GEORGIA SOUTHERN UNIVERSITY FOUNDATION, INC.

Spring Board Meeting
Tuesday, May 3, 2016
The Commerce Club – Atlanta, GA

LUNCH @ 12 NOON
Lunch Speaker Penny Scarpucci
Marts & Lundy

BOARD AGENDA

WELCOME AND OPENING REMARKS ......................................................... Caroline Harless, Chair

APPROVAL OF BOARD MINUTES ......................................................... Caroline Harless, Chair

UNIVERSITY UPDATE ............................................................................. Dr. Jean Bartels
Interim President

UNIVERSITY ADVANCEMENT/CAMPAIGN UPDATE ................................ Salinda Arthur
Vice President for University Advancement and President of University Foundation

ALUMNI RELATIONS UPDATE ............................................................... Wendell Tompkins
Senior Director, Alumni Relations and Annual Giving

ANNUAL GIVING UPDATE ................................................................. Gloria Goosby
Director, Annual Giving

(10 minute break)

COMMITTEE REPORTS

• Membership ....................................................................................... Jimmy Matthews, Chair
  o Pin New Members

• Development ...................................................................................... Billy Hickman, Chair
  o Southern Classic Update ................................................................. Jim Medbery
  o Corporate & Foundation Relations Update ..................................... Seth Walker

• Investment ......................................................................................... Mike Sanders, Chair
  o Update .......................................................................................... George Hauptfuhrer
    Prime Buchholz

• Finance .............................................................................................. Mike Skinner, Chair
  o Update .......................................................................................... Jodi Collins
    University Advancement
    Senior Director, Foundation Accounting

CLOSING COMMENTS AND ANNOUNCEMENTS ..................................... Caroline Harless, Chair
The Georgia Southern University Foundation Board of Trustees met at 1:00 pm at the Commerce Club in Atlanta, GA. Trustees present were: Salinda Arthur, Troy Athon, Jean Bartels, Tommy Bond, David Brooker, Charles Chandler, Chris Clark, Joe Drake, Tim Evans, Barbara Golden, Caroline Harless, Ray Hendley, Billy Hickman, John Hodges, Tommy Jones, John Lane, Max Manack, Jimmy Matthews, Jason McMillan, Jim Medbery, Stephen Milner, Pat O’Connor, Dana Potts, Mike Sanders, David Settles, Dan Speight, Jim Van Epps and Rob Whitaker. Others in attendance were: Melanie Mosley, Lauren White, Jodi Collins, Wendell Tompkins, Gloria Goosby, Penny Scarpucci, George Hauptfuhrer and Seth Walker.

**Welcome and Opening Remarks** – Caroline Harless welcomed everyone to the Spring Board Meeting of the Georgia Southern University Foundation.

**Approval of the Board Minutes** – Caroline Harless referred Trustees to the minutes of the fall 2015 meeting and asked for any revisions or corrections. Troy Athon made the motion for the minutes to be accepted. The motion for a second was made by Pat O’Connor, and it passed unanimously.

**University Update**

**President**: Interim President Jean Bartels was given a warm welcome by the board and gave the following report.

- Georgia Southern's enrollment is 20,459 students, and of those students the majority continue to be undergraduate students. GS has almost 18,000 students who are undergraduates and about 2,500 who are graduate students. That's a remarkable statistic for an institution. In fact, if we look in the state of Georgia at full-time equivalent students, GS is second at having 83% as full-time students. That is second only to UGA in terms of having that kind of population, so clearly our population niche is undergraduate students who are full-time, living on campus, or very close to campus, and who are pursuing their first opportunities in career development. Of that population, 62% are Caucasian students, about 27% are African American or identify as Black, and about 5% are Hispanic. That is an interesting number because while 5% doesn't sound like many, it's probably doubled in just the last year or two.

- The trend for enrollment over the past couple of years has actually been quite flat and that is to be expected with the population. The high school graduation numbers are quite flat, if not down a little bit from what they were for awhile. The trajectory is upward swinging, and looking ahead at the student population, there is anticipation that the University will be up 100-200 students this next year.

- GS has out-of-state students from all 50 states plus Puerto Rico and the District of Columbia, and 85 countries. That's really an accomplishment and contributes to the kind of experience that students have on the campus because they have a lot of opportunity to meet people who are from different cultural backgrounds and who have different understandings of the world, and that sharing is always very positive on campus.

- GS has been in the media a lot more than in the past. Just this last year, there were over 12,500 stories or articles in print and online. Georgia Southern’s story has now expanded and is as far away as Australia, China, and India as well as every place that is more local.
• GS’s social media impact has also increased quite significantly. There has been about a 200% growth on Instagram. We now have more than 70,500 followers on Facebook alone.

