AGENDA

WELCOME AND OPENING REMARKS ......................................................... Billy Hickman, Chair

APPROVAL OF BOARD MINUTES ......................................................... Billy Hickman, Chair

REACH SCHOLARSHIP RECIPIENTS ..................................................... Trip C. Addison

FOUNDATION UPDATE .......................................................................... Trip C. Addison

University Foundation President

VP for University Advancement

UNIVERSITY ADVANCEMENT UPDATE ................................................... Bill Kelso

Associate Vice President

University Advancement

UNIVERSITY UPDATE ........................................................................... Shelley Nickel

University President

(Break)

COMMITTEE REPORTS

● Membership ...................................................................................... Jimmy Matthews, Chair

● Finance ............................................................................................. Dana Potts, Chair

● Audit .................................................................................................. Tommy Jones, Chair

  ○ Update ....................................................................................... Aleisa Howell, Mauldin & Jenkins

● Development ..................................................................................... Jason McMillan, Chair

  ○ Fundraising Projections .............................................................. Julie Gerbsch, Exec Dir of Development

● Investment ......................................................................................... Mike Sanders, Chair

  ○ Update .......................................................................................... David Center

               CFA, Principal/Consultant-FEG

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

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

ADJOURN
The Georgia Southern University Foundation Board of Trustees met on October 25, 2018 at 2:00 pm at the Bishop Alumni Center in Statesboro, GA. Trustees present were: Don Aaron, Trip Addison, Paul Barkley, Joe Drake, R. T. Evans, Jr., Truitt Eavenson, Carl Gooding, Ray Hendley, Billy Hickman, Walt Huggins, Tommy Jones, John Lane, Jimmy Matthews, Jason McMillan, Stephen Milner, Shelley Nickel, Dana Potts, Mike Sanders, Dan Speight, Paul Theriot, Jim Van Epps, and Rob Whitaker. Emeriti in attendance: Jimmy Childre, Nick Henry, Barbara Golden, Harry Carter, Margot Dawkins, Jimmy Franklin, Jimmy Hodges, Mike Kennedy, Joe McGlamery, Rod Meadows, Ricky Nesmith, Pat O’Connor, and Mike Skinner. Others in attendance were: Melanie Mosley, Lauren White, David Center, Ross Cannon, Tina Adams, Mike Conden, Bill Kelso, and Julie Gerbsch.

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

Approval of the Board Minutes – Chair Hickman referred Trustees to the minutes of the Spring 2018 meeting and asked for any revisions or corrections. A motion was made by Dan Speight to accept the minutes with a second from John Lane. The motion carried.

Chair Hickman welcomed Foundation President Trip Addison to the podium to introduce two REACH Scholarship recipients. After briefly explaining the history of the REACH scholarship program, Mr. Addison introduced Aisley Scarboro, a Portal High School graduate majoring in Exercise Science and Kailana Low, a Statesboro High School graduate majoring in Education. Each student expressed their personal appreciation to Governor Nathan Deal and to the Foundation Board members for the opportunity to strive to reach their goals through this scholarship program.

Mr. Addison continued with an update from the Georgia Southern University Foundation and reported that the Executive Committee met approximately three weeks ago to discuss a proposed timeline and due diligence plan to begin the merger process between the Georgia Southern University Foundation and the Armstrong Foundation of Georgia Southern University. The Executive Committee authorized Mr. Addison to sign a conflict of interest waiver between HunterMaclean Law Firm, the Georgia Southern University Foundation, and the Armstrong Foundation of Georgia Southern University. As HunterMaclean will represent the Georgia Southern University Foundation in this consolidation process, the executed conflict of interest waiver allows HunterMaclean to begin due diligence work as part of a merger process of the two foundations. Mr. Addison also noted that ad hoc committees are established for both Foundations consisting of three to four members from each Foundation. Mr. Addison notified the Trustees that there might be a special called meeting in February 2019 to review the first draft of key merger documents as prepared by HunterMaclean. It is tentatively planned that both Foundations will hold a joint meeting in May 2019 to vote on the execution of formal foundation merger documents. The goal is for the foundations to be merged effective July 1, 2019.
In concluding his report, Mr. Addison informed the Board of a community “thank you” event on December 12th for Governor Nathan Deal. It will be held at Ogeechee Tech at 6 pm. Mr. Addison called on Bill Kelso, Associate Vice President for University Advancement, for an update to the Foundation Board.

Mr. Kelso began by reviewing the FY19 TARGET for Development - total of $10.2 million dollars. He emphasized that it is a target (not a goal) because it is being treated as a baseline year for the consolidated University. Within this $10.2M target is $7.3M+ in major gifts, $2.0M+ in planned gifts and $708,000 in Annual Giving (consisting of direct mail, campus campaign, phonathon, crowdfunding, personal solicitation and community campaign). Mr. Kelso continued with an explanation on plans for A Day for Southern, a 40 year tradition at the University. University Advancement chose this year to pause and thank the Statesboro and Bulloch County community for their support over the year (in lieu of the traditional event). With many changes to the University and significant changes to the business landscape over the years, University Advancement has to look into the future and determine, with Trustee input, what a Day for Southern should look like post consolidation.

