. Freeman indicated that he was not aware of that and he was still holding the Renaissance. He stated that the event is slated to be a fun event and the attire is 30's formal attire. He stated that the save-the-date card will feature pictures from that era. Additionally, he indicated that he has received a confirmation from some of the celebrities that he has contacted. He stated that many national athletics have agreed to come and recently he spoke with Serena Williams who agreed to send some memorabilia.

#### **e. Memorandum of Understanding**

Mr. Adams indicated that there are four Foundations on campus (National Alumni Association Foundation, Athletics Foundation, Enterprise and Empowerment Foundation and the NSU Foundation) and the Memorandum of Understanding states that the

Advancement Committee is charged with making sure that Foundations are in compliance of the agreement.

**4. Closed Session**

Mr. Adams indicated that due to the time the closed session could be omitted since time is needed to ask and answer questions. He informed the Committee that he is moving forward to plan another campaign. Dr. Meyers indicated that the campaign should support the marketing campaign and embark upon the Strategic Plan.

There being no further business the meeting adjourned at 1:15 p.m.

Respectfully submitted,

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Phillip D. Adams, Interim Vice President  
For University Advancement

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Virginia M. Board, Acting Chair