



Board of Trustees

Institutional Advancement Committee

Minutes

April 4, 2017

Board of Trustees committee members in attendance: Committee Chair Johnson, Vice Chair Hagan, Secretary Martin and Trustee Trafford.

Excused absence: Trustees Landrau, Queenin & Hill.

Trustee guests present: Trustees Marcus and Slakey.

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 announced that the meeting will be audio recorded.

MOTION was made by Trustee Hagan, seconded by Trustee Martin, to approve the minutes of the February 7, 2017 meeting. **Motion passed unanimously.**

Committee Chair Johnson moved on to the first Item for Information and welcomed Dr. Erica Broman, Vice President of Institutional Advancement. Dr. Broman stated that #GiveAHoot, the Annual Day of Giving, raised in excess of \$40,000; the goal was \$25,000. Most gifts were received online and there was good student involvement. For a frame of reference, in 2015 \$8,741 was raised and in 2016 \$12,810 was raised. Dr. Broman thanked Trustee Queenin and President Torrecilha for encouraging the challenge to the Board with a match of donations. There was full participation by the Cabinet and the Foundation Executive Committee.

Many students were involved in making the videos promoting the event, which were rough cut and edgy.

Jim McGowan, President, and members of the Alumni Executive Council are holding Westfield State Alumni Accepted Student Receptions and events across the state with some being held in Springfield and the greater Boston area. They are looking for additional ways to get engaged, such as having alumni serve as hosts in specific counties. It was mentioned that other colleges' alumni have hosted accepted student events and invited a member of the legislature to attend.

The Criminal Justice Alumni Hall of Fame Brunch on April 8 was discussed. Some outstanding people are being honored, including Bill Hogan, from Naples, Florida, Cheryl Bassett from Washington, DC and former Chair Jack Flynn. A Criminal Justice scholarship has just been started.

Lisa McMahon, Director of Institutional Advancement, discussed the Interfaith Center Breakfast on April 12 at 7:30 am and handed out the invitation to the event. Dr. Felicia Barber will perform with the choral group. The distinguished speaker will be Tahirah Amatul-Waud, a Muslim attorney of the Islamic Society of Western Massachusetts and the student award will be given to Alessa Foley, President of the Jewish Student Organization, the creator of the Art of Listening program, and organizer of the Seder Meal for the last two years.

The *Sultan & the Saint* movie premier on campus on Thursday evening, April 20, will be a fundraiser for the Interfaith Center. The film is about the interconnectedness of Christians and Muslims.

Two Faculty Emeriti have agreed to review scholarships with the office of Advancement and three would like to be corporators of the Foundation Board. The Emeriti felt appreciated & valued and very excited to be back and they will be a great resource for the university.

The *Pathways to Excellence* Event on May 5 at the Dr. Nettie M. Stevens Science & Innovation Center was discussed. Trustee Jim & Kristin Hagan & Foundation Executive Member George & Yolanda Flevotomos are co-chairing the event. The fundraising goal of the event is \$175,000. Presently there are gifts and pledges in the amount of \$141,600 confirmed with \$147,000 out in asks. Tours of all three floors to see the labs with student interaction will be available. This will be a very exciting event and it is prudent to have the ribbon cutting on the same day so some of the same materials can be used for both events.

Programs from Dr. Dower's funeral were handed out. Westfield State University was well represented at the service. Dr. Mary Brown Bonacci from the music department sang and Dr. Curt Robie, Dr. Andrew Bonacci and Mike Knapik served as pallbearers. The Catherine Dower scholarship recipient played her violin.

The Celebration of Life for Dr. Catherine Dower on May 11 @ 2:30 pm was discussed. Lisa McMahon stated that she has an intern in the history department going through yearbooks to find people who worked with Dr. Dower in an effort to invite them to the event (copies of the invitation letter handed out). Responses from people who want to come and take part have already been received.

