AGENDA

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

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

UNIVERSITY UPDATE...........................................................................Dr. Jaimie Hebert
University President

FOUNDATION UPDATE........................................................................Trip Addison
University Foundation President
VP for University Advancement & External Affairs

UNIVERSITY ADVANCEMENT UPDATE...............................................Bill Kelso
AVP for University Advancement

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

(Break)

COMMITTEE REPORTS

• Membership..................................................................................Jimmy Matthews, Chair
  o Recognition of New Board Members & Retiring Member

• Development................................................................................Billy Hickman, Chair
  o Southern Classic Update.........................................................Jim Medbery, Golf Committee Chair

• Audit..............................................................................................Tommy Jones, Chair
  o Update....................................................................................Aleisa Howell, Mauldin & Jenkins

• Investment...................................................................................Mike Sanders, Chair
  o Update....................................................................................David Center, Fund Evaluation Group

SPECIAL PRESENTATION/OUTGOING CHAIR COMMENTS...............Caroline Harless, Chair

INCOMING CHAIR COMMENTS............................................................Billy Hickman, Chair

COMMITTEE ASSIGNMENTS.................................................................Billy Hickman, Chair

ANNOUNCEMENTS & CLOSING REMARKS........................................Billy Hickman, Chair

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GEORGIA SOUTHERN UNIVERSITY FOUNDATION, INC.  
Minutes of the Meeting of the Board of Trustees  
October 4, 2017

The Georgia Southern University Foundation Board of Trustees met at 3:00 pm at the Bishop Alumni Center in Statesboro, GA. Trustees present were: Trip Addison, Paul Barkley, David Brooker, Joe Drake, R. T. Evans, Jr., Truitt Eavenson, Carl Gooding, Caroline Harless, Ray Hendley, Billy Hickman, Walt Huggins, Tommy Jones, Jaimie Hebert, John Lane, Jimmy Matthews, Jason McMillan, Jim Medbery, Stephen Milner, Dana Potts, Mike Sanders, and Mike Skinner. Emeriti in attendance: Barbara Golden, Tommy Bond, Harry Carter, Jimmy Childre, Margot Dawkins, Jimmy Franklin, Jimmy Hodges, Joe McGlamery, Ricky Nesmith. Others in attendance were: Melanie Mosley, Jodi Collins, David Center, Aleisa Howell, Wendell Tompkins, Bill Kelso, and Julie Gerbsch.

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

Approval of the Board Minutes – Chair Harless referred Trustees to the minutes of the spring 2017 meeting and asked for any revisions or corrections. A motion was made by Jim Medbery to accept the minutes with a second from John Lane. The motion carried. Chair Harless welcomed Dr. Jaime Hebert to the podium for an update from the University.

Dr. Hebert thanked Caroline for her support and dedication through the years to the Georgia Southern University Foundation. He continued, “I have to tell you that A Day for Southern this year was a resounding success again with our fourth straight year over $2 million.” After expressing his appreciation, Dr. Hebert talked about the consolidation timeline. “For those of you who aren’t familiar with the timeline since January, the University System of Georgia voted to consolidate Georgia Southern University and Armstrong State. The consolidation implementation committee formed 93 Operational Working Group subcommittees. Ninety-three subcommittees, each of whom was responsible for 5 to 10 different facets of the university, and in eight months’ time, those groups came forward with nearly 500 recommendations on what we needed to do to define our new university. We pulled those together along with an academic plan in August and in early September submitted a prospectus description of our new institution to SACSCOC, our accrediting agency. They will vote in December, and provided they vote favorably, the University System Board of Regents will vote then to approve that prospectus. If those two things occur, in January 2018 (just a few months from now), we will be operating as a single institution.”

Dr. Hebert continued, “The name of that institution is Georgia Southern University. We will have three campuses, one here in Statesboro and we will have our Armstrong campus, remembering the legacy of that institution and the traditions of that institution. We will also have the Liberty campus in Hinesville. Liberty County was instrumental in bringing the Liberty Center to that city, and we want to continue to recognize their contribution to our new university as well.”
He continued with coverage of the goal (by the University System of Georgia) to review several initiatives for affordability of college in Georgia. In addition, he reviewed admission requirements, graduation and retention rates, the value of a college education, and the importance of finding a job once a degree has been obtained.

In conclusion, Dr. Hebert informed the Trustees that, “as we move forward, supporters like you are such a critical aspect to what we do, not only your financial commitment to the university but the advice that you give us, in terms of how we impact the workforce and how we impact society. I look forward to the future. I look forward to working with you. Make no bones about it, we are building a very powerful regional university. This is an opportunity that people like me do not get in higher education twice. This is the opportunity of a lifetime for all of us and it is a critical point in the history of our beloved institution. This is the next phase in our evolution, but we have to be diligent. We have to be bold in what we're going to do to progress. I'm proud to have you along guiding us, supporting us, as we move through this journey together.”

