



**Board of Trustees**  
Advancement Committee

February 2, 2016  
The President's Boardroom, The Horace Mann Center

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**PRESENT:** Trustees Johnson (Chair), Queenin, Martin, Slakey, and Sullivan.

**ABSENT:** Trustees Landrau.

Meeting called to order at 3:30 PM.

Trustee Hagan arrived at 3:34 PM.

No action items. Exclusively a meeting between the trustees.

Trustee Johnson introduced and acknowledged new trustee Edward Sullivan.

Mike Knapik introduced Vanessa Diana from the Honors Program. Vanessa and her classes are looking to build relationships.

**TOWN INITIATIVE.** Vanessa Diana is using a problem based approach to building an honors seminar for 15 students. Their task is to identify a problem in the community. Charge was to think about downtown revitalization and what could they envision in downtown for students in the future. Students met with city locals, business owners, Westfield business industry to address the mayor's charge they looked at other college town initiatives and solutions that have worked in other university towns.

**FINANCIALS.** Mike Knapik, Executive Director of Advancement and University Relations. Currently have upwards of \$259K which is good considering it was in the negative a couple of years ago. Announced at the board meeting they will be sharing a record with \$215K. Internship incentive program. \$80K in paid internships. First installment of Dower's \$1M gift made.

The majority of fundraising will take place April 1-June 30 deadline. 2<sup>nd</sup> quarter is important. Strategize ways to target people for taxes at the end of the year in November and December. That's a hot zone where they can target people. Have no done a direct mail piece in 2 years. Will do one after the gala. Presence of a new president can be effective for alumni to give.

Members of the Foundation board determine the investment strategy for the Foundation.

Trustee Johnson pushed for 100% of trustee participation with donations and asked that they add 15% to what they donated last year. Don't give until it hurts but give until it feels good. If we could top 15% every year for consecutive years, that would be good.

Catherine Dower is largest gift at the university.

The training process, Banner integration, and data integrity with Raiser's Edge was discussed.

President Torrecilha recommended the establishment of a Major Gifts Committee for major gifts donors. Train the foundation members first, then ask them to do some of the cultivation and solicitation of major gifts.

The structure of Advancement, Alumni and University Relations was raised when it comes to cultivation and solicitation of major gifts.

**MEMORANDUM OF UNDERSTANDING.** Trustee Johnson said it is the second generation between the BOT and Board of Directors for the Foundation. A year old and even though it has an open ended finish date, it is constantly under review. Put together and reviewed by legal. Also needs careful review by President Torrecilha.

There is a March 1 deadline for the University to express to the Foundation their needs for sharing of resources. April 15 the Foundation will communicate with the university their needs to disclose disbursement plan.

**PATHWAYS TO EXCELLENCE GALA.** A sponsorship package has been put together. We are working with marketing to have a different feel and look to what we intend to send out there. Trustee Johnson mentioned last year's event received positive feedback. Communicated to trustees that it should be a high priority event.

Motion to adjourn made by Trustee Johnson, seconded by Queenin. Meeting was adjourned at 4:31 PM.