• Asli Aslan is in the Jiann-Ping Hsu College of Public Health. She was featured this year in Faculty Spotlights. There were very few opportunities to celebrate the faculty who weren't the big award winners and who were just doing the hard work of teaching, as well as doing their own scholarship. So this idea was developed that is called Faculty Spotlights to highlight different faculty. To see more of the great people, you can go to georgiasouthern.edu/facultyspotlight and you will see who's being featured at any particular point in time. Asli is an assistant professor in the Department of Environmental Health in the Jiann-Ping Hsu College of Public Health. Her work is primarily microbiological research, and what makes her really unique and why we wanted to highlight her was the work that she does with students (both at the undergraduate and graduate levels) in terms of engaging them in her work and in her scholarship, in her writing, and in her research activities. This gives them the real, hands-on life experience of what it would be like to be in those research capacities at the university and beyond. This has been a remarkable attribute of so many of our faculty. They really excel at taking (particularly undergraduate) students and giving them those life experiences in the pursuit of the discipline of the scholarship and in getting published, then going out and presenting their work. So many of those students have found their calling because of faculty like Asli.

• Professor Karelle Aiken won the Rising Star award for the American Chemical Society. This award recognizes an outstanding early to mid-career woman scientist who's demonstrated outstanding promise for the contributions she’s made in the area of chemistry. It's really an honor for her to receive the award and for that distinction to come to Georgia Southern as well, because that's a very prestigious organization very few people recognize.

• Dr. Mark Perez-Lopez is the associate director of our Counseling Center, and he was recently asked to be part of the Advisory Committee to the Center of Collegiate Mental Health. This is a national, very prestigious organization that does most of the quoting that you see about mental health issues, midway-to-higher education, in the country. Over 350 colleges are sampled and over 100,000 clients are viewed to determine the cutting edge activities/treatments that are happening for mental health in higher education environments. More students are being seen who have some kind of significant mental health issue.

• In surprise ceremonies in April, Todd Tinker and Chris Kadlec, Ph.D., were presented with Patriot Awards by the Employer Support of the Guard and Reserve (ESGR), a Department of Defense office. The award is given to supervisors who have been nominated by an employee serving in the National Guard or Reserve or the spouse of a Guard or Reserve member for their efforts to support citizen warriors. Recognized efforts include a wide range of measures from flexible schedules, time off prior to and after deployment, and caring for families to granting leaves of absence if necessary.

• As part of the Leadership Lecture Series, journalists Mara Liasson, Ted Koppel, and Eugene Robinson were invited to speak on campus about the 2016 election.

• Andi Shane was featured during this year’s Healthcare Symposium that is hosted by the Masters of Healthcare Administration program. Shane is a physician and works for Emory in the children’s hospital and has other affiliations with infectious diseases. Her symposium was on what’s happening with childhood vaccinations and some of the myths that really needed to be dispelled.
• The Board of Regents approved the Master of Science in Applied Geography program. This program looks at dual spatial technology that includes things like geographic information science, which is GIS, remote sensing, global positioning systems, and GPS.

• Three College of Business students representing the GATA Sales Team traveled to New Orleans during spring break, March 17-20, to compete at the American Marketing Association’s 38th Annual International Collegiate Conference. They were the only team from one university who captured 1st, 2nd and 3rd places in that competition.

• Georgia Southern’s Model UN delegation returned from the National Model United Nations (NMUN) Conference, the largest Model UN conference in the world, with an Outstanding Delegation Award. The award was Georgia Southern’s seventh such award in the last eight years, and ninth in ten years. Georgia Southern was also recognized for Outstanding Position Paper Writing for the 14th time in 15 years. The team competed against more than 200 schools from around the world and more than 3,600 delegates. The National Model United Nations Conference is directed by the National Collegiate Conference Association (NCCA).

• The installation of the artificial turf has been completed at Paulson Stadium.

• Men’s basketball is improving by the second. For the second straight season, they surpassed any predictions within the Sun Belt for performance, and they started the season with virtually a freshman team. There were very few individuals playing on the team who had much more experience than that. They finished 5th, and they advanced for the second year in a row to the Conference Tournament. One of our players, Tookie Brown, was named the Sun Belt's Freshman of the Year and First Team. Mike Hughes is in the Third Team of Sun Belt Honors.

• Women's basketball doubled the number of Conference wins they had from last season under the new coach, Kip Drown. One of our students, Angel McGowan, scored her 1000th career point in the last game of the season. She went on to Sun Belt All-Conference Second Team Honors.

• The archery program has exploded thanks to the Shooting Sports Education Center. Cassy Pelton is an Olympic hopeful. She went to Ankara, Turkey, for the 2016 World Archery Indoor Championship and placed 33rd in the world.

• Major Laura McCullough, who's been on our police force for a number of years, was selected out of a national search as our new police chief. She is the first woman police chief at Georgia Southern, and possibly the only woman police chief in the entire University of Georgia system.

• Then last, but certainly not least, Dr. Jaimie Hebert is the new President. Dr. Herbert is coming from Sam Houston State where he's been the provost, and he's been there for about 20 years. All of his education will need to be undone because all of his degrees are from Louisiana Lafayette, who is in the Sunbelt Conference. He completed all his degrees in statistics for mathematics, so he is a good data man. He will start July 1st.

