

**Board of Visitors  
University Advancement Committee  
Board of Visitors Conference Room  
September 4, 2009  
11:20 a.m. – 12:30 p.m.**

**MINUTES**

Ms. Virginia Board for Mr. Willie L. Brown, Chairperson, called the meeting to order at 11:25 a.m. and thanked members for their attendance. Roll call indicated that the following Committee members were in attendance and that a quorum was present:

**Members Present:**

Mrs. Virginia Board  
Mr. Peter Decker, Jr.  
Mr. Gary McCollum  
Mr. Donald Seale

**Members Absent:**

Mr. Willie L. Brown  
Dr. Lauren Tucker

**Other Board Members Present:**

Mr. E. L. Hamm  
Mr. Bobby N. Vassar

**Members of NSU Staff Present:**

Dr. Carolyn W. Meyers, President  
Mr. Phillip D. Adams, Vice President for University Advancement  
Ms. Pamela Boston, University Counsel and Special Assistant Attorney General  
Dr. Jean Braxton, Dean, School of Education  
Dr. Sandra DeLoatch, Dean, College on Science, Engineering and Technology  
Mrs. Sharon Hoggard, Acting Executive Director, Communications and Marketing  
Mrs. Metilda B. Rodgers, General Administration/Coordinator I  
Mrs. Crystal Square-Williams, Director, University Events  
Dr. William Ward, Legislative Liaison  
Ms. Mary L. Weaver, Assistant VP for University Advancement & Fiscal Officer for Foundations  
Mr. Louis Wright, Executive Director of Development

**Others Present:**

Ms. Yvonne Allmond, President, Norfolk State University Foundation, Inc.  
Ms. Denise Watson Batts, *The Virginian-Pilot*

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### **1. APPROVAL OF MINUTES**

Mr. Donald Seale made a motion to approve the minutes of May 8, 2009. The motion was seconded by Mr. Peter Decker and was unanimously approved.

Mr. Adams introduced Ms. Yvonne Allmond, President, NSU Foundation, Inc., and Mr. Louis Wright, Executive Director of Development. They were welcomed by Ms. Board and the Committee.

### **2. NORFOLK STATE UNIVERSITY FOUNDATION PRESENTATION**

Mr. Adams stated that the NSU Foundation Board currently consists of 24 members and four ex-officio members. He stated that according to the Bylaws there could be a maximum of 50 members. He stated that we are beginning to see a turnover of Board members based on term limits implemented in 2000.

Mr. Decker asked if individuals from the office give talks at the Lions or Elks Clubs because they are always looking for speakers. He stated that they are the most supportive groups that he has met. He stated that if University personnel are unable to do this, the Foundation Board certainly can help. Mr. McCollum stated that since we don't have the resources we must be efficient, and the University can certainly call on the NSU Foundation and Board of Visitors members for help. Mrs. Hoggard informed the members that the University has a Speakers Bureau and expertise guide.

Mr. McCollum stated that it might be helpful to have goals for the various giving groups. He stated that most people are goal oriented and this is critical since we have a limited staff. Mr. Seale asked how many major contributors we had. Mr. Adams explained that we have 15 major donors and receive 21% of our contributions from organizations. Mr. McCollum asked if athletics was aligned with NSU's fundraising plan. Mr. Adams stated that he and Mr. Marty Miller, athletic director, met and discussed fundraising. He stated that the new fundraising software will be instrumental in helping us to stay on track. Mr. McCollum stated that the risk in fundraising is not coordinating the process of contacting donors by the various groups. Ms. Board agreed that coordinating the ask is critical.

Mr. Wright explained the components that are linked to Raiser's Edge. He stated that information will be entered into the system on all donors regarding their interests and hobbies; therefore, when meeting with the donor they will be able to address every area of interest the donor has based on the program developed. He also stated that an Alumni Relations plan will be drafted and alumni will be invited back to the various schools in a more structured program.

Mr. Hamm stated that there should be at least one or two more staff people in the Development area. He stated that he is aware there are funding issues; but for this to work, two more people are needed. He stated that these individuals should be far enough in their careers to help implement. Mr. Hamm encouraged the administration to find a way to add staff if possible.

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### **3. INFORMATION ITEMS**

Mr. Adams stated that alumni participation is low. He stated that, due to the budget, the phonathon was omitted this year. He stated that a web based solicitation program is being tested.

Mr. McCollum stated that some non-profits are moving away from events. Mr. Adams explained that the President's Gala is a fundraiser, but also serves as a tool to recognize individuals and bring recognition to the University. He stated that the President's Gala will be held March 20, 2010. Mr. Decker stated that he won the use of Nauticus, via an auction, for one night this year or next year and stated that he would gladly give it to the University for a fundraising event.

Mr. Decker asked to be contacted concerning how he can be of greater assistance to the University's fundraising efforts. Mr. Adams stated that he would contact him soon. Mr. Decker also stated that a possible supporter for scholarships might be the Tidewater Access Foundation. Mr. McCollum commented that he serves on the Tidewater Access Board.

Mr. Adams reviewed the Management and Administrative Ratios and University Advancement Benchmark Measures.

Mr. Decker referred to a question that was asked in a previous meeting regarding alumni giving. He stated that we need some type of list indicating who our older alumni are because this group should be approximately 60 years old and they should be giving back. He stated that he is amazed at what University Advancement is doing and further stated that we are doing a great job with a small group of people.

### **4. DISCUSSION ITEMS**

Mr. Adams gave a power point presentation on the University Advancement Goals and Objectives for 2009-2010 and University Advancement Updates.

Mr. Decker asked how soon before the meeting is the information prepared. Additionally, he asked if we could get the meeting packet to him two weeks prior to the meeting. Mr. Adams agreed that he could.

### **5. CLOSED SESSION**

Mr. Adams stated that no detailed information was being shared regarding a campaign; therefore, the committee did not need to go into closed session. Ms. Board stated that she wanted to make sure the campaign is not too aggressive based on our resources. Mr. Adams stated that there are ways to be competitive and, we must be strategic about building a strong infrastructure.

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**6. ADJOURNMENT**

There being no further business, the meeting adjourned at 12:40 p.m.

Respectfully submitted,

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Phillip D. Adams, Vice President  
for University Advancement

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Ms. Virginia Board, Acting Chair