

THE DIVISION OF UNIVERSITY ADVANCEMENT

QUARTERLY REPORT

PREPARED FOR

WINSTON-SALEM STATE UNIVERSITY

BOARD OF TRUSTEES ADVANCEMENT COMMITTEE

DECEMBER 2015



BOARD OF TRUSTEES
ADVANCEMENT COMMITTEE MEETING
THURSDAY DECEMBER 10, 2015– 2:00 P.M.
BLAIR HALL CONFERENCE ROOM 308

AGENDA

*** Action Item**

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|--|----------------------------|
| 1. Call to Order | Dr. William Harris, Chair |
| 2. Roll Call | Ms. Dionne Evans, Recorder |
| 3. Approval of Today's Meeting Agenda* | Dr. Harris |
| 4. Approval of September 17, 2015 Meeting Minutes* | Dr. Harris |
| 5. Review of First Quarter Gift Summary Report | Mrs. Cook |
| 6. Divisional Highlights | Advancement Staff |
| 7. New Business | Dr. Harris |
| 8. Adjournment | Dr. Harris |

NEXT ADVANCEMENT COMMITTEE MEETING
THURSDAY, MARCH 17, 2016 – 2:00 P.M.

ABOUT UNIVERSITY ADVANCEMENT...

The WSSU Division of University Advancement cultivates and maintains enduring relationships between its many constituencies and the university. We work with alumni, friends, students, parents, faculty, staff, community members, and foundation and corporate partners to enrich our university and the lives of our students. University Advancement shares a collective responsibility for creating partnerships and experiences across the university, the community, and beyond.

Gift Summary Report

For the Period Ending September 30, 2015

(Compares July 1, 2014 – September 30, 2014 to July 1, 2015 – September 30, 2015)

Source	2016 Donors	2015 Donors	Donor % Change	2016 Dollars	2015 Dollars	Dollars % Change
Alumni	549	455	20.7%	\$ 176,482	\$ 162,736	8.5%
Corporations	32	29	10.3%	\$ 130,524	\$ 340,888	-61.7%
Faculty/Staff	80	81	-1.2%	\$ 18,423	\$ 16,448	12.0%
Foundations	5	4	25.0%	\$ 129,572	\$ 168,578	-23.1%
Friends	131	88	48.9%	\$ 84,900	\$ 181,411	-53.2%
Fundraising Consortia	1	1	0%	\$ 1,453	\$ 1,894	-23.3%
Other Organizations	21	8	162.5%	\$ 37,438	\$ 60,347	-38.0%
Parents	1	0		\$ 150	\$ -	
Religious Organizations	4	1	300.0%	\$ 1,981	\$ 1,500	32.1%
Students	278	322	-13.7%	\$ 2,578	\$ 709	263.4%
Foundation Totals	1,102	989	11.4%	\$ 583,502	\$ 934,512	-37.6%
Sponsored Programs Total as of September 30, 2015				\$28,219	\$261,690	
Grand Total				\$611,721	\$1,196,202	

ALUMNI RELATIONS

- **Call Program Coordination**
 - 968 pledges received; \$166,020 pledged
 - 366 current donors; \$49,565 received

- **Outreach and Engagement**
 - Young Alumni Council
 - Assisted in the Development of the YAC yearly plan
 - Social Media Outreach
 - Continue to use social media (Facebook and Twitter) to highlight campus events and initiatives and to recognize alumni accomplishments
 - Serve as Editor for our Alumni e-newsletter as a means to publicize university and National Alumni Association sponsored activities
 - Student Engagement
 - Met with SGA leadership to develop targeted solicitation plan for students
 - Class Reunions
 - Assisted in coordination of reunions for: 1955, 1960, 1965, 1975, 1985, 1990, 1995 and 2005
 - Class Reunion giving totals for FY16 - \$60,122
 - Maintained consistent contact with WSSU National Alumni Association

