

Athens State University
Board of Trustees
Development Committee Meeting
January 19, 2018

1. Call to Order – The second 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
Ms. Cathy Dickens
Ms. Naomi DuBois
Mr. Jerry Evans
Dr. Keith Ferguson
Mr. Garth Lovvorn
Ms. Felicia Mucci
Ms. Betty Ruth-Oliver
Tonyia Bowling (recording)

Mr. Tom Butler, Mr. Ronnie Chronister, Mr. Glenn Conner, and Susan Ming were absent.

3. Review of October Meeting Minutes – Dr. Sims-deGraffenried presented the minutes from the October 20, 2017 meeting of the Development Committee. Betty Ruth-Oliver made a motion that the minutes be approved as presented. The motion was seconded by Jerry Evans. The minutes were approved as presented by affirmative voice vote of the voting members present.

4. New Business

- **Campaign Financial Update**

Dr. Keith Ferguson presented the Athens Forever capital campaign report for October 1, 2016 through December 31, 2017, reporting total gifts and pledges of \$803,512.99. Dr. Ferguson reported that the total includes the first gift annuity of the campaign period. He also explained that the Fiddlers Steering Committee is prepared to contribute \$200,000 in anticipation of proposals that come out of the University budget hearings for fiscal year 2019.

- **Database Update**

Dr. Ferguson reported that *The Column* has been mailed to over 37,000 alumni in December. Return service was requested on the mailing and three to five pieces have been returned each day.

- **Review of Campaign Materials**

The Development Committee members present received drafts of the Foundation brochure and the capital campaign brochure for review. Dr. Ferguson explained that when the Foundation brochure is finalized, it will be mailed to everyone in the alumni database. The final printing is planned for March 1. Two new logo designs include blue and gold to be used for the Bicentennial and black and gold to be used for the capital campaign. Feedback was requested.

In response to an inquiry as to whether or not students know that their photos are in the brochures, Dr. Ferguson responded that they do, and that the students sign waivers individually and as a class, if applicable.

When asked about the estimated number of living alumni, Dr. Ferguson responded that he will confirm. He reported that Banner was implemented by the University in 2003 and that the prospect research team is working through commencement programs and yearbooks to verify that all graduates are included in the alumni database.

- **Individual Committee Member Meetings**

Dr. Ferguson reported that a list of 1,700 prospects has been prepared and that 400 of these prospects are in Madison County. This list of 400 prospects has been provided to Dr. Sims-deGraffenried. Of the 37,000 alumni, Dr. Ferguson explained that five percent will be the top prospects for the capital campaign. Research is being conducted to identify prospects and connections.

Dr. Ferguson explained that beginning March 1, the Development Committee members will be contacted to schedule individual meetings to identify connections and opportunities to meet with prospects.

In response to a question about the impact of the new tax law on giving, Dr. Ferguson responded that the University Advancement office has identified educational resources and will be utilizing this information to meet the needs of donors and provide the best stewardship possible.

Dr. Ferguson reported that the University bicentennial license plate was approved and will be available February 1.

The next meeting date will be May 18, 2018.

5. Adjourn – The meeting adjourned at 1:52 p.m.