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Institutional Advancement Committee, January 11, 2008

Coastal Carolina University

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**Minutes
Coastal Carolina University
Board of Trustees**

**Institutional Advancement Committee Meeting
Dawsey Conference Room
January 11, 2008**

**Members of the
Committee Present:**

Mr. Daniel W. R. Moore Sr.

**Committee Members
Not Present:**

Gary W. Brown

**Other Board
Member Present:**

Mr. Samuel H. Frink

Others Present:

Mr. Carl Falk, Mr. Will Garland, Dr. Debbie Conner,
Dr. Danny Nicholson, Mr. Scott Joyner, and
Ms. Rose Marie Ely

Mr. Moore called the meeting to order at 11:10 a.m. He thanked everyone for their attendance and noted that Mr. Gary Brown could not attend the meeting today. As there was not a quorum present, the minutes from the November meeting could not be approved.

Dr. Nicholson reported that as of December 31, Advancement's campaign total is \$3,447,480—more than half way the \$5.5M goal for the year. He expressed appreciation to Dr. Conner for her communications regarding the \$900,100 gift from the estate of General Hackler. This gift was recorded through Probate Court on December 13, 2007 and it is restricted to the University's golf program. Dr. Nicholson also noted a cash gift of \$100,000 from the Brown family.

Mr. Falk asked if Advancement would reach its established goal for the fiscal year. Dr. Nicholson stated that the department will exceed the goal.

Mr. Falk asked about the procedure for listing the Hackler gift as a pledge versus a cash receivable and whether or not the report should reflect the full face value of the pledge as cash versus an account receivable on the report. Mr. Joyner referred the members to the second page of the gift summary and explained how pledges are broken down separately on that report to include the pledges that have been paid and those pledges which are only in writing.

Mr. Falk asked how Advancement estimates or forecasts their annual budget for pledges and total gifts collected during a campaign and felt that the process should include long-range planning to include a five- or ten-year plan. He questioned if the current 2008 campaign of \$5.5 million includes a separate breakdown of pledges versus cash received. Mr. Joyner explained that an effort to estimate/forecast a budget and the ability to breakdown pledges versus cash would be extremely difficult from year to year. Sometimes a check will be given to the University, but it may take several weeks to perfect a gift document that is written in the manner that a donor desires and meets University guidelines. On many occasions a gift may be pledged

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and there are many different options that donors consider when deciding how, when, and amounts preferred in completing the commitment. Some donors are very particular about funding only their area of interest, while others have unrestricted use of their funding. Gift officers spend a great deal of time completing gift agreements to meet donor input and University policies.

Mr. Falk would also like to see an estimate or developed plan for cash flow by year. Mr. Moore stated that there was a cash balance sheet for the Foundation. Mr. Frink remarked that he had seen a cash balance sheet for pledges to the Foundation in the past, but not a cash flow per year for the fundraising end of development.

Mr. Falk asked if there had ever been a formal policy to write-off uncollectible pledges. Dr. Nicholson stated that Ms. Stacie Bowie had completed this task in the past. Mr. Joyner mentioned that phone-a-thon pledges receive two reminders through the mail and then a second phone call is made when commitments do not follow a pledge. For other types of pledges, 30/60/90 day reminders are mailed.

Mr. Moore requested that a formal policy concerning write-offs of pledges should be drafted by staff for review at the next board meeting. Mr. Joyner explained that the staff is currently completing a series of policy reviews for our internal procedures. Mr. Garland added that any policies would be a Foundation decision and all policy additions or deletions need to be implemented before the next budget year begins.

Mr. Falk suggested that the Board's Institutional Advancement Committee and the Foundation's Development Committee should work together as a team to establish such a policy.

Mr. Falk asked how we track gifts that are in the process and who within the department is responsible. He also asked who checks up on paper work that is not complete. Mr. Moore explained that some donors/individuals are held up by personal estate planning and paperwork cannot be completed immediately upon presentation of payment. Mr. Joyner added that sometimes there is a difference in a \$30,000 scholarship versus a \$100,000 scholarship. He gave an example of how \$100,000 is currently being pledged between three different scholarships and involves multiple donors. This type of request by donor(s) takes additional time, paperwork, and meetings to understand the intent of the donor(s). Major gift officers, the associate vice president, the vice president, and administrative support staff work together to keep track of each required document for each gift.

