

Athens State University
Board of Trustees
Development Committee Meeting
July 20, 2018

1. Call to Order – The fourth meeting of the Development Committee of the Athens State University Foundation Board of Trustees was called to order at 1:10 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. Tom Butler
Ms. Naomi DuBois
Dr. Keith Ferguson
Mr. Chris Latham
Mr. Garth Lovvorn
Ms. Susan Ming
Ms. Felicia Mucci
Ms. Betty Ruth-Oliver
Tonyia Bowling (recording)

Mr. Ronnie Chronister, Mr. Glenn Conner, Ms. Donna Coleman, Ms. Cathy Dickens, and Mr. Jerry Evans were absent.

3. Review of May 18, 2018 Meeting Minutes – Dr. Sims-deGraffenried presented minutes from the May 18, 2018 meeting of the Development Committee. Mr. Garth Lovvorn made a motion that the minutes be approved as presented. The motion was seconded by Ms. Betty Ruth-Oliver. The minutes were approved as presented by affirmative voice vote of the voting members present.

4. New Business

- **Campaign Counting Guidelines**

Dr. Keith Ferguson presented an amendment to the revocable planned gifts section on page 3 of the Campaign Counting Guidelines document of August 1, 2017. A draft of the

original document with amendment in red font as shown below was distributed to the meeting attendees:

- Revocable Planned Gifts will be counted at Face Value for donors who **provide proper documentation such as a signed gift agreement, will, trust, retirement plan, etc.** ~~reach age 55 prior to the end of the campaign and are properly documented by a signed Gift Agreement or Confirmation form.~~ Revocable Planned Gifts from donors under the age of 55 will be counted at Present Value. Such gifts will be counted as follows:
 - i. Estate Commitment including bequests, retirement plans, wills, and trusts: Will be counted at Face Value with Present Value recorded for internal recordkeeping.
 - ii. Life Insurance: Will be counted as a revocable planned gift at Face Value if the Athens State University Foundation is the beneficiary but not the policy owner per CASE guidelines.
 1. **The donor's date of birth must be provided for age calculation. If the gift is from both a husband and wife, age will be based upon the younger spouse.**
 - iii. Revocable planned gifts that are determined to be uncollectable will be removed from the campaign total.
 - iv. In the event a naming opportunity is based on a revocable deferred gift, action will not be taken until the funds are received.

After no questions or discussion, Mr. Tom Butler made a motion that the amendment to the Campaign Counting Guidelines document of August 1, 2017 be approved as presented. The motion was seconded by Ms. Naomi DuBois. The amendment was approved as presented by affirmative voice vote of the voting members present.

- **Campaign Financial Update through June 30, 2018**

Dr. Ferguson provided a Campaign Financial Update through June 30, 2018, reporting a gifts and pledges total of \$1.4 million which represents 7-8% of the campaign goal of \$20 million.
- **Scholarship Update**

Dr. Ferguson reported 15 new scholarships have been established since the beginning of the campaign period. The total value of these 15 scholarships is \$319,925. He explained that the campaign goal is to increase the number of scholarships from 150 to 300. He reported that 196 scholarships totaling \$214,562 have been awarded for the 2018-19 academic year. Dr. Ferguson announced two new scholarships: The Bob and Laurie Glenn Endowed Scholarship created in honor of Dr. and Mrs. Glenn and the Edgar Massillon Glenn Scholarship established in honor of Dr. Glenn's great grandfather. Dr. Ferguson explained that the Fiddlers Steering Committee committed \$25,000 to endow The Bob and Laurie Glenn Endowed Scholarship and that Dr. Glenn pledged \$30,000 before he left, \$25,000 designated to endow the Edgar Massillon Glenn Scholarship. Amounts received and outstanding pledges for The Bob and Laurie Glenn Endowed Scholarship total \$29,375; amounts pledged and received for the Edgar Massillon Glenn Scholarship total \$25,250.

- **Database Update**

Dr. Ferguson announced that the gift history migration into the database is complete. The research will now turn toward social media. He explained that Chris Latham's area is responsible for the University's social media and that a separate presence is being built for *Athens Forever*. Information gathered from social media will be added to the database for prospect development.

- **Review of Campaign Materials**

Mr. Chris Latham announced that the campaign materials have been finalized and are currently ready for distribution. He explained that the large Bicentennial brochure will be mailed to all 40,000 alumni this fall and that the small Campaign brochure will be used for one-on-one meetings with donors. Meeting attendees received each of the brochures.

- **Individual Meetings**

Dr. Ferguson reported that he was working on an irrevocable pledge from a donor in Florida. A portion of the pledge would be fulfilled as a cash gift in January. Shane Black, University counsel, is reviewing the pledge agreement. The pledge includes a naming opportunity that would have to be approved by the Board of Trustees at their October meeting. If approved, the donor plans to visit the campus in May 2019 with an unveiling of the building name to be coordinated on Friday prior to commencement.

Dr. Ferguson explained that the Campaign timeline marks January 2020 as the public launch date with \$10 million as the fundraising goal by that time.

With respect to other individual meetings, Dr. Ferguson reported that David Brown traveled to Washington to meet with some alumni. He also reported that he and Jerry Evans are working on a couple of projects with individual prospects.

Dr. Ferguson shared information from a recent visit with Maria Kennedy of the Daniel Foundation of Alabama to discuss Brown Hall. Ideas for the way that the building will be used need to be explored.

Dr. Ferguson discussed the work need to bring the Nazaretian home to a useful state. He reported that application for a grant of \$250,000 will be made to the Humanities Foundation.

The Development Committee members will be contacted to schedule individual meetings.

- **Homecoming**

Dr. Ferguson announced that the University Homecoming is scheduled for August 3. Ms. Betty Ruth-Oliver encouraged all members to attend.

Dr. Ferguson reported that the Fiddlers Steering Committee has a pledge commitment of \$250,000 to increase all 30 of the Fiddlers endowed scholarships to the \$25,000 level.

The committee has committed an additional \$70,000 to purchase a warm data site to provide backup support for the University's IT infrastructure. The warm data site was identified as a critical need but was not included in the approved budget. Fiddlers sponsorships will be provided this year by the Huntsville International Airport, the Alabama Farmers Cooperative, and Aetos Systems, Inc. A grant of \$10,000 has been approved by the Muscle Shoals National Heritage Area to cover entertainment costs.

5. Adjourn – The meeting adjourned at 1:45 p.m.