After a few questions from the Trustees, Dr. Hebert thanked the group and concluded his presentation.

Chair Harless welcomed Vice President Trip Addison to the podium for an update from the Foundation and University Advancement. Mr. Addison began, “thank you, and good afternoon. One thing to add to what Dr. Hebert said, it truly has been an exciting year. I would say consolidation has been a challenge on this campus, on the Armstrong campus, and on the communities. It's really been exciting because it's been nothing but opportunity. That opportunity is for both regions, for both institutions, not just for Southeast Georgia but for Georgia as a whole. I think that's what the game plan that you will see moving forward is going to be…. something that's exciting to be a part of.”

Mr. Addison gave a brief review of the financial status over the past year for the Foundation and spoke of the importance of each area of giving. At this time, he informed the Board of some cost cutting measures that are being taken within the Foundation and areas of consolidation within the Foundation and Gift Accounting areas. Foundation financial accounting will be moving under the VPB&F with Tina Adams as the Director of Foundation Accounting. She will oversee financial accounting for all Foundations.

Per Mr. Addison, “one system we'll be bringing forward to help centralize donor data going back and forth between the Athletic Foundation and the University Foundation is Blackbaud. It is a product that we (in the past week) signed a contract on to where we will bring our data systems and our financial accounting systems together. They will be sitting in separate silos for accounting purposes, but from a backroom data perspective, we will start seeing all of our donor data across the full multi-foundations.” He continued with discussion of changes involving development officers, assignment of prospects and the change in solicitation for corporations and foundations. Mr. Addison continued his update by stressing the importance of the two foundations working together and the many opportunities that will be available in the future.
Adding to his comments, Mr. Addison stated, “You will see a push into the Savannah market. Evening with the President in February will be our first opportunity to really push that and to tell a larger story than just the consolidation story. Drew Ernst, who is the Chairman for ASU Foundation, has been great through this process. He has been more than gracious in this process and came up a few months ago and saw the campus and that was his first time at the campus. I think that's what you'll find. Many of the Savannah people had not made that 55 mile journey from Savannah in this direction to see what we have to offer on this campus. Again that's an opportunity.”

Mr. Addison continued with his report and discussed the importance of Health Professions in the Savannah market and the large employers of GS alumni in the Savannah area. Per Mr. Addison, “they have already been working from the Armstrong perspective on targeting the healthcare industry in Southeast Georgia. A new building will house the Waters College of Health Professions. That is just one of many construction projects that are going to be of great value to this institution. I don’t know if you’ve driven around our campus, but you would have seen a crane sitting in the heart of campus, right next to the College of Engineering and Information Technology. That is the new Interdisciplinary Academic Building.” Continuing with the discussion of additions to the campus, Mr. Addison informed the Trustees of other projects including a new Engineering Building slated for placement in the current parking lot across from the new Biology Building.

At this time, Mr. Addison introduced Bill Kelso, Vice President for University Advancement at ASU.

Mr. Kelso expressed his appreciation to the Trustees for their support and gave a brief history of his background and how he came to his current position at ASU. He followed with a review of the new Organizational Chart for University Advancement and recapped who will be directing each of these areas. When Mr. Kelso provided an update on the status of the Armstrong Foundation, he stated, “the Armstrong State University Foundation, beginning January 1, (as of September 22nd through a unanimous vote), will become the Armstrong Foundation of Georgia Southern University. Let that sink in for a minute. It will maintain its’ own 501 status, but it becomes the Armstrong Foundation of Georgia Southern University. Perhaps this is the first step towards something more long-term, which will be a unified foundation.”

At this time, Mr. Kelso introduced Julie Gerbsch, Executive Director of Development. Per Mr. Kelso, “Julie is coming from Armstrong and has been with the University 6 ½ years and running Major Gifts at Armstrong. Julie comes with a wealth of experience but also a very donor-centric approach and an idea of ‘we can make this happen’, and ‘we can bring the dollars in to meet our mission, particularly our students and our programs’. I would close by saying, we at Armstrong, those of us who made the decision to continue on, that had high tolerance for uncertainty but also could see that for a reason that this was the right direction to go. Those of us that are still here as we go in are ALL in; we’re all in and we truly look forward to working with you all as we look at what is future of the new Georgia Southern University.”

