AGENDA

WELCOME AND OPENING REMARKS ................................................. .Barbara Golden, Chair

APPROVAL OF BOARD MINUTES .................................................... .Barbara Golden, Chair

RECOGNITION OF RETIRING TRUSTEE ........................................... Pat O’Connor

INTRODUCTION OF NEW TRUSTEES ............................................. Pat O’Connor

UNIVERSITY UPDATE ........................................................................ Brooks Keel
University President

UNIVERSITY ADVANCEMENT UPDATE ........................................... Salinda Arthur
University Foundation President
                VP for University Advancement

ALUMNI RELATIONS/ANNUAL GIVING UPDATE ............................... Wendell Tompkins
Senior Director, Alumni Relations & Annual Giving

HISTORY OF THE GEORGIA SOUTHERN UNIVERSITY FOUNDATION ............................................ David Thompson
Proposal Writer, Georgia Southern University

(Break)

COBA PRESENTATION ......................................................................... Dr. Allen Amason
Dean, COBA

COMMITTEE REPORTS
• Audit .......................................................................................... Tommy Jones, Chair
  o Update .................................................................................. Richard Deal - Thigpen, Lanier, Westerfield & Deal
• Bylaws .......................................................................................... Charles Chandler, Chair
• Development .............................................................................. Jim Medbery, in absence of Billy Hickman
  o Southern Classic ..................................................................... Jim Medbery and Tommy Bond, Co-Chairs
• Finance .......................................................................................... Mike Skinner, Chair
  o Update .................................................................................. Jodi Collins Senior Director - Foundation Accounting
• Membership .................................................................................. Pat O’Connor, Chair
• Investment ..................................................................................... Martin NeSmith, Chair
  o Update .................................................................................. George Hauptfuhrer - CFA, Principal/Consultant
  Prime, Buchholz & Associates

COMMITTEE ASSIGNMENTS ............................................................. Barbara Golden, Chair

ANNOUNCEMENTS & CLOSING REMARKS .................................. Barbara Golden, Chair

ADJOURN
The Georgia Southern University Foundation Board of Trustees met at 9:00 am at the Bishop Alumni Center in Statesboro, GA. Trustees present were: Salinda Arthur, Troy Athon, Tommy Bond, Charles Chandler, Jimmy Childre, Chris Clark, Marty Daniel, Joe Drake, Tim Evans, Jimmy Franklin, Barbara Golden, Caroline Harless, Ray Hendley, John Hodges, Tommy Jones, Brooks Keel, John Lane, Max Manack, Jim Medbery, Stephen Milner, Martin NeSmith, Ricky Nessmith, Pat O’Connor, Mike Sanders, David Settles, Mike Skinner, Ted Smith, Jim Van Epps, and Rob Whitaker. Emeriti in attendance: Mike Kennedy, Margot Dawkins, Joe McGlamery, Jimmy Hodges, and Chair Emeritus Rob Meadows. Others in attendance were: Melanie Mosley, Lauren White, Jodi Collins, George Hauptfuhrer, Richard Deal, Wendell Tompkins, David Thompson and Dr. Allen Amason.

Welcome and Opening Remarks – Dr. Golden welcomed everyone to the Fall Board Meeting of the Georgia Southern University Foundation.

Approval of the Board Minutes – Dr. Golden referred Trustees to the minutes of the spring 2014 meeting and asked for any revisions or corrections. Mr. Tommy Bond made the motion for the minutes to be accepted. The motion for a second was made by Mr. Martin NeSmith, and it passed unanimously.

Recognition of Retiring Emeritus Trustees and New Trustees – Mr. Pat O’Connor recognized the retiring trustees, emeritus and chair emeritus, and the new trustees.

