

ADVANCEMENT COMMITTEE MEETING MINUTES

Date: Thursday, February 16, 2023

Time: 2:00 p.m.

Location: Boyd Conference Room

Committee Members:

Rebecca Peterson, Chair via phone | Darrin Martin – via phone | Randall Price | Cathy Deeb
|Anthony Tolley – absent

Guests:

Robin Capehart, President; Keith Olson, Chief of Staff; Deirdre Guyton, Director of Alumni Affairs

The meeting was called to order at 2:06 PM by Mrs. Peterson. Mrs. Peterson turned the meeting over to Keith Olson, Chief of Staff.

Mrs. Peterson made a motion to adjourn. The meeting was adjourned at 2:55 PM.

Ongoing Business:

1. President Capehart's remarks:

- We will begin development/fundraising by committee not by structure. Policy driven and assured quality is in place.
- Build a development team
- Visited Clafin University – Private school
 - Advancement office, phone banks, alumni giving of 45%
- Keith Olson will show what it looks like and we will have a plan in place.
- Timeline – March 1st

2. Gift Giving YTD

- Athletics: \$62K
- Boosters: \$30K (not current)
- Fed Earmarks
 - Nursing buildout: \$300K
 - Rad Tech: \$212K
- COVID Grant Mercer/McDowell: \$289K
- Ascendium Education Group:
 - Grant:
 - ❖ \$100K Internships
 - ❖ \$75K Emergency

2. Gift Giving YTD Continued:

- Pocahontas Land/BSU Engineering: \$30k
 - ❖ Massey Foundation: \$10k
 - ❖ Norfolk and Southern Railroad: \$10k
 - ❖ Pocahontas Land: \$10k
 - ❖ Monies from these will be utilized to start up the mining certificate program. Due to begin Fall of 2024
 - ❖ Pledged Scholarships:
 - Three pledged 4-year scholarships: \$72K x 3
 - One Endowed Scholarship: \$100,000
- Major Gift Commitments:
 - ❖ Anonymous: \$250k
 - ❖ Anonymous (stock transfer): \$100-250k

3. Database software testing:

- It is for planned giving.
 - ❖ Assists with presentations, letters, helps with phone scripts

4. Community Outreach:

- Booster Club
 - ❖ New Executive Director
 - ❖ Booster Luncheon – March time frame
- Serve the Hill
 - ❖ Spring Clean-up being planned
- Reconnecting Communities Grant
 - ❖ Partnership with City of Bluefield and WV DOT
 - Sidewalks (Cherry Street)
 - Clean up – demo of old buildings

5. '22 – 23 Initiatives:

- Built relationships with Sen.'s Manchin, Capito and Rep. Miller
- HBCU Capital Finance: Tied to BSU Master Plan
- \$10-\$20 Million
- Ambitious focus on state, local and federal grants \$5 Million Goal this FY
- Benedum Foundation – Presidents Emerging Scholars
- BSU/V-Tech Collaboration
- Nursing Fundraiser
- Engineering HOF Breakfast
- Planned Giving Initiative

6. Gala 2023
 - Diamonds in the Night
 - April 23, 2023
 - Fincastle Country Club
 - Sponsorship levels available – see the attached
7. 48 hours of Giving
 - Refer to handout
 - April 21 – 22, 2023
 - Telephone bank – social media driven, direct reach out
8. Fawn Weaver who is the Founder/CEO of Uncle Nearest Distillery in Shelbyville, TN
 - She will be raising funds (the goal is \$1M) between January 16, 2023 through March 31, 2023 for 58 HBCUs and we were one of the HBCUs selected. (Her company netted \$100M last year)
 - Largest black-owned distillery in the world.
 - Dr. Guyon working with the company now to take 15-20 students for a tour and to meet Ms. Weaver on March 9-10, 2023
9. Dr. Guyton provided and update on the Foundation accounts

Accept the Challenge



48 hours of Giving
April 21-22, 2023

Make an Impact on Bluefield State University by way of giving to:

- Infrastructure
- Scholarship
- Athletics
- Student Ambassadors Program
- Emerging Leaders Institute
- Academic Programming
- SGA Food Pantry
- International Student Programming
- Robotics
- Alumni Park
- W. Paul Cole, Jr., School of Business
- School of Education, Humanities and Social Sciences
- School of Nursing and Allied Health
- School of Science, Technology, Engineering and Mathematics

Make the biggest Impact by giving. Create Change. One donor can make a difference but when we have the support of our BSU Family, we shape the leaders of tomorrow.

Click on the URL to Make an Impact [Make An Impact | Bluefield State University](#)



Save the Date *Gala 2023* “*Diamonds in the Night*”

Bluefield State University Foundation, Inc

April 22, 2023

Fincastle on the Hill

1000 Country Club Dr.
Bluefield, VA 24605

Tickets: \$60.00 Individual or \$80.00 Couple

Music by ‘Soul Jam’ | Heavy Hord’oevres
Silent Auction | Cash Bar”

Contact the BSU Foundation 304-327-4031

2023 Gala Sponsorship Levels

	<i>Tickets</i>	<i>*Acknowledgement Program</i>	<i>Event Acknowledgement</i>	<i>Recognition in Media Releases</i>
<i>Platinum</i> \$2,500 RESERVED SEATING	8	<i>Full Page Color Ad</i>	Yes	Yes
<i>Gold</i> \$1,500	6	<i>½ Page Color Ad</i>	Yes	Yes
<i>Silver</i> \$1,000	4	<i>¼ Page Color Ad</i>	Yes	Yes
<i>Bronze</i> \$500	2	<i>1/8 Page Color Ad</i>	Yes	Yes

Individual tickets are available for \$60 per person, \$80 per couple and Student \$25

To place your sponsorship, please send your check to the Bluefield State University Foundation
in the appropriate amount by March 15, 2023.

Mail to: Bluefield State University Foundation 219 Rock Street Bluefield WV 24701

*Advertising information for the Gala Program is due by March 15, 2023 and can be emailed to Deirdre Guyton at dguyton@bluefieldstate.edu.