At this time, Mrs. Harless introduced Wendell Tompkins and welcomed him to the podium for an update from Alumni Relations and Annual Giving. Mr. Tompkins began, “Thank
you for allowing me to give you an update on Alumni Relations and Annual Giving, what we're currently doing and how consolidation is going to affect our office. The Office of Alumni Relations event numbers ending June 30, 2017 were 133 events for a total of 6,636 attendees. Our goal was 6200 and we did beat that goal”!

Mr. Tompkins continued with an update on staff changes within Alumni Relations and he gave a brief update on ADFS 2017. Mr. Tompkins continued with an update on consolidation of the alumni boards and recommendations. “We will combine the two boards. The bylaws have been rewritten. We will have equal representation from both Armstrong and Georgia Southern for a period of time up until 2022, that is the date that the University and CIC have set for completion of degrees on one campus or the other. After 2022 the Alumni Board membership will be based on percentage of Georgia Southern and Armstrong alumni. The two executive committees met in May and everyone came out of that meeting with positive comments. After the combined meeting of the Executive Committees, we decided to move quickly on the consolidation of the Alumni Boards, with a completion date of July 1, 2018.”

Mr. Tompkins continued with a review of the combined alumni database and upcoming alumni events for the next few months. In concluding his presentation, he stated, “We truly appreciate everything you do and the support you give us, not only as friends and at events but with the budget support as well.”

**COMMITTEE REPORTS**

**Membership Committee** Chair, Jimmy Matthews, introduced and welcomed new members R. T. Evans, Jr and Truitt Eavenson. Paul Theriot was also recognized as a new member, but he was unable to attend the meeting. Mr. Matthews also thanked retiring trustee, Mike Skinner, for his 10 years of service on the board and presented him with a gift of appreciation.

**Development Committee** - Chair Billy Hickman called on Jim Medbery to give the Trustees an update on the upcoming Southern Classic Golf Tournament to be held on Monday, November 6th at the Capital City Club, Brookhaven, in ATL. Mr. Medbery reviewed the sponsorship opportunities available for the tournament and encouraged everyone to participate in the tournament either on a team or sponsorship level.

**Audit Committee** Chair, Tommy Jones, reviewed minutes from the Audit committee meetings and introduced Aleisa Howell of Mauldin and Jenkins. Aleisa reviewed the latest audit committee report (all Trustees were provided a copy). A motion was made by Billy Hickman to accept the audit report with a second from Paul Barkley. With no opposition, the motion passed. Aleisa Howell concluded her presentation by thanking Jodi Collins and her team for their work and cooperation with the auditors.

**Investment Committee** Chair, Mike Sanders, introduced David Center with Fund Evaluation Group and he provided the trustees with an update and reviewed asset allocation, portfolio
liquidity, and a review of where dollars are being spent. A full report from FEG was provided for each Trustee.

At this time, Chair Caroline Harless addressed the Board with her outgoing chair comments and thanked the group for their support and hard work over the years. Mrs. Harless took the group back in time and gave a brief history on how she (and her family) have been associated with Georgia Southern over the years. From having a relative who was part of the historical delegation that traveled to SAV in the early 1900’s to her MBA in the 1970’s, Mrs. Harless recapped wonderful history of her association with Georgia Southern. As she expressed her appreciation to the Foundation staff, Mrs. Harless relinquished the gavel to Billy Hickman as she made the following comments, “I’m excited about Georgia Southern's future. As we go forward with Dr. Hebert's leadership, the merger with Armstrong, and the enhancements of our Liberty campus, this will create efficiencies and expanded opportunities for students and regional employers alike. Georgia Southern will be, without question, the academic powerhouse of Southeast and Coastal Georgia.”

Incoming Chair, Billy Hickman, accepted the gavel and expressed his appreciation to Mrs. Harless for her 14 years of impeccable service to the Foundation. On behalf of the Foundation, he presented Mrs. Harless with a personalized rocking chair as a gift for her service as Foundation Board Chair.

Mr. Hickman thanked the Trustees for the opportunity to serve as Chair of the Foundation. He stated that he is a goal-oriented person and would like for the Foundation to look forward and work on obtaining the following goals:

1. Increase needs based funding by 20%
2. Have fully functioning campaigns for all colleges
3. Review and rewrite the bylaws to start the merger to one foundation
4. Increase unrestricted funding
5. Reach alumni - grow the foundation
6. Work very closely with the Armstrong Foundation
7. Complete focus group survey on GS and Armstrong donors/alumni
8. Grow our foundation board

At this time, Mr. Hickman announced the Committee Chairs and welcomed them for the upcoming year.

With no further business, Mr. Hickman adjourned the 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 or read the complete recording of any meeting.*