Mr. Falk suggested that the Foundation may request unplanned process audits in the future to ensure that proper paperwork and procedures are being completed per any stated policies.

Dr. Nicholson and Mr. Joyner updated the committee on the following development department items/events planned for the spring of 2008. Activities include:

January 23-25 Dr. DeCenzo and Mr. Chris Johnson travel to Miami/Key Biscayne Florida to host one breakfast and one evening dinner with alumni and potential donors. Several Wall Fellows have been contacted.

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Feb. 16-20 Major gifts officers, vice presidents, associate vice presidents, and alumni staff will attend the annual CASE conference. This year's event is in Atlanta. Parents, friends, and alumni will be invited to a reception at 4 p.m. at the Hyatt. President DeCenzo may attend.

March 30-31 Mark and Will Adkins to host event in Charlotte. Details will follow and may include Sunday evening event with Bank of America/Wachovia.

Mr. Frink asked the staff's opinion concerning preference of events being held at individual homes versus the typical restaurant/convention hall atmosphere. Mr. Joyner stated that he prefers events to be in homes which tend to make contacts and cultivation more personal and casual in nature. Mr. Moore asked staff to make sure that presentation materials were personal in nature to portray the Coastal story.

April 10-11 Plans are in process to meet Wall Fellows and other alumni and parents in New York City.

May 2008 Plans are in the process to travel to Columbia and Raleigh/Durham.

Dr. Nicholson informed the committee concerning fundraising activities for the fieldhouse, which includes an outstanding gift of \$500,000 to be completed in the near future.

Mr. Moore requested a copy of the naming opportunities which are still available for the fieldhouse and Mr. Joyner will provide this information. Mr. Garland further stated that the scope of the project had changed and funding is to total no more than \$12 million for everything, including offices to house the entire athletic staff and coaching.

Mr. Garland stated that the state will only approve A & E funds on a cost estimate and then give approval to build. The institution will be required to stay within the budgeted and approved dollar figure and build only what they can afford.

Concerns were expressed because of a lack of communication regarding naming opportunities and changes in facilities.

Mr. Joyner reported that major gifts officer Patrick Ransdell, the Athletic staff, and he had been working together to prepare a draft plan for a seat naming campaign in the football stadium. Discussions include ideas and information gathered from Furman, Clemson, USC, and Georgia Southern. Donors will continue to pay for their tickets. It will include only naming the space. Mr. Moore asked if the department had surveyed any donors to assess their interest. Mr. Joyner stated that they had not.

Dr. Nicholson informed the committee that the staff is currently working with Dr. DeCenzo to form a Board of Visitors Southend to include an advisory group of friends in the Litchfield/Pawleys Island area of Georgetown County. This group of 25-28 individuals will be facilitated by Carl Falk and Wilson Lowery. The first meeting is on April 17, 2008, at the DeBordieu Club House. Mr. Moore recommended Chip and Betty Coffey.

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Dr. Nicholson informed the committee that the University's vendor list has been divided among the major gifts officers staff for cultivation. They will use caution and care when contacting vendors. Mr. Moore would like to have some legal guidance on this topic for the trustees and for University staff.

Dr. Nicholson and Mr. Joyner have met with Dr. DeCenzo to discuss a potential scope, budget, goals, timelines and other related information for the President's "Dawning of a New Tomorrow" campaign and it will to be discussed with the Board of Trustees. The timing of the kick-off announcement will be important.

Mr. Moore stated that he has discussed with Chairman Alford the possibility of hiring a consultant or honorary chair with an ambassador style of credibility to assist with the campaign. The University should enlist an individual with extensive regional contacts to represent the University. He expressed his support for trustees, staff, and the community to step to the plate and do things differently. He suggested that ten (10) percent be allocated to the consultant on total contributions collected. Mr. Frink thought it would be beneficial to compare today's ideas with the results/suggestions of a study that was conducted five years ago.

Dr. Conner stated that she had a discussion with Chairman Alford concerning the schedule of monthly meetings. While he would like for the committees to meet each month, he acknowledged that some committees may not need to and additional meetings will be determined by the chair of the committee.

There being no further business, the committee meeting was adjourned.

Respectfully submitted,

Rose Marie Ely for
Tommy M. Stringer
Secretary/Treasurer