Lastly, Mr. Kelso reported that the Office of Alumni Relations held 41 events with 2,729 attendees (to date). In addition, he informed trustees that results from the recent Alumni Survey revealed that the University needs to be communicating more with alumni so that they can be engaged at a higher level. In conclusion, Mr. Kelso asked for questions and encouraged trustees to contact anyone within the advancement team for additional information.

At this time, Chair Hickman asked Interim President, Shelley Nickel, to give a report to the trustees on behalf of the University. President Nickel began with a brief update on the presidential search and commented that it is going very well. The committee has been charged with giving the Chancellor three to five candidate names by mid-December. Interviews will be held and hopefully by the end of January, Georgia Southern will have a permanent president who should arrive during the spring semester.

President Nickel commented on the recent opening of the Interdisciplinary Academic Building on campus. It houses interactive classrooms and laboratories (for several colleges) and offers new academic opportunities for students.

President Nickel continued and mentioned the upcoming Governor’s appreciation event. Prior to the evening, Governor Deal will be on campus to break ground for the new Engineering and Research building (located on Statesboro campus). Governor Deal has been very supportive of Georgia Southern during his eight years in office, by appropriating $177M in funding for capital projects to both Armstrong and Georgia Southern during that timeframe. The ribbon cutting for the Health Professions Academic Building which houses the Waters College of Health Professions, on the Armstrong campus, will occur in early January. The building will feature simulation, laboratory, and clinical space for programs such as nursing, kinesiology, medical laboratory sciences, speech pathology, and cardiovascular intervention. The new building provides an excellent opportunity to expand the footprint of healthcare education in the Savannah and regional market.
President Nickel continued with an update on the competitive market for high school graduates across the country. As an example, the University System of Wisconsin saw a 32% drop in the number of college-age students from 2010 to the present. Midwestern universities like Wisconsin are aggressively advertising and recruiting students in the Atlanta market with attractive offers. Georgia Southern must figure out strategies to compete. Noting that enrollment is slightly down this year, though new student applications appear on the rise for next year, President Nickel emphasized that 454 students left the university in FY18 because of financial issues. For this academic year, the number climbed to 850. Many of these students are leaving because of a relatively minor financial gap. President Nickel encouraged the trustees to continue their financial support of the University for need and merit-based scholarships while continuing to influence businesses and organizations to both contribute and hire our graduates. In concluding her update, she thanked everyone for their support and “GO EAGLES.”

COMMITTEE REPORTS

Membership Committee Chair, Jimmy Matthews, introduced and welcomed new members Paul Theriot and Don Aaron and they received a GS pin from Interim President, Shelley Nickel. Mr. Matthews also thanked retiring trustee, Jenny Gentry, for her 10 years of service on the board (Ms. Gentry was unable to attend the meeting).

Finance Committee Chair, Dana Potts, reported that the Finance Committee had been tasked with determining an amount to allocate from the unrestricted reserve as a means to increase scholarships. She called on Trip Addison to further discuss the allocation. Per Mr. Addison, the recommendation from the Finance Committee is to use $255,000 from the unrestricted reserve to double the amount of total scholarship allocation to $510,000 for Fall 2019. In addition, an amendment to this recommendation was made to work on a Reserve Policy for the Foundation. This would create a set amount that would be put aside as a reserve account. Any remaining funds could be voted on to increase the scholarship funding for the following year. After answering questions from the Board, the motion came from the Finance Committee to use $255,000 from the unrestricted reserve to double the amount of total scholarship allocation to $510,000 for Fall 2019. A second was made by R. T. Evans and the vote was unanimous.

Audit Committee Chair, Tommy Jones, reviewed minutes from the Audit committee meetings and introduced Ross Cannon of Mauldin and Jenkins. Mr. Cannon reviewed the latest audit committee report (all Trustees were provided a copy). Mauldin & Jenkins incurred no material weaknesses or significant deficiencies within the financials. A motion was made by Jim Van Epps to accept the audit report with a second from Stephen Milner. With no opposition, the motion passed.

Development Committee Chair, Jason McMillan, commented on the partnership of major gift officers and development committee members. He was pleased to report that all meetings have taken place and cultivation and development calls are already underway. In addition, Mr. McMillan shared a couple of “success” stories that have occurred due to this relationship building project. Mr. McMillan also reported that he has been working with Jill Forehand and the handwritten “thank you” card project (for donations over $500) is underway. At this time, Jason introduced Julie Gerbsch, Executive Director of Development, for an update on fundraising
projections. Mrs. Gerbsch reviewed the percentage projection format that they use to predict probability of future gifts. She also encouraged trustees to think about conversations that they have with potential donors -- remember that information is just as powerful to major gift officers as the relationships are. Continue to share information that you feel would be beneficial to the University in building these relationships.

**Investment Committee** Chair, Mike Sanders, commented on the investment performance and encouraged trustees to be engaged in the investment performance process. As this time, Mr. 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. Mr. Center assured the Board that FEG is there to help the Foundation grow in the future. A full investment report from FEG was provided for each Trustee.

At this time, Chair Billy Hickman reviewed goals that have been met during the year and also discussed the importance of growing the Foundation Board. He concluded with acknowledgement of one of the biggest goals and that is the consolidation of the Armstrong Foundation and the Georgia Southern Foundation.

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.