Dr. Bartels answered a few questions and concluded her presentation.
University Advancement Update

**Vice President for University Advancement:** Salinda Arthur gave the University Advancement update.

Salinda thanked those in attendance. She also thanked the committees for all their hard work. She informed the Board of AVP Michael Shippam’s hip and back surgeries. She began her update with explanation of what VSE is.

- **Voluntary Support of Education (VSE)**
  - Performs comparisons looking at national trends for benchmarking.
  - They collect data each year regarding service support of higher ed and pre-college institutions via the survey. It yields hundreds of variables related to fundraising in public and private colleges, universities and a small number of pre-college institutions.

- **FY15 Support by Source**
  - Georgia Southern’s alumni support is 26.9% and the industry’s support from alumni is 26.9%.
    - GS is right on with other colleges and universities across the nation in terms of support and the percentage of support that is given by alumni.
  - Georgia Southern, 31.6% of the support is coming from non-alumni individuals. Other institutions, 19.9%.
  - Work is needed in Foundations support.
    - GS receives 20.5% and the industry average is 28.8%.
  - GS is doing pretty well in comparison with corporations, as compared to other institutions.

- **FY15 Support by Purpose**
  - Georgia Southern, the current operations, restricted 55.9%, and for others the current operations restricted, 53.2%. Very, very close.
  - Current operations unrestricted for other, 6.7% and current operations unrestricted for Georgia Southern, 3.4%.
  - Endowment for Georgia Southern, income-restricted, 11.5%. Endowment for others, restricted 24%.
  - When looking at how we are doing with the funds raised, and how it compares to all other colleges and universities across the nation, we’re very similar in progress and how things are done.

- **FY15 Support from Governing Board Members**
  - The average number of trustees in the industry is 35 and GS has 46 which includes ex officio and emeriti members.
  - GS total from trustees is much higher than the industry average.

- **FY15 Significance of Large Donors**
  - The industry, the three largest gifts from living individuals, as a percentage of all personal giving, 29.9%. For Georgia Southern it's 21.3%.
  - The three largest bequests, as a percentage of all personal giving, that's 16.7% of the industry and 23.3% for Georgia Southern.

- **FY15 Realized Bequest and New Bequest Intentions**
  - New bequest intentions and that is at $3.62 million.

- **FY15 New Pledges Relative to Total Support**
  - $226,000 for current operations and $1.8 million for capital.

- **The Campaign for Southern**
The current working goal is $100 million and the total raised to date is $48,034,842.

- There should be $3.8 million closing by June 30th.
- After June 30th we will be well over halfway to the $100 million goal.
- This is a comprehensive campaign and the focus is on building academic excellence, student success, research and creativity, athletic excellence, and enriching Georgia Southern in the community. The tentative public launch schedule is for fall of 17.

- **Campaign Forecast**
  - Averaging about 20% annually, in terms of our increase in donations. Last year was 56%.

- **Campaign Donations**
  - The largest portion of money coming in is coming from Bulloch County with Atlanta and Savannah coming in a close 2nd and 3rd respectively.

- **Regional Campaign Cabinets**
  - Regionally based in Atlanta, Savannah and possibly Bulloch County.
  - A way to make the Campaign local.
  - Volunteer groups comprised of Alumni, Parents and Friends of the University.
  - Members host local events, serve as exemplars, participate in regional campaign cabinet meetings and launch.

- **Working with the President**
  - Salinda met with him in April and he asked her to work on his first 90 to 100 days.
  - What has done so far is that each college's major gift officer has been asked to come up with several names of those people they feel will be important for them to have the president sit in front of them in that first 90 to 100 days. Salinda has added names to the list. Certainly board members are going to be part of this list.

With no questions Salinda concluded her update and welcomed Wendell Tompkins, Senior Director of Alumni Relations and Annual Giving.

**Alumni Relations Update**

Wendell began the Alumni Relations update by referring the Board to the Alumni Relations tab in the notebook.

Wendell provided the Board with a sample Giving Pyramid. The entire development and fundraising picture begins with Alumni Relations and Annual Giving. The occasional givers and event participants at the bottom of the pyramid is what Alumni Relations is after. Making sure to reconnect alumni to the university and to each other. As they move along through that process, hopefully they'll attend more events, hopefully they'll respond to a call from one of our student callers, or an annual giving appeal, direct mail appeal, or email appeal. They'll become an annual or recurring giver. A few years after they've established themselves in their career and their life has progressed, they become a major giver, and then finally, hopefully they're making plans to recognize or remember Georgia Southern in their will or deferred gifts.