- Retiring Emeriti
  - Ricky Nesssmith
- New Trustee
  - Marty Daniel is founder and CEO of the Black Creek based company, Daniel Defense. In 2013, Daniel Defense was named 2013 Manufacturer of the Year. Marty resides in Pooler, GA with his wife Cindy and they have two children. He graduated from Georgia Southern in 1986 with a BSEET degree and was a member of Pi Kappa Phi.
  - Dr. John Hodges is with Optim Healthcare where he specializes in sports medicine. He received his medical degree from Medical College of GA and did his residency at University of Florida Health Science Center. John and his wife, Shannon, live in Statesboro with their three children.
  - Jimmy Matthews attended Georgia Southern University on a baseball scholarship and the Braves took him in the 10th round of the 1978 draft. Unfortunately for him, the Braves first-round pick that year also played third base, Bob Horner, so after a few years Jimmy realized he was not going to play for the Braves, law was his fallback. Jimmy graduated from Georgia Southern in 1980 and earned his J.D. from the University of Georgia in 1983. He is now an attorney and practices at Blasingame Burch Garrard Ashley in Athens where he and his wife, Lynn, reside.
  - Jim Van Epps graduated from Georgia Southern in 1977 and is now the President and
CEO of Van Epps and Associates LLC and the CEO of First Principles Capital Management LLC. Jim and wife, Buff, live in Atlanta and they have two sons.

- New Ex-Officio
  - Dr. Kelly Chester. Sean Knox retired this past September as Chair of the Alumni Association and Dr. Kelly Chester is the new chair.

**University Update**

**President**: President Brooks Keel was given a warm welcome by the board and gave the following report.

In the last 6 months:

- This is an election year and the Governor’s election is a big “Deal”. Gov. Deal signed the state budget on the steps of Marvin Pittman and within that budget he appointed $9.5 million for a new Military Science Building.
- For the fourth year in a row, Georgia Southern University has been named to *The Princeton Review’s Guide to 332 Green Colleges: 2014 Edition*, which highlights the top eco-friendly institutions based on their proven commitment to environmental and sustainability issues and is produced in partnership with the U.S. Green Building Council.
- The club sports archery team won several national championships at the U.S. Intercollegiate Archery Championship in Long Beach, CA. This boasts very well for our new Shooting Sports Education Center which is opening around June of 2015.
- Two senior students, Alyson Gilbert and Rebecca Henderson were awarded the Benjamin A. Gilman International Scholarship and will spend Fall Semester 2014 studying abroad in South Korea at Keimyung University in Daegu, Korea.
- Georgia Southern welcomes two new head coaches, Kelly Carter for track and field/cross country and Emily Kuhfeld for women’s golf.
- College of Business Administration Online MBA was named one of the nation’s Top 30 Best Online MBA Programs by BestColleges.com.
- Georgia Southern signed a 10 year and $13.5 million corporate sponsorship with Coca-Cola. This ensures Coca-Cola exclusive pouring rights on campus and athletics venues. Of the $13.5 million, $6 million ($600,000 per year for 10 years) will go into student scholarships. This also allows Georgia Southern to provide a double-match for the Governor’s REACH needs-based scholarship program.
- College of Engineering and Information Technology received national accreditation for Civil, Electrical, and Mechanical Engineering programs retroactive to 2012.
- Board of Regents gave Georgia Southern approval to offer a B.S. in Manufacturing Engineering. There are less than two dozen programs in the country and we are the only one in the southeastern U.S. The closest programs to us are in Virginia and Texas.
- A ribbon cutting for the newly renovated Sanford Hall was held on August 21st. The $8.65 million Communication Arts building, formerly an apartment-style dorm, will be
home to more than 900 students majoring in Communication Studies, Multimedia Film and Production, Multimedia Journalism, Public Relations and Theatre.

- Optim Orthopedics signed a major corporate sponsorship with Athletics.
- Governor Deal was the Spring 2014 commencement speaker. He also hosted one of his high density career initiatives town hall meetings on campus with industry leaders to see how Georgia Southern could do a better job of meeting the work force needs.
- Cut the ribbon on the $10 million football operations center and $10 million stadium expansion.
- The family of the late Bill W. Nelson and Rotary Corporation provided funding for the “Field of Dreams” which is between the stadium’s east end zone and the football center. They also funded the Hall of Fame in the Ted Smith Family Football Center.
- Alumna, COL Sandra Alvey, was promoted to the rank of Brigadier General.
- COBA was named one of Newsweek’s 12 Top Business Schools of 2014.
- The 41st A Day for Southern saw a record $2.2 million.
- School of Nursing received more than $2.2 million in grant funding, which will serve three purposes: help to establish a Center for Nursing Scholarship and Research, introduce a new graduate level Chronic Illness Certificate Program and provide scholarships to students seeking a Family Nurse Practitioner degree.
- The Eagles have been very successful in the Sunbelt. We came very close to beating two ACC teams.