ADVANCEMENT WRITER

- Co-wrote content for the Homecoming issue of *Archway* magazine
- Collaborating on the 2014-2015 *Annual Report*
- Collaborated on script and program for the October 2015 Heritage Society Induction event
- Crafting letters and talking points for Chancellor Robinson
- Worked on collateral for:
 - Homecoming/Charlie Wilson concert—radio message & E-blasts
 - Giving Tuesday—weekly emails throughout November, messages from the Chancellor, and electronic thank you letters for donors
 - Athletics Scholarship Month—“She’s Got it Covered” Women’s Luncheon and “Dollars for Scholars” Men’s Brunch, both scheduled for January 2016
- Creating a follow-up brochure for corporations and foundations that made gifts for the Student Success Center.
- Assisting with *Archway* and RamBits redesign to reach wider and more diverse audiences and make the content more focused on fundraising initiatives.

CORPORATE AND FOUNDATION RELATIONS

- Noteworthy Investment
 - DataMax Foundation awarded WSSU \$50,000 to create paid internships at corporations in Forsyth County that do not currently offer internships for our students. We intend to use this award to encourage other corporations to invest in internships for our students.

- **Noteworthy Funding Opportunities**
 - Arcus Foundation is considering a significant investment in support of social justice initiatives at WSSU. Based on our initial conversation with Arcus leadership, we expect that WSSU will receive \$50,000 for planning this calendar year, followed by additional funds for implementation in subsequent years.
 - Through United Negro College Fund's Career Pathways Initiative, funded by Lilly Endowment, WSSU has the opportunity to receive up to \$1.6 million in support of an innovative and comprehensive career development initiative. We are working with our colleagues on campus and with partners in the business community to gather ideas and to ensure that WSSU is well positioned to receive funding in advance of submitting a letter of intent in December.
- **Engagement Events**
 - We are identifying opportunities to engage current and potential corporate partners as we roll out the new strategic plan in early 2016. Engagement opportunities planned for the first quarter of 2016 include a Winston-Salem breakfast event planned for late January or early February and a Charlotte event and/or 1:1 meetings planned for February during CIAA week

MAJOR AND PLANNED GIFTS

- The Heritage Society Induction Ceremony was held on October 1, 2015
 - The event was hosted by the WSSU Foundation Board of Directors and the Office of the Chancellor
 - 34 new members were inducted for their legacy gifts to the WSSU
 - Estate gifts valued at \$10,000 or more; Endowments established in the amount of \$25,000 or more
- **Development activity**
 - Received additional \$50,500 outright gift towards scholarship now totaling \$102,000
 - Documented \$25,000 bequest to establish Doctor of Physical Therapy Endowed Scholarship
 - Confirmed commitment for the establishment of a \$25,000 endowed scholarship
 - Confirmed commitment for a \$10,000 Distinguished Scholars Gap Fund Gift

ANNUAL FUND

- Secured a \$3,000 launch gift for upcoming WSSU Giving Tuesday – December 1st “Put a Bow on It!” online campaign
- Planning Faculty/Staff Campaign solicitation for 2016 academic year
- Faculty/Staff Giving increased 20.9% to date over last year
- Renewed 3 annual scholarships: Giles Scholarship Fund, The Torch of Wisdom Scholarship Fund and C.E. Gaines Scholarship Fund
- Collaborated on development of fifteen proposals for Homecoming sponsorship opportunities
- Worked with Alumni Relations to plan and host two regional alumni tours with Chancellor Robinson
 - Atlanta, GA – September 11 – 13 and Wilmington, NC – September 25th
- Coordinated 2015 Homecoming Donor Engagement Activities including the Installation/Homecoming Pre-Concert Reception, Homecoming Concert featuring Charlie Wilson and Homecoming Donor Engagement Parade Viewing & Breakfast event
- Annual Fund and Alumni Relations partnered with SGA to implement student giving campaign
- Assisted with coordination of WSNC Radio Annual Fund Campaign for the Fall Semester
- Assisted Athletics with planning and coordinating the 2015 Hall of Fame - October 10th