

**Athens State University  
Board of Trustees  
Development Committee  
Minutes of May 19, 2023 Meeting**

**Attendees:** David Brown, Brandy Conway, Cathy Dickens, Bill Dunnavant, Naomi DuBois, Keith Ferguson, Chelsea Green, Garth Lovvorn, Gabrielle McGraw, Susan Ming, Betty Ruth-Oliver, Rachel O’Sullivan, Debra Vaughn, Tonyia Bowling (Recording)

1. Call to Order – Ms. Cathy Dickens
  - i. Meeting called to order at 1:18 p.m.
  - ii. Meeting location: Founders Hall Chapel
2. Presentation of January 20, 2023 Minutes – Ms. Cathy Dickens
  - i. Motion to Approve Minutes – Mr. Bill Dunnavant
  - ii. 2<sup>nd</sup> Mr. Garth Lovvorn
  - iii. Motion Passed
3. Updates

**Grants – Ms. Gabrielle McGraw**

Ms. McGraw reported that just over \$56,000 has been awarded in Alabama Tourism grants allocated by the legislative delegation in support of the Fiddlers Convention (\$30,000) and the Fiddlers Concert Series (\$26,000). Dr. Keith Ferguson explained that two grants were received from eight of the nine legislators in the delegation; one legislator designated three grants. Between the recorded meeting date and July, Ms. Graw explained the \$4.2 million in grant applications will be submitted, including \$2 million in rural, work-based learning and credentialing, energy, and broadband. Smaller grant opportunities are being explored in the areas of faculty research and course development.

**Paver Project & Alumni Director Search – Ms. Rachel O’Sullivan**

Ms. O’Sullivan reported that 215 pavers have been sold. Contributions total \$132,200; net of inscription costs, \$101,200 will be allocated to scholarship and \$23,400 allocated to the alumni unrestricted fund. Pavers continue to be sold and will be installed in batches.

Ms. O’Sullivan explained that Dr. Glenn Conner returned to ministry and that a search for an Alumni Director is underway resulting in 13 applications received, five interviews conducted via Zoom, and two candidates invited to campus for in-person interviews in June.

**Annual Fund – Ms. Chelsea Green**

Ms. Green reported that a total of over \$170,000 was raised in the 2022 Annual Fund campaign. The goal for the 2023 Annual Fund campaign is \$213,000, representing a 25% increase over last year. Included in the goal for 2023 is a participation increase of 25%. Number of prospective donors receiving appeal information increased by 170% for this year’s campaign. Giving Day is planned for Tuesday, August 1; the goal for Giving Day is \$59,000. The Fiddlers Steering

Committee committed a match of \$25,000 for Giving Day contributions received. Following Giving Day, prospective donors will receive Annual Fund appeal letters in October and November.

**Sponsorships** – Ms. Brandy Conway

Ms. Conway announced a new faculty and giving program that kicked off on April 25 resulting in five new or updated payroll deductions and 13 donations totaling \$560. She reported that the

COLSA Corporation has established a \$25,000 endowed scholarship to be awarded to a student in the College of Arts & Sciences pursuing an undergraduate degree in computer science, information technology or mathematics or a graduate degree in cybersecurity or computer science.

Fiddlers sponsorships total \$41,000. Ten sponsors are confirmed; five sponsorships are available.

**Fiddlers Convention** – Dr. Keith Ferguson

Dr. Ferguson announced the Fiddlers entertainment lineup of Appalachian Road Show on Thursday, The Grascals on Friday, and Dan Tyminski Band on Saturday. He explained that the Fiddlers Steering Committee will meet on Monday, May 22 to consider changes to the competition schedule. Changes under consideration include a 5:00 p.m. start time for finals on Saturday night with professional entertainment following the championship. Adding a gospel concert on Wednesday night before Fiddlers will also be considered.

**4. New Business**

Ms. Betty Ruth-Oliver announced that the annual Alumni Golf Tournament is planned for September 21; sponsorships are available. Fifteen teams have registered; the Alumni Association would like to have 27-28 teams play in the tournament. All net proceeds from the event fund Alumni Golf Scholarships.

Dr. Ferguson announced that learning partnerships and the Center for Lifelong Learning came under his leadership on Monday prior to the meeting of this record. He reported the following information related to learning partnerships. Employees, along with their spouses and children, of entities which execute a learning partnership receive a 10% tuition discount. Many of the learning partners establish scholarships. The first learning partnership was entered with Lyons HR in 2017. The first student associated with a learning partnership enrolled in Fall 2021. In Fall 2022, 22 associated students enrolled. This enrollment yielded \$49,000 net tuition and fees revenue. New learning partnerships include ASRC, established in April, and LSINC established and signed at a May 1 event. Morgan County and COLSA have agreed to learning partnerships and signing events are being planned. Interested entities include Nucor and Alabama Farmers Cooperative. Dr. Ferguson explained that Brandy Conway will be handling the learning partnerships and preparing a monthly newsletter.

Dr. Ferguson announced that total head count for Spring 2023 is 2,828; Spring 2022 was 2,711. Graduate credit hours for Spring 2023 is 2,448; Spring 2022 was 1,770.

5. Adjourn

- i. Motion to Adjourn – Mr. Garth Lowvorn
- ii. 2<sup>nd</sup> Mr. Bill Dunnavant
- iii. Meeting Adjourned at 1:55 p.m.