Agenda

I. Call to Order – John Sobke

II. Review and Approval of Minutes – John Sobke

III. Finance Committee Report - Jessica Henderson & Chris Corrigan (Remotely)
   • Second Quarter Financials
   • Armstrong Foundation Investment Presentation

IV. EPFI Report - Chris Corrigan

V. President’s Remarks – Linda Bleicken

VI. Development Report – Bill Kelso

VII. Alumni Engagement Report – Scott Schidt

VIII. Other Business – John Sobke
   a. Nomination of New Trustee: Carlton Hodges

IX. Adjourn

Next Meeting: Friday, May 13, 2016
Armstrong Center Ballroom
8:15am
The Board of Trustees for the Armstrong Foundation met in the Armstrong Center Ballroom.

**Board attendees were:** Linda Bleicken, Ellen Bolch, Chris Corrigan, Lee Davis, Drew Ernst, William Kelso, Ben Price, Alex Salgueiro, John Sobke, James Vaughn, Irving Victor.

**Representing the University were:** Cheryl Ciucevich, Hope Fuller, Valerie Garrison, Julie Gerbsch, Amy Heaston, Jessica Henderson, Allison Hersh, Peter Hoffman, Georj Lewis, Robert Smith, Teresa Tatmon.

**Call to Order – John Sobke**
Chair John Sobke called the meeting to order at 8:24 a.m. and welcomed President Bleicken home from her most recent trip to Singapore. He dispensed with any introductions and called for a moment of silence in reflection for the victims of the recent tragedy in France.

Mr. Sobke encouraged all to look at the Armstrong Magazine, included in trustee packets, which features Armstrong’s 80th birthday (from 1935) and 50 years on the south side (from 1965). Chair Sobke made statements about the outstanding quality of the magazine and recommended it as informational tool.

**Review and Approval of Minutes – John Sobke**
Quorum present. Chair Sobke asked for a motion to approve the September 4, 2015 meeting minutes and if there were any questions or discussion to be made. There were no questions. The motion was made to accept the minutes. The September 4, 2015 meeting minutes were approved with no amendments.

**Finance Committee Report – Jessica Henderson**
Ms. Henderson reviewed 1st Quarter FY 2016 Financials and presented major changes that have happened from last year to present. She noted the change in the Fiscal Year, now beginning July 1.

**Statement of Activities:**

**Revenue:**
- Total Revenue for First Quarter $114,401. Decrease of $196,544 from same period last year.
- Decline due mainly to unrealized losses on $324,950 endowment. Losses partially offset by some increases in major gift revenue.
• Overall contribution revenue was $402,523, representing a $165,811 increase over same period last year. This increase is mainly in the major gift category.

Expenses:
• Expenses increased by $21,114. Increase due mainly to one-time $30,000 scholarship gift/expense for College of Health Professions.
• The total combined changes in revenue and expenses create a Net Deficit for 2015 of $96,840, compared with a $120,818 surplus in 1st quarter of FY 2014.

Statement of Financial Position:
Total assets decreased by $96,840 during the quarter.
• Cash increased significantly, $456,193 due to increase in donations/contributions and conversion of investments to cash in advance to spending policy disbursement.
• Investments decreased by $541,694 due to the draw down in July for approved scholarship spending $241,975 and decline in investment performance.

Liabilities were unchanged.

Armstrong State University Foundation ended the first quarter 2016 with a Net Deficit of ($96,840.00). Ending Fund Balance = $9,793,786.00.

EPFI – Chris Corrigan
The year 2015 for the Properties Foundation was one of the most active and consequential years in recent memory. EPFI activities included:
• Transfer of P3 housing properties from the Foundation to BOR & Corvias.
• Refinancing of the Student Recreation Center and the Armstrong Center debt. The university will realize significant interest savings over the life of the bonds.
• Previewed and updated bylaws.
• Building maintenance backlog study completed and reviewed.
• Active and engaged EPFI Board: Cathy Hill (chair), Brian Foster, John Sobke. At next meeting, will add Connie Ray and Gene Gibson.

President’s Remarks – Linda Bleicken
Dr. Bleicken noted the following from her brief PowerPoint presentation:
• Official enrollment for Fall 2015 is 7,103, a slight increase over last year. Dr. Bleicken deferred to Dr. Georj Lewis who noted increases in application submissions and more efficient application processing within enrollment services. Compared to last year at this time, Armstrong is realizing a 16% increase in applications and 66% increase in admitted students. Both are good indicators for Fall 2016.
• Regarding student retention, Dr. Robert Smith mentioned a pilot program with the Educational Advisory Board that will provide data analytics allowing us to intervene with students at earlier stage in their academic career.
• Armstrong was recently ranked #7 in U.S. by Military Times (previously held rank: #12)
• Pete Hoffman stated that the ranking is significant and was accomplished in part by establishing a Military Resource Center on campus, where Veterans can come for a variety of services to assist in their transition to academia while at Armstrong.

• Dr. Bleicken introduced Pete Hoffman as the new Director of Government Relations and Community Relations. Mr. Hoffman will take over the government relation’s duties from Dr. Bill Megathlin, who has been with the university for over 35 years. Dr. Megathlin will work with Mr. Hoffman throughout the 2016 legislative process, helping with the transition.

• The Liberty Center Ribbon Cutting is scheduled for December 10th. Dr. Bleicken reminded everyone that the Liberty Center is the fastest growing segment of Armstrong’s student population with 20% annual increase in enrollment over the past three years.