Dr. Broman discussed the Westfield State Foundation Commitment Letter between the Foundation and the University and said that in the past they had made commitments for dollars yet to be raised. She suggested making a smaller commitment to the university and in the future move to a different model of how to support the university that is more consistent and in alignment with other universities across the nation, for example, using a percentage such as 4% of a rolling 12-quarter average of the unrestricted dollars. In anticipation of moving in that direction, this year the Foundation is committed to increasing the scholarships by \$25,000, increasing the commitment to the Interfaith Center by another \$5,000 and allocating \$50,000 from Dr. Dower to go to the Catherine Dower Center for the Performing and Fine Arts. The Foundation will also contribute another \$50,000 out of its unrestricted funds to go to the institution to support the academic mission of the institution, which would be anything that would be of support to the students. The Foundation would only ask for an accounting of how the funds were used. They want to let the university know what the Foundation is capable of; to see what their base line of support is. In accordance with the MOU, the Foundation has received the required letter of request from the President and they will respond by the deadline of April 15. It was requested that those letters be shared with the committee.

It was mentioned that the Foundation needs to desegregate the funds that are restricted and partially restricted that are somehow comingled. Dr. Broman agreed that the Foundation should be tracking the permanently restricted scholarship funds in one pile, the permanently restricted funds that are allocated to some other part of the university in another pile, the temporarily restricted funds that are intended to grow to permanent in another pile that are intended to be spent out, and the unrestricted separately.

Julie Phillips, Annual Giving Coordinator, discussed the Annual Giving Campaign and shared the goal of moving people from annual giving to major gifts. February 26 was the first phonathon and over 200 students applied to work in the 13 available positions. The March 31 totals were \$18,500 in gifts and pledges with \$13,500 cash in the door, represented by credit card and pledge payments, which is a 65% pledge fulfillment rate. The average gift was \$50. The students made over 7,000 outgoing calls, had 1,000 conversations, 368 gifts received, 960 completed calls, and 380 "No's." From the conversations, they were able to make contact updates to over 900 alumni.

The committee then heard from two students who made calls for the phonathon.

Students prepared hand-written notes thanking the donor they spoke with for their donation. The donor was encouraged to fill out a Caller Evaluation Form about the call they received from the student and send it back. Some of those notes were passed around to look at. Every donor gets a thank you from the university by email as well, which includes a video showing many students showing their appreciation. The video, which is fun and student driven, is run through Thankview.com, and was shown to the committee.

After the campaign, Julie scans data and looks for 1) giving over \$100, 2) jumps in personal giving, or 3) a strong affinity to Westfield State, and she hands those donors over to Patrick Carpenter, Major Gifts Officer.

Patrick Carpenter came to the table and stated that annual giving and major gifts are very connected and we need them both. He noted that the donor engagement process is as follows: (1) Identification, (2) Qualification, (3) Cultivation, (4) Negotiating and closing.

He looks at capacity, inclination & readiness. If all of those are there, and fits with the process, he tries to close the gift. He takes the name and attempts to do "identification." Does a basic capacity exist for this person to make a major gift? Does this person identify as a prospect or a suspect? If suspect, keep as annual donor.

If yes on capacity, he will do outreach to the individual. If the donor had a good process with the annual fund, they are more susceptible to a meeting where he can explore a partnership between them and the university.

He received between 25-30 names through this year's annual fund and is starting to schedule meetings with the prospective donors.

The time frame for a major gift process, from identification to closing, is on average 18 months with 5-8 meetings. Exceptions to the rules are always there and the key is to match the donor with the university project.

There being no further business, Trustee Trafford made the Motion to adjourn, which was seconded by Trustee Hagan. **Motion passed unanimously.**

The meeting was adjourned at 4:27 pm.

Attachment(s):

IA Calendar of Events list

Handouts:

Interfaith Breakfast Invitation

Catherine Dower Memorial Service Program

Letter of Invitation to the Catherine Dower Celebration of Life on May 11

Handwritten Evaluation from Phonathon Caller Recipients