Through April 30th Alumni Relations has coordinated or sponsored 153 events for a total of 6,369 attendees. The goal for FY 16 was 7,200. Wendell feels certain the goal will be met. All of this was done by an office of four.
To date, or through fall of 2015, there are 83,000 alumni on record. Now, these are alumni that we have good addresses for and that we can get in touch with. There are probably still somewhere between 12 and 15,000 lost alumni, but 83,000 alumni on record. The other two maps Wendell provided show where they live in the state of Georgia, which the majority of alumni do live in the state of Georgia. Out of the 83,000, 66,000 live in the state, and of those 66,000, almost 20,000 live in the Atlanta area, so a quarter of our alumni base and a third of the state of Georgia base live in the Atlanta region.

Dr. Bartels went to Savannah and Atlanta for the “Evening with the President” events and the office also held the first ever Go Daddy Bowl pre-game. It was a tremendous amount of work. Wendell said “I've been doing this for a long time and you think after a while you've seen it all, but I have not seen it all, until this year with the Go Daddy Bowl Game.” It was a tremendous success. Tickets were sold out. 1,000 alumni and fans were fed prior to that game. That event was a coordinated by the Alumni Office. However, it was a joint venture between the Athletic Foundation, the Alumni Office, the College of Business, Student Affairs and the College of Liberal Arts and Social Sciences also helped out. It was a true University effort. We have already made plans for this event in every year going forward.

The last four years have been spent launching and defining a new set of programing called Alumni Signature Programs. Prior to Salinda’s arrival, none of these programs existed with the exception of the Alumni Awards. I can remember distinctly when Penny first came to Georgia Southern, a detailed and long meeting was held to discuss where the Alumni office was in regards to programming, and where it needed to go. All this happened in the last four years, front and back of these sheets (referring to the sheet in the Alumni section of the notebook). This is how we operate day in and day out in the Alumni Office.

After establishing all of the new programs in the past four years, the majority of the coordination of these events have been done by the Alumni Relations staff. The office would identify an affinity group and coordinate and put on that event. Moving forward, and keeping in mind the campaign, it is time to become a little bit better organized, and some might say going back to our roots in some of these areas. The office operates in the major cities in the state, and of course always go wherever an alumni group wants us to go.

Atlanta started an alumni volunteer organization, this winter and the Alumni Office is going to try to carry that format to other cities, so there will be defined roles for volunteers. We will have volunteer leaders for the Alumni Networks, Southern Women, and Eagle Outreach. All of these areas will have an alumni volunteer in each area who helps to coordinate and operate each of those areas. People living and working in those areas know what's best for their community.

Now that the new programs have been identified and introduced, the alumni leaders will be given more defined roles and training on how to carry out these Signature Programs in their areas. We are planning on bringing all of the alumni leaders to campus in January each year and have Alumni Leadership Assembly, where they will be taught exactly how to operate an alumni organization in their area, and also learn some things of how a university operates. The plan is to have the new president speaking, Dr. Bartels as the provost explain the academic side, and maybe have Rob Whitaker explain the financial side. Just teach these volunteers and give them an inside look on the operations of the University, so that they can help us carry this message in their areas.
The second 40 under 40 has begun and the deadline for those applications is May 9th. This award and the Alumni Association Awards are held every other year.

A new program is being started to recognize alumni-owned businesses. The office will provide the owners with some type of material to show their clientele their alma mater.

The Southern Made Award, is a new program to recognize alumni entrepreneurs. There are a couple of big programs we are going to model ours after; Martha Stewart has an American Made Awards every year, and Garden and Gun Magazine has a Made in the South Awards every year. This will have five categories, yet to be determined. Every spring Alumni will be awarded for their products that they are producing.

On Friday, July 29th, Georgia Southern University will be at the Atlanta Braves game. There will be pre-game event, the new president will throw out the first pitch, the new football coach will yell "Play ball", Freedom and Steve will be on the field, and have a group from the Music department perform the National Anthem. In addition to all of the above, the Braves contacted us and wants our drum line from Southern Pride to work with their drum line. In the past, it was just an Alumni event, but now it involves the entire University and will have the entire University promoting this. The Braves are also doing this for the other USG schools. The contact in the Braves office mentioned that the other schools have not been as responsive or not putting as much behind it as Georgia Southern, so this will be a big exciting event.

The University Advancement Fall schedule has been approved by the President’s office and Dr. Hebert. There are two big Events in Atlanta (in addition to the Braves game) games against Georgia Tech and Georgia State at the end of this year. Homecoming is on Thursday, November 10th. The University chose Saturday, November 12th for Homecoming but ESPN called, and because of the recognition received, and the support fans have shown, they wanted to put another one of our games on TV. So Thursday, November 10th was the date ESPN chose and there are no other options for Homecoming.

Due to the price of hotels rooms during football season, Alumni Weekend was moved to the Spring this year. It will stay in the Spring for 2017 with reunion groups, alumni awards, and Southern Made. We are trying to design it around Arts Fest on Sweetheart Circle and the Blue and White Game. This will hopefully get the entire campus together to support a new reunion weekend, or new spring alumni weekend like we had over 20 years ago before football started.

Wendell answered a few questions and concluded his update.