• Winter Commencement is scheduled for December 12, 2015 with Cathy Hill as our commencement speaker. Ms. Hill is well known to the Foundation and is a tireless community servant. She was recently honored with a significant community service award at the King Tisdell Foundation Gala.

• The Alumni Awards Gala was held in October and was a success for 2015. Dr. Bleicken noted a special thanks to Cheryl Ciucevich and her staff.

• A reminder and update regarding the Health Professions Facility project was noted. Working with local and state legislative friends, the university continues to talk up the project emphasizing urgency. The university is hopeful the project will be listed in the Governors budget.

• Tennis Complex: Need for additional and updated courts to allow college-level NCAA tournaments on campus and attract student athletes from around the world. Anticipating a May 2016 completion date.

• International University Partnerships-Dr. Bleicken discussed her and Dr. Jim Anderson’s visit to Ngee Ann Polytechnic University in Singapore. Other universities visited were: Temasek, Republic, Nanyang, and Singapore Polytechnic, Dante Alighieri in Sienna, Italy. These institutions have approximately 15,000+ students and are very important in reference to Armstrong’s study abroad and student/faculty exchange programs.

Dr. Bleicken ended her comments by congratulating Ellen Bolch and the THA Group on their 20th anniversary in business.

Development Report – Bill Kelso

Mr. Kelso reviewed fundraising metrics and activities through October 31, 2015.

• **Total Raised Ending 8/31/15:** -$386,303
  - Represents over $144,364 increase compared to 10/31/2014

• **2015 Campus Campaign Results:**
  - **Giving %:** 60.5% (Goal - 60%) compared to 57% in 2014
  - **Campus Donors:** 375 (Goal - 372)
  - **Total:** $93,870 (Goal - $68,200) compared to $66,912.00 in 2014
- Campaign results represent a steady and significant increase in faculty and staff giving year over year since 2012.

  - **Phonathon:**
    - Total raised to date: $47,062
    - Number of Contacts: 3271
    - Number of Pledges: 704
    - Average Pledge: $68.85
    - Mr. Kelso reminded the board this is the third year of outsourcing Armstrong's phonathon efforts to Ruffalo/Noel Levitz. Results year to year remain very positive and continue to represent growth in net donors, average gift, and cash and pledges.

  - **Mr. Kelso then provided insight to the fundraising pipeline through Q2 and Q3**
    - **Major Gifts opportunities and focus for the next few months include:**
      - $70,000 endowment towards Student Affairs initiative we hope to announce in the next few weeks
      - Possible $250,000 bequest
      - We continue to work with lead donors on possible naming and major gift opportunities for Health Professions and the Tennis Complex Initiatives

  - **Corporate & Foundation**
    - $10,000 Paint The Town Maroon Presenting Sponsorship still being sought
    - $40,000-anticipate having by summer's end
    - $10,000- Expected Gulfstream donation this quarter
    - Lettie Pate Whitehead increase expected February or March for Nursing Scholarships

  - **Other Annual Giving Projections through December 31, 2015**
    - $20,000 year end direct mail efforts
    - $5,000 personal solicitation efforts towards Athletic Lighting Project
    - $21,000 in other personal solicitations from consistent donors making year end gifts

**Current Targeted Fundraising Initiatives aligned with Funding Priorities**

- **Focus areas and goals over the next 18 months**
  - College of Health Professions Building – $2.0M
  - Tennis Complex - $850,000
  - Lighting Project - $450,000

Trustees were given a folder containing a draft gift table outlining possible naming opportunities for the Health Professions building and the Tennis Complex. Trustees were asked to identify 4 names of possible major gift donors who they believe would be interested in these projects. Julie Gerbsch reminded all that larger gifts can be spread over a five-year period. Trustees were asked to return their completed prospect forms to Mr. Kelso or Ms. Gerbsch.
Mr. Kelso also asked trustees to consider giving their annual gift this quarter, if they haven’t already done so. At that time Chair Sobke presented his annual gift to the Foundation.

Alumni Engagement Report

Kwame Phillips, member of the Alumni Association, presented on behalf of Scott Scheidt. Alumni Association activities overview included:

- 2nd Annual Gala was again a success. The Office of Alumni Development raised cash and in-kind donations of $15,000 to support the event. Attendance was just under 240 with a capacity of 248. Award winners included:
  - Distinguished Alumni Award: Stratton Leopold
  - Outstanding Alumni Award: Ray Gaster
  - First ever Eminent Alumni Award: Dr. Robert Strozier, Professor Emeritus

- Alumni Board Agenda-launching their fundraiser, the Outreach to Support Athletic Lighting Campaign. They are pledging $10,000 as a lead gift in the campaign.

- Other Alumni Engagement: During the most recent Latino Heritage month, Latino students were matched with successful Latino Alumni. Plans exists to continue this effort through the academic term.

- Alumni Events Notes and Reminders:
  - The most recent Treasure Savannah, Armstrong’s bi-annual day of service, saw several alumni drive to Columbia, SC to assist in the flood relief
  - Homecoming week: February 18-20
  - Paint the Town Maroon: Friday, April 8

Other Business — John Sobke

Dr. Bleicken invited the Trustees to attend a ceremony today at the Student Union sponsored by the French Club in commemoration of the French citizens who lost their lives last Friday.

Mr. Kelso thanked Alex Salgueiro for his continued support and commitment to Paint the Town Maroon through the donation of outdoor sign use throughout the county.

Meeting Adjourned at 9:21 a.m.

Respectfully submitted,

E. Lee Davis
Foundation Secretary