

NWFSC College Foundation Development Committee Meeting

January 21, 2021 8:00a.m.

Janet Nadel Morrell Room #302, Student Services Center, 3rd Floor, Niceville Campus

Members Present:

Ken Wampler
Don Litke
Hu Ross

Steve Wills
Alan Wood

Staff Present:

Shiri Brandenburg
Cristie Kedroski
Carla Reinlie

Kira Magruder
Kelly Copeland

Absent:

Todd Grisoff, Tyler Jarvis, Gordon King, Michelle McGee Freeman, J.D. Peacock, Donnie Richardson, Ashley Rogers, Cecil Williams

Call to Order:

Mr. Wampler called the meeting to order at 8:02a.m.

Welcome of New Staff Members:

New staff members, Kira Magruder and Kelly Copeland, were introduced to the Development Committee.

Approval of Committee Meeting Minutes:

The minutes of the October 22, 2020 Development Committee Meeting were approved as presented: **Motion to approve minutes as presented, Mr. Wills; Second, Mr. Ross; Motion carried unanimously.**

Year-to-Date Fundraising Report:

The Committee reviewed and discussed the Year-to-Date Fundraising report. Ms. Reinlie shared a chart showing gifts as of November 30, 2020. The total amount raised is \$707, 678. The goal is \$864,466. The Foundation received more than \$200,000 in December, putting the total amount raised above last year as well as the goal for 2021. Ms. Reinlie mentioned that part of that total is a pledge of \$500,000 received from Judy-ann Zoghby which inflates the number. Possible ways to increase donations were discussed. There is not a President's Circle scheduled currently due to Covid restrictions, but the Foundation will meet with Strategic Communications to hopefully plan something.

Annual Solicitations:

Foundation Board and Trustee gifts are at 68% participation, which is slightly down from last year. Ms. Reinlie is reviewing strategies to address Board Members who have not donated this year. Mr. Wampler suggested that our outreach program include increasing involvement with the community as well as donations. Mr. Ross suggested calling board members who have not given instead of mailing a letter. Phone calls are quicker and more personal. Ms. Kedroski suggested possibly shifting focus of Board donations to the 1st quarter of the year.

President's Circle:

Currently at 38 members with donations totaling \$13,249. Foundation is looking at ways to increase membership and donations. President Circle funds are unrestricted.

Development Plan:

Ms. Reinlie discussed the Foundation Development Plan that builds off the current plan. Four main goals; 1) Broaden Base of Support, 2) Prospect Management Program for cultivating gifts, 3) Prioritize Stewardship of existing donors, and 4) Metric development to monitor progress and evaluate success. The two main focuses will be on a comprehensive annual campaign and GiveCampus mini campaigns. The College Board and Foundation need to work collaboratively to increase overall college participation. Potential big donors need to be identified. Mr. Wampler stated it's important to find someone who wants to be engaged in the college. The Board can also help bring in potential donors. Mr. Ross suggested that when speaking with donors we should focus on what the college is doing in spite of Covid, and not what we aren't doing or can't do. Mr. Wood suggested using Sea Grass to bring in new donors. Ms. Reinlie will discuss with Julie to see if Foundation can reserve a table or get an advance notice on reservations.

Endowments:

Foundation has two new endowments; Howard and Irene Fisher, and Glenn and Eula Dotson.

Motion to approve the two new endowments, Don Litke; Second, Hu Ross. Motion carried unanimously.

Alumni Activities:

2020 Distinguished Alumni winners have been announced. 2021 Distinguished Alumni video has been advertised on Facebook and emails are being sent out. Deadline for nominations is March 15, 2021. Mr. Wampler advised to be careful on sending out too many emails at once as it can be flagged as spam. Mr. Wills suggested advertising in the Bay Beacon, electronic sign on College Blvd, or at athletic events. An alumni Working Group is in place and consists of Michelle McGee, Steve Wills, Don Litke, Ken Wampler and Hu Ross.

Announcements:

Mr. Wampler noted there is an Alumni Working Group meeting 4/8/21 at 8:00a.m. The next Development Committee meeting is April 22, 2021 at 8:00a.m.

Adjournment:

There being no further business, the meeting was adjourned at 8:45a.m.

Ken Wampler
Ken Wampler, Development Committee Chair

4-29-21
Date

Carla Reinlie
Carla Reinlie, Director of Development

5-18-21
Date