**Annual Giving Update**

Gloria Goosby, Director of Annual Giving, began her update by introducing her staff. Debbie Keenan holds everything together in terms of our administrative support for the office. Kaitlin Janicik is the Phonathon Coordinator. John Ramfjord, some of you may know him from the ticket office and he's now over with us and he is a unit based officer in the College of Education. Alexandra Washington is the Associate Director. One thing about this position, when Gloria was the Associate Director the focus was on colleges but based on what Wendell mentioned about the size of our general alumni base and the need for student philanthropy education the role was readjusted to focus on student engagement and young alumni giving.
• History of Annual Giving
  o A Day for Southern is volunteer driven focusing on retirees and faculty and staff to solicit the local community and businesses
  o Phonathon is staffed by students and they call on the greater alumni base. If we had a phone number for you we would call you for a gift. If we didn't have a phone number for you, you probably wouldn't have heard from the University under this system.
  o Annual Giving has done some intermittent attempts at email and direct mail but nothing that was very comprehensive and much of what was done was focused on the greater university.

• Challenges
  o A Day for Southern
    ▪ Fewer locally owned and operated businesses in Bulloch County.
    ▪ More channels to go through to get private support from those that have corporate chains or franchises.
    ▪ Fewer community members who are willing or able to volunteer. We have volunteers who have been volunteers for 30 years and, as with time, it's a little more difficult to get out into the community and be in and out of cars all day.
    ▪ Need for new ideas in campaign management and brand.
  o Phonathon
    ▪ Many households do not have landlines.
    ▪ Because there are fewer landlines, there are fewer contacts resulting in fewer donors.
    ▪ Changing attitudes and behaviors regarding answering phone calls. Many will check the caller id and if the number is not familiar, the call is ignored.
  o Greater University Fund Focused
    ▪ Donors are being a little more selective. They want to be able to designate their gift and give to the areas in which they're most passionate.

• Realignment of Function
  o Really need to look at Annual Giving not just as a place where we can get in more donors and dollars and just keep the nose to the grindstone and sit on the treadmill to try to get more people and more donors in, dollars in. Need to start using Annual Giving as a source of information and really look at the data we get from our general alumni base for donor behaviors, what messages they're responding to etc. Who's giving? What are the ages? Which college years are more likely to respond?
  o Also look at Annual Giving as a source for future leaders so they can be future board members based on their giving history or maybe we seek out regional volunteers based on their gift history.
  o Or think about Annual Giving in terms of the major gift pipeline. The first gift that most people make to a university or to a foundation is an annual gift. So, we really need to see how we can get more people giving to Georgia Southern. Again, if we're doing our job with building the pipeline, we can begin to lead donors to greater loyalty and buy in for the mission of Georgia Southern and then also introduce them to interests in major and planned gift priorities.

• Solutions
  o Need to move to a multi-channel strategy.
  o Add a structured recognition strategy for annual donors who are below the 1906 Society level.
Increase engagement, which is being done by partnering with alumni relations and the donor relations office through events, increased marketing and education.

Focus donor acquisition at leadership annual giving levels, rather than sub leadership annual levels to begin to build out those folks who can give $1,200 or more.

- Multi-Channel Fundraising
  - Most of the direct mail is college based and needs to be done in a more intentional way.
  - A lot of the direct mail is done in sync with email for the multi-channel strategy.
  - The phone is going to be here to stay for a little bit with Georgia Southern and then, again, we've added face to face solicitation.
  - Similar to what the major gift officers have with their portfolio, the Annual Giving team also has portfolios that are worked on to go out and talk to people about making leadership annual gifts. John Ramfjord does this for the College of Education. Alex Washington does this for young alumni but soon she will focusing higher up into folks who are able to make larger gifts outside the young alumni area.

- Donor Retention
  - Implement structured non-event recognition and communications calendar for annual donors.
  - Host regional events for the leadership annual donors, not just society events but other ways that we can reach out to them for communications. This will be done in partnership with Alumni Relations and Donor Relations.
  - Manage behavior focused donor recognition and we're doing that through FY17.
    - Create a new society called Georgia Southern Loyal, GS Loyal, to recognize those individuals that can be counted on from year to year in an effort to make sure we're retaining those donors. Even though individuals can't give $1,200 or $2,500 or $5,000 every year, we want to show them that we appreciate the fact that we can count on you every year for your $100 gift.
    - Recognize first time donors and reactivated donors. Reactivated lapsed donors who renew support in the current fiscal year. Want to let them know that we know that it's been awhile since their last gift and they are appreciated for coming back.
  - Annual Giving is also working on non-solicitation touches. Sending birthday cards to individuals who gave in the previous year.
    - Trying to increase personal touches so people don’t say "Well, the only time I hear from you is when you want a gift".
    - Since 2007 the office has done a Thankathon. If someone made a gift through the phone program one of the student callers will call them and thank them for their support. A lot of people are surprised by that.