With no further comments or questions, Dr. Keel concluded his report.

**University Advancement Update**

**Vice President:** Mrs. Salinda Arthur began her report by thanking everyone for being in attendance and serving on the Board.

- **Campaign Progress:**
  - Foundation Assets have grown from $40 million to over $60 million in the last four years.
  - Donations by fiscal year have grown to $5.2 million for FY2014.
  - Gifts by constituency, alumni and friends make up 60% of the gifts to Georgia Southern. In FY2013 we had $1 million. In FY2014 we had close to $2 million. The percent increase for dollars raised for scholarships was 92.3% and the percent increase in new scholarship endowments was 56.2%.
  - There was a 93% increase in year-to-date donations and a 65% increase in year-to-date receipts.
- **Personnel Hires**
  - Kelly Pope assumed Corporate/Foundation position for Augusta and Charleston – south to Jacksonville in addition to representing COSM as their Senior Director of Development.
• Katherine Arisman is the new Administrative Assistant serving the AVP for Marketing & Communication’s Office.
• Alexandra Washington will start November 5th in Gloria Morgan’s old position as Associate Director of Annual Giving.

• Interviewing
  • Executive Director/Director of Corporate and Foundation Relations (DOE)
    ▪ Atlanta-based
    ▪ Will work with our trustees in the area
    ▪ Will have monthly responsibilities on campus
  • Associate VP for Major Gifts and the Campaign
    ▪ In September, Melissa Wohlstein accepted the position of Vice President for Advancement and Alumni Relations at Radford University in Radford VA
    ▪ A fundraising and management position
    ▪ Background must include major gift experience
    ▪ Will be direct liaison with the Deans

• Society Events
  • Legacy Society
    ▪ The second annual event was in September.
    ▪ There were 13 new members.
    ▪ This Society has committed over $1.1 million.
    ▪ The Southern Gentlemen provided entertainment and the speaker was Micah Mills (UHP Mechanical Engineering sophomore and a 1906 Scholar)
  • 1906 Society Event
    ▪ Over 330 guests RSVP’d.
    ▪ Dueling Pianos provided the entertainment.
    ▪ “40 Under 40” members also attended the event.

• Expanding Planned Giving Activities
  • The Membership Committee has identified 7 estate attorneys in major cities in Georgia and in Jacksonville, FL.
  • Preliminary visits with VP are being scheduled and the next visit will be with the Gift Planning Officer.
  • Visits with CPAs will follow.

• New Board Members
  • Five new Board members were added in 2014 and they all attended orientation.

• New Fiscal Year
  • Branding
    ▪ Led by Marketing and Communications.
    ▪ TWG Plus are a fully independent higher education strategy and marketing leader and have been awarded the contract.
- Target completion for the University Branding is the 1st quarter of 2015.
- A campaign slogan/tagline will then be developed from the new branding strategy.
  - Honoring our President
    - Recognizing the President’s first five years of accomplishments and his vision for the future.
  - Planning for the Public Phase of the Campaign
    - Currently under review are the University’s Case Statement and Naming Opportunities.
    - College and Outreach Centers’ Case Statements will be reviewed in 2015.
    - Develop marketing plan for the campaign.
    - Asking the colleges to complete their campaign steering committees.
    - Create a national campaign steering committee
      - A lead representative from each of the college’s steering committees will sit on this committee.
      - Peer screening of the University’s top prospects.
      - Delivering campaign messages.
      - Marts & Lundy will hold sessions on messaging.
      - Arrive at the University’s official campaign goal.
      - This group will meet twice a year until the campaign’s conclusion.
  - Spring 2016
    - The kick-off for the public phase of the campaign during the Marvin Pittman Society Weekend.
  - Gulfstream Announcement
    - Joe Drake, VP for Real Estate, Facilities and Security at Gulfstream and a current Board member, announced a $225,000 contribution to support research and education. The funds will go toward the newly designated Manufacturing Engineering degree program, the Institute for Interdisciplinary STEM Education’s festival, student co-op and internship opportunities and the College of Education’s National Youth at Risk Center.
  - Alumni Relations: Mr. Wendell Tompkins, Senior Director of Alumni Relations and Annual Giving, began his report by thanking the Board for allowing him to be there.
    - Annual Giving Program
      - Alex Grovenstein, the former director of Annual Giving, left us in March and Gloria Goosby, who has worked in Advancement for 10 years at Georgia Southern, has stepped into the Director position. Clay Cotham was hired as the Phone-A-Thon Coordinator. Debbie Keenan is the Administrative Secretary and Alexandra Washington will start in November.
      - Even though this area was only partly staffed for a good part of the year,
they raised over $900,064.

