

Athens State University
Board of Trustees
Development Committee Meeting
May 18, 2018

1. Call to Order – The third meeting of the Development Committee of the Athens State University Foundation Board of Trustees was called to order at 1:15 p.m. by Dr. Sandra Sims-deGraffenried. The meeting was held at Athens State University in the second floor conference room of Waters Hall.

2. Roll Call – On roll call, the following Development Committee members were present and constituted a quorum to conduct business:

Dr. Sandra Sims-deGraffenried
Dr. John Berzett
Ms. Crystal Brown
Mr. David Brown
Mr. Glenn Conner
Ms. Naomi DuBois
Mr. Jerry Evans
Dr. Keith Ferguson
Mr. Garth Lovvorn
Ms. Susan Ming
Ms. Felicia Mucci
Ms. Betty Ruth-Oliver
Tonyia Bowling (recording)

Mr. Tom Butler, Mr. Ronnie Chronister, and Cathy Dickens were absent.

3. Review of January Meeting Minutes – Dr. Sims-deGraffenried presented the minutes from the January 19, 2018 meeting of the Development Committee. Dr. Keith Ferguson reported that the Fiddlers Steering Committee plans to contribute \$200,000 to critical needs of the University, possibly an offsite information security system. The budget was to be presented in the Board of Trustees meeting that followed the Development Committee meeting. Garth Lovvorn made a motion that the minutes be approved as presented. The motion was seconded by Naomi DuBois. The minutes were approved as presented by affirmative voice vote of the voting members present.

4. New Business

- **Campaign Financial Update**

Dr. Ferguson reported total gifts and pledges just over \$933,000 for the Athens Forever capital campaign period of October 1, 2016 through April 30, 2018. Dr. Ferguson reported that a donor has committed to finalize one seven figure gift before year end; the donor is currently rewriting their trust document. This commitment will be the single largest gift.

- **Database Update**

Dr. Ferguson announced that the database work over the past two years is nearing completion. He explained that the alumni names from admissions have been combined with the alumni records into the Salesforce CRM database. Constituent records can be followed from prospective student, to graduate, to potential donor. Duplicate records have been eliminated and addresses have been verified. All individual gift history has migrated to Salesforce; corporate giving histories are currently being uploaded. Wealth screening of the data yielded 1,751 records, indicating four alumni as being capable of making major gifts. Sorting the data by county reveals 400+ alumni reside in Madison county. Dr. Ferguson recommended that the Development Committee members review the information by county to determine whom they know and with whom they would be willing to meet. Dr. Ferguson explained that the relationship of committee members gives credibility to the campaign. Out of state travel to visit donors and prospective donors includes visits by David Brown to South Carolina, Washington, and to see Judy Houghteling in California; Dr. Ferguson recently visited a donor in Florida.

Dr. Sims-deGraffenried announced that she would like to review the lists for Morgan County and Baldwin County.

- **Review of Campaign Materials**

Dr. Ferguson reported that the campaign materials are currently being revised to include the new centers of excellence; descriptions of the centers of excellence were included in the meeting materials. The plan to replace Houston Hall on the back of Founders Hall at a cost of \$4 million has been taken out of the campaign and replaced by a renovation to the Classroom Building of \$1 million. The Classroom Building renovation will yield 10,000 square feet of space. In repurposing 6,700 square feet, use of only one classroom will be lost.

The large Bicentennial brochure is undergoing final edits. The Bicentennial website is halfway complete. The campaign web addresses will be corrected. Once the brochure is complete, meetings with prospects will be scheduled. A record of the meetings with individual committee members will be entered in the database. John Berzett and Felicia Mucci will meet with internal prospects.

Dr. Ferguson invited questions and observations. He explained that proposed uses for the Nazaretian house include archives, welcome center, or Alumni Association meetings. An NEH grant would require that ½ of the \$400,000 be raised.

A discussion of use of the Center for Lifelong Learning (CLL) occurred. Dr. Ferguson explained that Dr. Glenn has appointed a committee to look at CLL liability and to re-address its facility use. The SACS update no longer includes a requirement of community involvement.

Dr. Ferguson reported that he and David Brown will be going to meet with the Daniel Foundation at the first of June. This organization has expressed interest in helping with historic buildings. Brown Hall is included as \$4 million in the capital campaign. Dr. Ferguson explained that we need to get architects to evaluate, especially with respect to accessibility; there are stairs in front, stairs in back, and three stories inside.

Donna Coleman introduced presenting gift-in-kind opportunities to businesses in which we provide a list of tangibles needed. She explained that businesses are often receptive to this type of giving opportunity.

John Berzett inquired about one day of giving. Dr. Ferguson explained that this type of giving opportunity has been tried a couple of times in conjunction with national giving days but needs promoting.

Final brochures should be available in July.

Dr. Ferguson reported that the Alumni Golf tournament was held the day before the meeting and the net result was \$26,000 for scholarships. He announced that the average scholarship award is \$1,000.

Mr. Lovvorn proposed exploration of the completion college opportunity and how it could tie in with Athens Forever.

5. Adjourn – The meeting adjourned at 1:50 p.m.