- Engagement
  - The foundations for engagement are education, marketing and events.
  - Alex Washington started the group Southern STAT – Students Today Alumni Tomorrow. There are a lot of universities that have a STAT program. It's focused on student philanthropy education and this year in February was the first time participating in student philanthropy and education month. This is based on the idea that students are on campus for four to six years but the need to be
educated while they’re on campus and not wait until they walk across the stage and risk losing that contact with them.

- “For The Love of Blue” is the whole idea that philanthropy means for the love of humanity. With blue being one of GS’s base colors it's the idea that for the love of blue, for the love of Georgia Southern, these are the ways that you can continue to stay involved, these are the ways that you should be involved and this is how alumni support impacts the University.

- Working on enlisting young alumni volunteers for peer to peer storytelling. Right now, this fiscal year, the volunteers are called Blue and White Ambassadors. They go out for the specific reason to talk to their peers and their friends about giving back to Georgia Southern. Moving into FY17 everyone who is a Blue and White Ambassador will have to commit to a multi-year leadership annual gift as well as speak to X amount of people. Each of these volunteers has a 40 person portfolio that they're supposed to reach out to throughout the year to speak to about making a gift. This is being done in an effort to grow the number of young alumni who are giving because they are the future of what University Advancement is trying to do.

- A lot of what is being done in the College of Education is focused around affinity groups. John Ramfjord and Dean Koballa hosted a Marvin Pittman Lab School Reunion. There were nearly 300 people at this event who are either Georgia Southern alumni, alumni of the lab school, or former faculty or staff.

- Focus marketing on participation and choice. The percentage of alumni annual giving in FY15, this is just the sheer number of folks that are giving, for undergraduate alumni was 4.7% or 3,133 individuals, which is not very high.

- Increase marketing using social media. (Gloria then showed the group a video.)

**LAG (Leadership Annual Giving) Donor Acquisition**

- This is how the issues of lost funding through traditional channels is being addressed.

- As mentioned in the beginning of the update, we are losing money in the A Day for Southern community campaign and then also through Phonathon because fewer people are picking up. We want to focus on the leadership donor acquisition to address that concern.

- In order to make sure that those donors are being retained, we want to solicit for a multi-year commitment and do the appropriate stewardship touches to ensure fulfillment on those gifts.

- Inform these donors, when they are solicited, on current uses of money for colleges and student services. This will hopefully help with closing gifts because they will be more informed about how their money could be spent. This is going to help the unit based officers. They'll have a pool of people who are already making leadership commitments to their colleges when they go to ask for those major gifts and they talk about the college priorities.

- Encourage leadership annual support to the Greater University Fund from the central office alumni volunteer boards.

- The whole purpose of focusing on leadership annual is to build a pipeline to major gifts and planned giving donors.

**1906 Society**

- Working on revamping the levels and they are…
  - Blue and White Associates – Young alumni
    - 1-3 years out : $300.00+
• 4-6 years out: $450.00+
• 7-10 years out: $600.00+
  ▪ Josephine Schiffer – $1,200 - $2,499
  ▪ Frank M. Rowan –$2,500 - $4,999
  ▪ Otto Tauber Harper – $ 5,000 - $9,999
  ▪ J. Walter Hendricks – $10,000 - $24,999
  o There are three levels for Young alumni to give the most access to the most people considering the fact that this is to build the alumni donor base and to convey that everyone can be a part of this. This will introduce young alumni to leadership annual giving at Georgia Southern and not make it inaccessible to a general audience that only certain people can be a part of it.

• Moving the needle…
  o Must continue to retain the donors we have (less expensive to retain than to acquire)
  o Increase engagement among all audiences with emphasis on students, “Young Alumni,” and affinity groups
  o Secure leadership annual contributions

Gloria answered a few questions and concluded her update.

**Committee Reports**

**Membership Committee Report:** Jimmy Matthews, Chair of the Membership Committee, began his report by identifying the members who are eligible for emeritus status. They are Troy Athon, Charles Chandler, Martin NeSmith and Pat O’Connor. The Membership Committee recommends that these four be elevated to emeritus status. Jim Medbery made the motion, Mike Sanders made the second and with no oppositions all four will be emeritus.

There are three members who are eligible for chair emeritus and they are Tommy Bond, Max Manack and Barbara Golden. Jim Medbery made the motion to elevate these four members to chair emeritus, Mike Skinner made the second and with no oppositions all three will be named chair emeritus.

Lastly, Jimmy recognized the new members. They are David Brooker, Jason McMillan, Dana Potts and Dan Speight.

**Development Committee Report:** Development Committee Chair Billy Hickman began his report by welcoming the new members, David Brooker and Jason McMillan to the committee.

Billy introduced Seth Walker, Director of Corporate and Foundation Relations for the Atlanta Region, to up-date the Board.