- **Alumni Relations**
  - **FY2014**
    - The office of Alumni Relations coordinated 139 events with a total of 6534 attendees. This is a 93% increase in the number of events and 38% increase in attendees from FY2013 to FY2014.
    - The individuals who help coordinate these events are Amy Hammet, Brad Carr and myself in Statesboro and Rachel Miller in Atlanta.
    - The events included but are not limited to 13 affinity reunions, 16 Eagle Outreaches and 18 Southern Women events.
  - **FY2015**
    - 179 events have already been planned which is 29% increase from FY2014.
  - **40 Under 40**
    - The inaugural event took place in September 2014.
    - It is a 6 month process to choose the final 40. The selection committee included 12 individuals from all areas of the University.
    - They attended the 1906 Society Event and they will also be featured in the December issue of the Georgia Southern Magazine.
  - **Football Games in Atlanta**
    - **GA Tech**
      - Held an event at the Red Brick Brewery and a tailgate was sponsored by COBA.
    - **GA State**
      - This was the largest pre-game barbeque ever held by Alumni Relations, outside of National Championships. Over 1000 alumni and friends were served.
      - Donor Relations had a box in the GA Dome to say thank you to our Atlanta area donors.
  - **Evening with the President**
    - DC will kick off this year’s evenings the Thursday prior to the Navy game.
    - The Savannah event was held on December 2nd.
    - The Atlanta Event was held on February 3rd.
    - St. Simons is a new location for this event and was held in April.

Wendell answered a few questions and concluded his report.

**History of the Georgia Southern University Foundation**

Mr. David Thompson, Proposal Writer in the office of University Advancement, spoke briefly to summarize the book he wrote about the history of the Foundation. Every Board member was
provided a book.

**College of Business Presentation**

Dr. Allen Amason, COBA Dean, began his report by thanking Salinda and the Board for allowing him to speak. The purpose of his presentation was to inform the Board on the future of COBA.

**Challenge and Opportunity**

- Highly competitive landscape for students, faculty, resources, and mental real estate (meaning that it is hard to be at the top of someone’s mind list of best business schools). Schools are spending large amounts of money on their brands and advertising to get their names out to promote the ranking which is done by Business News and World Report.
- Liabilities of incumbency include the dated facility, success and growth because we are having to work harder to be the best, and economics of scope.
- There are some degrees of cultural satisfaction that builds on:
  - Myths and legends – “We cannot compete with the top 50 business schools.”
  - Breaking through glass ceilings regardless if they are real or imagined.
- All of the above things are being done in order to re-invigorate the brand of the College of Business.

**Catalyzing on Investment Opportunities**

- The renovations to the building are only concept at this point. Below you will find renderings of the future College of Business building.

**How?**

- Architects have already done their research and the expansion can be done.
- A proposal will need to be given to the BOR and they would need to approve it to move forward.
- Market of the project.
- There are many options for funding. Some can be generated on their own, some could come from just good fortune, but the majority will have to come from hard work and
selling people on the idea.

Dr. Amason concluded his presentation with letting the Board know “You ain’t seen nothing yet”, if the College of Business is allowed to move forward with the expansion and provide the students with the best, there is no reason that the College of Business at Georgia Southern University cannot be the best business school in America.

Committee Reports

Audit Committee Report: Mr. Tommy Jones, Chair of the Audit Committee, began his report with discussing what was done at their previous committee meeting. He then introduced the Foundation’s auditor, Richard Deal, to discuss the year-end financial statements.

