BOARD OF VISITORS
University Advancement Committee
Student Center, Suite 302

December 9, 2016

MINUTES

Mr. Bryan D. Cuffee, Chair, called the meeting to order at 2:25 p.m. A quorum of the Committee was established.

Members Present:
Mr. Bryan D. Cuffee, Chair
Dr. Ann A. Adams
Dr. Deborah M. DiCroce
Mr. Devon M. Henry
Dr. Melvin T. Stith

Member Absent:
Mr. Elwood B. Boone, III

Others Present:
Mr. Eddie N. Moore, Jr., President and CEO
Ms. Andrea C. Tatum, Director of Leadership & Major Giving
Ms. Stevalynn R. Adams, Executive Director for Communications and Marketing
Mr. Kelvin Arthur, Manager, Norfolk State University Foundation
Mr. Desmond Fogg, Student Government Association President

1. Approval of Minutes

- Motion to approve by Chair Cuffee and seconded by Mr. Devon Henry.

2. Report of the BOV/NSUF Liaison Committee

Mr. Cuffee stated that the Committee met yesterday and received the compliance report and the completed audit. All required items were compliant. The Committee had a broad overview of the proposed changes to the MOU that comply with updates to Board Policy #13 – University-Related Foundations. The review is continuing and the Committee looks to completing the document the early part of next year. There continues to be an excellent relationship between the parties.

3. University Advancement Update

In Dr. Fontaine's absence, the President, Ms. Tatum and Ms. Adams presented and responded to the Committee. Select comments included in the following:

- The meeting opened with discussion regarding the branding plan during the NCAA Finals Basketball Tournament.
- The Office of University Advancement continues to focus on FY 2016-2017 University Advancement Committee goals.
- The fundraising goal for 2016 is $3.3 million. As of December 8, 2016 the University has raised $2,244,418 from 2,823 donors. Alumni have contributed $839,049 with 1,524 donors.
- Mr. Henry had questions regarding the timing and specifics of the Donor Satisfaction Survey which is being produced by the Office of University Advancement. Ms. Tatum will follow-up with additional details.
- There was a brief discussion regarding the 3.6 rating for event satisfaction for the President's Gala. It was communicated that the rating had much to do with food quality at the gala.
- It was reported that staff is still working diligently toward the end of the year to attract additional donations to reach the campaign goal. Updated totals were provided for the various giving categories.
- There were questions regarding the University receiving end of year gifts while the University was closed during the holiday. Mr. Arthur confirmed the NSU Foundation staff would be on campus during select days during the holiday to receive and process checks.
- The 2nd Annual Giving Tuesday, a crowdfunding, social media campaign, raised $55,000 on November 29, 2016.
- Staff is also working to address the technical issues with mobile devices with making donations online.

Other items of note include:

- The deadline for contributions for the Donor Legacy Wall Initiative has been extended to April 1, 2017. The recommendation from the committee is to continue the initiative until after the building is open and the wall is full.
- Discussion regarding what to name the Brown Hall Replacement Building ensued, and it was recommended to possibly add this subject to the next UA Committee Meeting agenda.
- Dr. Haywood is retiring and will be on the cover of the next Behold Magazine. The magazine will include a business reply envelope for donor giving.
- The newest digital marquee is complete and located on Ballentine Blvd. It accompanies the new marquee located on Park Avenue. A new digital message board is complete and located in Echols Hall.

- The branding campaign is ongoing. Ms. Adams presented the new NSU positioning statement. A new tagline has been approved, and a new logo is being developed. The new tagline is *"We see the future in you"*.
- The committee discussed how multi-year pledges were counted for participation and annual donor giving.
- The President will have a more aggressive fundraising schedule in 2017. He will not only engage alumni, but also corporate and community supporters.

4. Adjournment

Chair Cuffee adjourned the meeting at 3:15 p.m.

Respectfully Submitted,

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Deborah C. Fontaine, Ph.D., Interim Vice President
for University Advancement

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Bryan D. Cuffee, Chairperson