

**BOARD OF VISITORS AND NORFOLK STATE UNIVERSITY FOUNDATION  
NSUF LIAISON COMMITTEE MEETING MINUTES  
FEBRUARY 10, 2022  
VIRTUAL**

**1. Call to Order**

Dr. Harold L. Watkins, II, Chair, called the meeting to order at approximately 9:05 a.m. A quorum of the Committee was established with four members of the Board of Visitors and three members from the NSU Foundation Board.

Board of Visitors Members Present

Dr. Harold L. Watkins, II, Chair

Mrs. Heidi Abbott

Mr. Larry A. Griffith

Mr. Delbert Parks

Norfolk State University Foundation Board Members Present

Mr. Travis Ames, Sr., Chair

Mr. David R. Kenerson, Jr., Treasurer

Ms. Brenda Andrews, NSUF Development Chair

Norfolk State University Foundation Staff Present

Ms. Crystal D. Jenkins, Executive Director

NSU Administrators and Staff Present

Dr. Jauvaune Adams-Gaston, President, Norfolk State University

Mr. Clifford Porter, Vice President, University Advancement

Ms. Tanya S. White, Chief of Staff

Ms. Inda B. Walker, Clerk to the University President and Liaison to the Board of Visitors

Mr. Rasool A. Shabazz, Project Engineer, Office of Information Technology

NSU Counsel Present

Ms. Pamela F. Boston, University Counsel and Senior Assistant Attorney General

**2. Review and Acceptance of the Agenda**

There being no changes to the agenda, the Committee unanimously voted to accept the agenda as presented.

**3. Approval of the Minutes**

The Committee unanimously voted to approve the minutes for the October 13, 2021, meeting.

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### **4. Discussion Items:**

#### **Discussion of BOV Policy #13 Revision referral to Strategic Finance or Governance Committee.**

There is a conflict in the reporting date for Policy #13 and the MOU and a revision is required by the BOV to accept the calendar and fiscal year reporting. The Liaison Committee will present this to the Board in March at the BOV meeting. The university reports from July 1 through June 30<sup>th</sup>, and the Foundation, however, reports on a calendar year basis, from January 1 to December 31. Policy #13 does not provide for the calendar year reporting. It is being requested that Policy #13 be changed to accept calendar year reporting and fiscal year reporting.

#### **Discussion of invitation to all University Foundations to share updates with the BOV.**

It was suggested and agreed to invite the three other foundations to attend a BOV Meeting and share some of their planning initiatives. This will give the foundations an opportunity to be supportive of one another and to align with the capital campaign work that the university is doing. Also, this will be a wonderful opportunity to get the foundations together at the same time to glean from one another, as well as be supportive of one another.

#### **Capital Campaign Planning Update**

##### Phase I – Campaign Readiness Audit

The audit reviewed the University Advancement Department's connections with the NSU Foundation to ensure that we have the right people and the correct resources in place to assist with fund raising on a digital platform. The report was good, however, the auditors had a few recommendations for staffing.

##### Phase II – Campaign Strategy Study

Approximately 33 individuals have been interviewed, internally and externally, to get an assessment of: (1) how people perceive NSU, (2) our readiness to proceed with a campaign, (3) how we should proceed; (4) is the community ready to support NSU in this type of initiative; (5) how much money should we ask for; (6) what types of things should the campaign include (capital projects, scholarships, etc.). The study will be shared with the president, the cabinet, and the committee.

Although we are in in pretty good shape, additional work needs to be done. Additional marketing needs to be done to change some of the negative perceptions that people have about NSU. NSU should be a university of choice rather than a last resort. Some of the interviews gave the inclination that many people have assessed NSU as a last resort. This work will require the support of all the NSU foundations, especially the volunteers.

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Within the next six months, a new public phase will begin of the campaign which will run for five years – July 2020-July 2025, which is a target date that is agreeable with the President's onboarding.

### How do we change the negative perceptions?

1. Public projection
2. Market in different places, i.e., tv and newspaper
3. Create articles that talk about the good things that happen at NSU
4. Reach out to the business community and have sessions with business leaders
5. Spend more money on marketing

### Suggestions for engaging other foundations:

1. Share best practices
2. Good communications
3. Have someone on the other side getting communication and doing something with it
4. Be responsive as a foundation member, no matter who calls
5. Establish the same common goal clarified consistently and repeatedly
6. Encourage all members to attend all meetings
7. Have a semi-annual meeting
8. Stabilized staffing for foundations

## **8. Additional Items**

1. Request of a standing item for the agenda for an update for fundraising progress and awareness of any major gifts or any key issues that come up.

Calendar year 2021 NSU Foundation finished at \$8.4 million and 95% was cash.

2. Mr. Porter and Ms. Jenkins will come back with suggested dates for the foundations to meet.

## **8. Adjournment**

There being no additional business, a motion was made to adjourn by Mr. Parks and seconded by Mr. Griffith. It was moved and properly seconded to adjourn the meeting at approximately 9:35 a.m.

Respectfully submitted,

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Inda B. Walker, Board Liaison

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Dr. Harold L. Watkins, Chair  
BOV/NSUF Liaison Committee