Mr. Deal began his report with the Statement of Financial Position of June 30, 2014. Total assets for year-end were $60,519,056. This is the first time in the Foundation’s history that assets have been $60,000,000 or more. Mr. Deal continued his report by discussing in detail the Statements of Financial Position, Activities, and Cash Flows and the notes to the financial statements.

With no further business, Mr. Deal concluded his report.

Bylaws: Mr. Charles Chandler, Chair of the Bylaws Committee, began his report by referring the Board to the Bylaws section in the notebook. Mr. Chandler introduced Mr. Allen Rothschild, the attorney who reviewed all the Foundation’s documents.

Mr. Chandler referred to a letter that was mailed to the Board on September 22, 2014 that asked the Board to review the Amended and Restated Bylaws that the committee was putting forward for approval that would be voted on at the October 30, 2014 meeting.

With no questions Mr. Chandler made a motion to approve and Mr. Troy Athon made the second to approve the Amended and Restated Bylaws.

Mr. Chandler referred to a letter that was mailed to the Board on October 7, 2014 regarding the Gift Acceptance Policy and the Code of Conduct that would be voted on the October 30, 2014 meeting.

With no questions Mr. Chandler made a motion to approve and Mr. Tim Evans made the second to approve the Gift Acceptance Policy. Also, with no questions Mr. Chandler made a motion to approve and Mr. Jim Medbery made the second to approve the Code of Conduct.

Development Committee Report: Mr. Jim Medbery, in absence of Chair of the Development Committee Mr. Billy Hickman, gave the Development Committee report. He began his report by referring the Board to the Development tab in the notebook where the list of the development committee assignments.
The 2nd Annual Southern Classic golf tournament was held on October 13th. The tournament has raised around $100,000 for student scholarships. The past two years have been held at Peachtree Golf Club.

With no questions Mr. Medbery concluded his report.

Finance Committee Report: Mr. Mike Skinner, Chair of the Finance Committee, introduced Ms. Jodi Collins, Director of Foundation Accounting, who gave the Finance Committee report. Ms. Collins began by referring the Board to the Finance section of their meeting notebook.

Proposed Amended FY2015/Proposed FY2016 Unrestricted Income Budget

- Proposing to decrease ADFS. Budgeted $60,000 for FY 14 and received $52,507. Proposing a decrease from $60,000 to $52,500.
- Proposing an increase of ADFSOC to $17,000. Almost $17,000 was received last year and a pledge listing has been generated of on campus unrestricted pledges. Based on that report the committee is proposing this increase.
- Proposing an increase in Phone-A-Thon to $210,000 as $212,000 was received last year.
- Other contributions are unrestricted dollars that come in outside of ADFS and Phone-A-Thon, mostly for memorials/honorariums. It’s hard to budget, but because $50,000 was budgeted last year and only received $28,591, the committee is proposing to decrease this amount to $37,500.
- Total return from investments is calculated based on the spending policy, same way endowment spending is calculated using 4.25% of 3-year moving average of the long-term non-endowed invested assets. When original budget was established FY2011, FY2012 and FY2013 were used; this time FY2012, FY2013 and FY2014 were used.
- Other income is from the ring program rebates for the Georgia Southern class ring we received $10,662 last year so the committee is proposing an increase from $5250 to $7500.
- Work is still being done on a contract with Bank of America, but as of October 2014 the Foundation is being paid quarterly, 45 days after end of quarter, based on what was actually earned. Last quarter not yet received but $10,833 was earned. 2nd quarter 2014, under new contract, would earn a little more. As soon as the new contract is in place marketing the cards more actively will begin. $46,000 is budgeted for the royalties.
- Total income budget has been reduced from $753,455 to $743,086. Researching/looking into new ways to bring in more money has begun since the cut of the Alumni dues and the royalty guarantee is over.

Proposed Amended FY2014/Proposed FY2015 Unrestricted Expense Budget

- President’s budget has been $65,000 since FY2002. He has requested an increase of $16,000 to cover university membership to Marsh Plantation and the Weekend for Wildlife. The membership at Marsh Plantation will be utilized to cultivate donors, elected officials, and friends of the university to help position Georgia Southern favorably. The
Weekend for Wildlife is important as it is hosted by the Department of Natural Resources. The university’s relationship with the DNR is very important, especially with the new shooting sports complex.

