BOARD OF TRUSTEES
Institutional Advancement Committee
Minutes
December 6, 2016

Board of Trustees committee members in attendance: Committee Chair Johnson, Committee Secretary Martin, Trustees Landrau, Trafford, and Queenin.

Excused absences: Vice Chair Hagan and Trustee Hill.

Trustee guests present: Trustees Slakey and Magovern.

Dr. Ramon S. Torrecilha, President of Westfield State University was also present.

The meeting was called to order by Committee Chair Johnson at 3:30 PM.

Committee Chair Johnson moved forward to agenda item Approval of Minutes of September 27, 2016.

MOTION was made by Trustee Queenin to approve the minutes of the September 27, 2016 meeting. This motion was seconded by Secretary Martin. Committee Chair Johnson asked if there were any further questions or comments. Hearing none, the vote was called. All voted in favor of the Motion to approve the minutes of the September 27, 2016 meeting.

Committee Chair Johnson noted that Trustee Landrau needed to leave the meeting early. Therefore, he asked the committee if there was any problem with moving the Item for Action, Naming of the Science and Innovation Center to the beginning of the agenda. Hearing none, this item was brought forward.

MOTION To name the newly constructed science center as Dr. Nettie Stevens Hall in recognition of Westfield State University alumna Nettie Stevens’ extraordinary accomplishments in the field of genetics
Committee Chair Johnson gave the floor to Dr. Erica Broman, Vice President of Institutional Advancement. Dr. Broman presented the biography of Dr. Nettie Maria Stevens, alumna of Westfield State University (see biography). Dr. Broman explained the financial ramifications in connection with naming a building and that the industry standard for a seven figure gift is a 18-24 month cultivation period. Once a building is open, however, momentum is lost since most donors want the opportunity to share their vision and an opportunity to play a role in the construction of the building. This process did not take place around the Science Center. Yet, naming the building the Dr. Nettie Stevens Hall is a great opportunity to position the institution well and that marketing and public exposure will be very good. One of the reasons is that women in science is a very hot topic these days. She also pointed out that this naming could also be beneficial in connection with grant applications. Here, visibility is very important.

Discussion followed as to the naming of buildings and the various ways to do so while keeping state requirements in mind.

It was asked if any permission had to be asked in order to use Dr. Stevens’ name. Dr. Broman stressed that no living relatives of Dr. Stevens could be found.

Committee Chair Johnson asked if there was any further discussion or questions. Trustee Queenin expressed a concern regarding the donation received by the Stevens Family (no relation to Dr. Nettie Stevens).

Committee Chair Johnson said that he spoke with the Steven Family attorney and that the family understands the wish to name the building after Dr. Nettie Stevens. They have asked, however, that the plaque in the courtyard of the building be more specific and read the Brian and Katherine Stevens Family Foundation in order to avoid confusion.

It was asked if there should be a time limit placed on the naming (example, 10, 15, 20 years) and if so, should this be placed in the motion. To this, Trustee Slakey commented said that she doesn’t feel there should be a limited amount of time. If Dr. Stevens is an outstanding alumna, this doesn’t end.

There were no further comments and Committee Chair Johnson called for the vote. The vote was unanimous in favor of this Motion.

Committee Chair Johnson brought forth the next item on the agenda, the Foundation Financials. At this time, Dr. Broman introduced the newest member to Institutional Advancement, Mr. Patrick Carpenter as Major Gifts Officer.

Dr. Broman provided an overview of the financials. She noted that she has requested to receive the financials on a monthly versus quarterly basis. This will enable her to better track financial information.

Dr. Broman noted that “asks” have been and continue to be made for the Science Center, but this will be finishing up in early January. An “ask” was made to the Henry Lane Co. and a check
has been received on this. From United Bank, $25,000 has been pledged. A check for $12,500 has been received on this pledge. The first installment on the Stevens Family gift ($350,000) has also been received. She pointed out that “thank you’s” are sent out within a 48 hour period.

Dr. Broman said that she would like to now focus on things that will grow the endowment. Per Dr. Broman, everything is moving in a positive direction, and Committee Chair Johnson noted that the unrestricted fund seems healthier than it has been in previous reports.

She informed the committee that annual fund “asks” are going out in the mail tomorrow (December 7) and will yield some important data. Patrick can then target those individuals.

There was discussion as to faculty giving. President Torrecilha pointed out that with Advancement located at downtown, this stressed the relationship between Advancement and faculty. With Advancement returning to campus, there will be more opportunity to interact and strengthen this relationship.

Committee Chair Johnson asked if there was any further discussion. There was none and Dr. Broman moved on to the Scholarships Endowment Funds Report. She stated that Linda Nober and Lolly Templeton are very interested in emeriti group development. A small luncheon gathering with emeriti faculty and staff will occur next week. Author Martin Henley (author of Scoundrels) will be there. Dr. Broman said that it is planned to do two events per year with regard to emeriti group development.

There was no further discussion on this agenda item. Committee Chair Johnson moved to Items for Discussion, Gala Planning.

Dr. Broman noted that food is a concern with regard to Gala Planning due to Sodexo no longer being at the university; cost will be a challenge. Therefore, strategies are being developed to have a great gala without as much food.

It was noted that a cost for a gala ticket last year was $125 and perhaps this price should be increased to help with cost.

Committee Chair Johnson asked if there was any further discussion. Hearing none, the agenda moved forward to Establishment of Foundation Board terms and Recruitment of Board Members. Term limits are being discussed as well as recruitment of new members in order to increase the strength and vibrancy of the Foundation board. There is a limit to the size of the board; however, at this time, the board is not full. Per Dr. Broman, there hasn’t been any consistency in moving along members who do not attend meetings.

Committee Chair Johnson expressed his concern over term limits. Committee Chair Johnson asked if there was any further discussion. There was none, and Dr. Broman addressed Florida Planning on the agenda.
She stated that two trips to Florida are being planned to reconnect with donors located in that area. An event will be planned for March. Dr. Broman knows there are other universities that have a “formidable machine” down in Florida, and she is trying to model after them.

Committee Chair Johnson asked if there was any further discussion and hearing none, he asked for a motion to adjourn the meeting.

Trustee Queenin made the motion to adjourn and Committee Secretary Martin seconded the Motion. Committee Chair Johnson called for the vote. The vote was unanimous to adjourn the meeting.

The meeting adjourned at 4:19 PM.

Attachments presented at this meeting:

b. Scholarships Endowment Funds Report (with letter)
c. Nettie Maria Stevens Biography
d. Motion—Naming of the Science and Innovation Center