Seth began his up-date by thanking the Board. Looking at corporate and foundation fundraising overall for the United States, it only accounts for 5% of the total gifts. When you look at our numbers, GS does very well. That is probably because GS is an educational institution and corporate and foundation partners know that they can trust us, that we're not going to rock the boat per se. GS is not going to do anything with their funds, they know that GS
has places put into effect that can prevent fraud and abuse as well.

When Kelly Pope, Director of Corporate and Foundation Relations for the Southern Region, and Seth are looking at corporate and foundation fundraising they not just looking for direct gifts. They are looking at everything from gift in kind to scholarships to faculty support to student support to research, all those are hugely important and they try to identify companies and foundations that work well with what Georgia Southern is doing. One of the biggest things that they are looking at is companies that have a high number of alumni working in them. So, it's always important to know where alumni are working and then the biggest thing the companies want because it's always tit for tat with corporations is they want GS graduates.

Seth and Kelly have to look at what companies are identifying that need our graduates. By far the biggest buyer of GS graduates is those from the College of Engineering and IT. The IT students are walking out of school and making anywhere from $60,000 to $85,000 a year, their first year out of school. Right here in Atlanta there are so many companies doing that kind of work and so that's where Seth spends the majority of his time doing discovery work with those companies and just identifying them and letting them know who GS is. The number one question Seth gets asked when he meets with somebody is: "Where's Georgia Southern?" Then he says Statesboro and then they go: "Where is that?" Seth and Kelly do a lot of educating.

Kelly works beyond just Statesboro and Jacksonville and Seth mainly focuses on Atlanta. So, when they look at where the top tier sheets are, they are big brands like Georgia Power, Blue Cross Blue Shield, Bank of America, Belk, J Dunn, UPS, those type of companies. Kelly is working with CSX, Techtron and Gulfstream. Corporations are one point of contact. One of the things they do very well with the campus is trying to get them to go through them. A lot of our partners in academia have relationships with companies, before they ask for money, everybody needs to be on the same page so the best ask can be made.

One of the biggest reasons why Georgia Southern suffers in foundation funding is the location. A lot of foundations based in Atlanta only give to organizations based in metro Atlanta. Another reason is GS is not a research university as defined by the University System of Georgia. These two things are the biggest reasons GS suffers in foundation funding. Kelly and Seth have to look at other foundations that might not be as well-known and who can't write a $2 million check. Since 2011 Georgia Southern has had a 41% increase in foundation and corporate funding. The biggest thing that Kelly and Seth need is communication from the Board on corporations that need to be visited. If any of the Board is involved in their local chamber of commerce and think it would be worthwhile for them to visit, let us know.

Billy introduced Jim Medbery to give an up-date on the Southern Classic Golf Tournament. The Southern Classic golf tournament was founded in 2013 to specifically raise money for the student scholarship fund. There was three successful tournaments in '13, '14 and '15 and had quite a bit of debate about what to do this year. Almost $150,000 has been raised in the three years the tournament has been held. So, it's been a successful fundraiser and it's been a lot of fun. There has been a lot of help David Settles, Tommy Bond, Jim Van Epps on the board have been very involved with Jim M. in doing this and it couldn't be done without Salinda's group and the Foundation Lauren and Melanie and all the rest of Salinda's staff.

It does require a lot of time and effort. The golf committee started out with very aggressive expectations when the tournament was started and we were asking $5,000 per foursome for people to participate. The committee was
fairly good at getting that but they have not filled up the tournament to date with the full number of spots available. The first two tournaments were at Peach Tree Golf Club here in Atlanta. The third tournament was at East Lake Golf Club, two of the finest venues anywhere in the world, both very famous national golf courses. So, the decision has been made to forego doing it this year to kind of re-tool thoughts and efforts. The next tournament will be held in 2017.

There needs to be more corporate sponsorship and business sponsorship upfront to bear the brunt of that $5,000 cost so the cost to participate can be decreased. In the hopes that this would expand from 100 players maybe to 200 players and look at some different venues like the Atlanta Athletic Club with two courses, Cherokee Country Club with two golf courses. If the sponsorship expectations can be met upfront this could double the size of the tournament and hopefully double the amount of money going into the scholarship fund.

The committee will be contacting everybody on the board within the next year and asking all to make a commitment to find one business relationship that they can get to participate as a sponsor in the Southern Classic Golf Tournament. That way it would be less expensive for people that actually want to play golf and we’ll still have the same amount of funding. All businesses will get advertisement as it’s been done in the past with hole sponsorships and banner sponsorships and things of that nature.

In the past, Rob Whitaker has been very helpful in getting lists of vendors to Georgia Southern. There has been some participation from them. Rob had to kind of back away a little bit this year. He spent a lot of time on it the previous two years. So, the main reason for the decision to take this year off after a lot of debate is that the same participants are playing every year and we didn’t want them to burn out on the tournament. We were going to wear out our welcome expecting the same people to put up $5,000 every year.

With no further business, Billy concluded his report.