- An additional $3,000 has been requested by the President for the VP for Governmental Relations and Community Engagement. There has been an increase in event activity revolving around governmental relations, community engagement and protocol. Congressional staffer visits along with other visits that require hosting from the university have increased to a level beyond current funding.

- The committee is requesting an increase of $1500 for the university’s staff development account. This account has remained at $13,800 since 2005. It is used for the annual staff awards ceremony where staff members are recognized for years of service in 5 year increments. Staff members are given service awards that they choose based on their years of service. The number of service awards is increasing as well as the cost of the awards.

- The committee is proposing an increase of $10,000 for university recruitment. This amount has not been increased since FY2008. The University’s efforts are supported mostly by the Foundation. This increase will allow Admissions to accommodate increasing costs as well.

- Proposing to change name of ADFS to Annual Giving as the account is used for annual giving solicitations other than just ADFS.

- The committee is requesting an increase of $2500 for Resource Development. The types of expenses paid from this account are credit card charges for income to Foundation ($11,600 last year), foundation insurance (liability, directors and officers, employee bonds, environmental, liquor liability) and charitable solicitation registrations. As costs are increasing and credit card transactions are becoming more dominant over cash and checks, these fees will continue to increase.

- The committee is proposing a decrease in Board of Regents Foundation of $10,000 as this is the BOR gala and we are no longer purchasing tables, but are buying tickets instead. We estimate costs to be much less. Only $2800 spent in FY2014.

- The committee is projecting to receive $10,369 less in income and are asking for $23,000 more in expenses, there is an additional $33,369 needed from unrestricted fund balance to balance this budget. Total proposed decrease in fund balance is $76,214. Total proposed amended FY2015 and proposed FY2016 is $743,086

- There are $5.5 million in unrestricted funds

Ms. Collins answered a few questions and concluded her report.

On behalf of the Finance Committee Mr. Skinner made the motion for the Board to accept the amended FY15 and proposed FY2016 budgets. Mr. Mike Sanders made the second. With no further questions and the budgets unanimously accepted, Mr. Skinner concluded his report.

**Membership Committee Report:** Mr. Pat O’Connor, Chair of the Membership Committee, began his report by thanking those who have helped recruit Board members.
Estate attorneys have been identified in Savannah, Macon, Columbus, August, Atlanta, Roswell, and Jacksonville FL. These have been notified to help donors who are interested in making a planned gift to Georgia Southern but do not have a lawyer in mind.

To conclude his report Mr. O’Connor asked all those in attendance to contact the committee or Mrs. Arthur if they know of any potential new members of the Board. In 2015 four members and in 2016 six members will roll off of the Board.

With no questions, Mr. O’Connor concluded his report.

**Investment Committee Report:** Mr. Martin NeSmith, Chair of the Investment Committee, began the report making a motion to approve the amended Investment Policy. Mr. Chris Clark made the second and the policy was approved unanimously.

Mr. Alan Rothschild, Attorney reviewing the Foundation’s documents, spoke briefly on the risk options of holding real estate.

Mr. NeSmith made the motion to approve the forming of LLC’s for property held by the Foundation. Mr. Jim Medbery made the second and all agreed unanimously.

There was a small discussion regarding real estate holdings.

Mr. NeSmith continued his report by introducing Mr. George Haupftfuhrer who reported on the September 30, 2014 Executive Summary. The Long Pool market value was $53,048,557 and the Intermediate Pool market value was $1,892,998. Mr. Haupftfuhrer discussed in detail the portfolio holdings and returns.

Mr. Haupftfuhrer concluded by answering a few questions.

**Committee Assignments:** Chairman Golden referred the Board to the committee assignments that were in the meeting notebook.

**Announcement and Closing Remarks:** With no further business, Chairman Golden adjourned the October 30, 2014 Fall Board Meeting.

*All meetings of the Foundation Board are recorded. The proceeding represents a synopsis of the proceedings. Any Trustee who wishes may come to the Advancement Office and listen to the complete recording of any meeting.*