**Investment Committee Report:** Mike Sanders, committee chair, began his report with informing the Board about the RFP process or Request for Proposal. This is required every ten years or so to put our endowment funds out there to have an opportunity for other vendors to have an opportunity to compete for the Foundation’s business. It does not in any way, shape or form mean that the Foundation’s relationship with George and Prime Buchholz is ending. It is part of what, George mentioned this morning, good practices and the Foundation is in the midst of that process right now. A committee has been developed to create an RFP document that is quite extensive. A lot of research has been done into what other peer universities are using. Documents from other universities such as West Georgia, the University of Georgia, and College of Charleston were found online and compiled into a RFP document.

The Investment Committee voted to move forward and kick off the process on May 15th, 2016. That will be with the issuance of the document to a list of invitees and then it comes back to questions or an intent to participate, submitting their actual documentation etc.

At this time, Mike introduced George Hauptfuhrer of Prime Buchholz to present the report.

George began his report by referring the Board to the Investment tab in the meeting folder.

- As of the end of March, the Long Term Pool was $51.3 million. The month of April was up approximately 1.3%. So, the number today would be higher in dollars.
From an asset allocation standpoint, there is 53% in global public equity. There is a little bit of an international tilt which has not helped in recent years but it did help in the March quarter as international stocks did better than US stocks. International stocks have done better than U.S. stocks. There has been more money on the international side than on the domestic side in recent years. That has not been a good move, but it is beginning to work in our favor the last four months, especially the month of April. The international stocks have done a lot better than domestic stocks. Some of that is influenced by the currency changes. The dollar had been very strong, but in April it was very weak, so that has helped on the international side.

About half of the domestic equity allocation is with the Vanguard Institutional Index Fund.

All four international equity managers are ahead of their benchmarks since they were hired. It's also true that all three of the ones on the domestic side have either matched or exceeded their benchmarks.

Flexible capital did not have a particularly good quarter but they have done well since they were put into the structure. They are ahead of their benchmarks.

Real assets, sort of like international stocks, have been a head win for the total portfolio in recent years but they had a nice rebound in the March quarter.

Jodi told George in February that she will probably need to tap about $800,000 cash before the end of the fiscal year.

Intermediate Pool was a little bit under $2.9 million and that's a very conservatively managed portfolio because it is expected that a good portion of that money will be used within a two or three year time frame.

When Prime Buchholz started with Georgia Southern there was $37.8 million back in '06 and over that period there has been net spending, net of your gifts, of $1.9 million but the markets have allowed growth to the total by $18.3 million bringing the total up to $54.1 million at the end of March. Again, that number is a little higher today because was an up month in April.

With no questions for George, Mike concluded the report.

**Finance Committee Report:** Mike Skinner, Chair of the Finance Committee introduced Jodi Collins, Director of Foundation Accounting, to give the Finance Committee report. In the interest of time, Jodi started with the action item that needed the Board’s approval.

Proposed Capital Campaign Income Budget

- The Finance Committee is proposing gift fees of $71,973. This is based on the fiscal year '15, non-endowed gifts that were received.
- They are proposing $419,328 for endowment management fees which is 1% of the June 30th 2015 endowment market value. The fiscal year 2016 budgets were amended in the fall of 2015. That's why we have the same figures here.
- The Unrestricted Reserve is actually a balancing figure. The Board voted in May of 2011 to use the unrestricted funds each year to support the capital campaign as long as we are in a capital campaign. To date we've used less than $10,000 of that unrestricted reserve.
- The total proposed fiscal year '17 capital campaign income budget is $788,192 down from $806,275 in fiscal year '16.

**Proposed FY2017 Capital Campaign Expense Budget**
All of the changes in the colleges, outreach centers and in the university honors program are strictly based on what has been used in the past and the estimated future needs. Some have increased, some have been decreased.

The Finance Committee is proposing an increase in Advancement Services Supplies and Salary Support. This $32,500 is to upgrade a position in accounting. That position has previously been a clerk position and money is being added to have a degreed accountant position there.

$10,000 in the fiscal year '17 budget is being added for a bowl game as last year's bowl game brought a lot of unexpected expenses.

The Finance Committee is proposing to decrease campaign legal consulting by $10,000 and to decrease chamber dues by $3,583.

The Committee is proposing a decrease for equipment and the Leadership Annual Giving budget that's based on past expenses and future needs.

The Committee is proposing to remove the Regional Campaign, line item of $30,000 as the campaign time line has been pushed back due to our new president coming on board.

The total budget that is being proposed has been reduced by $18,083 from fiscal year '16. The total proposed capital campaign income and expense budgets for fiscal year '17 are $788,192.

Jodi concluded the report.

On behalf of the Finance Committee, Mike asked for a motion for the Board to accept the proposed FY16 budgets. With no further questions, the budgets were unanimously accepted.

**Announcement and Closing Remarks:** Chairman Harless referred the Board to the Upcoming Events sheet that was in the folder and thanked all the members who were in attendance and with no further business, she adjourned the May 3, 2016 Spring 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.*