

NWF MG Management Committee Meeting

January 22, 2019, 11:30 a.m.

Arpke President's Conference Room, SSC, President's Suite, Niceville Campus

Members Present:

Pend Armistead

Jason Masters

Kelsey Doar

Jeff McInnis

Perry Hammock

Carla Reinlie

Cristie Kedroski

Devin Stephenson

Don Litke

Ken Wampler

Absent:

Laura Coale, Chad Hamilton

Call to Order: Mr. McInnis called the meeting to order at 11:31 a.m.

Welcome Board Members and Guests

Ms. Reinlie welcomed board members, consultants, and staff members.

NWF State College Management Committee Overview

Dr. Armistead gave a brief overview of the responsibilities and objectives of the major gifts management committee. He noted that the purpose of the committee is to evaluate the progress of the campaign as measured against the "plan of campaign." He also noted that the committee resolves all conflicts of interest, offers advice and recommendations to modify/revise processes and procedures and provides a forum to discuss confidential matters.

Master Schedule/Plan of Campaign

Dr. Armistead presented an organizational chart outlining everyone's roles and responsibilities throughout the campaign. He also provided a table of investments and example financial report that detailed how the foundation would be able to reach its fundraising goal. Lastly, Dr. Armistead presented a campaign master schedule that covered important dates and deadlines of the campaign. Mr. Wood then asked what barriers are common throughout a major gifts campaign. Dr. Armistead noted that other competing campaigns in the community and unforeseen circumstances are examples of hurdles he has seen in the past.

Campaign Goals

Dr. Armistead outlined four goals of the major gifts campaign. The first goal described the campaign support materials and how the "Case for Support" is linked directly to the college's strategic planning process, and is the single most important document in the major gifts campaign. He also provided a timeline for the creation of other important printed material. The second goal touched upon

prospect Identification, research and evaluation and the processes involved. Maj Gen Litke asked how the committee will assess a potential donor's wealth. The third goal defined the president's role, and the foundation board's role in cultivation and awareness of key stakeholders throughout the campaign. Dr. Armistead noted that use of stakeholder awareness sessions, targeted (leadership) awareness, and speaking engagements scheduled with civic organizations and other local volunteer clubs would help enhance awareness of the college, its case for support and campaign, resulting in increased volunteer participation and donor gifts. The fourth goal discussed the purpose of the board division, which is to make available the opportunity for members of the governing board and foundation board (past and present) to participate in the campaign at levels commensurate with their ability. He then presented a board division chart and a solicitation control sheet explaining the different levels and roles of the board members.

Feasibility Study Update

Ms. Reinlie noted that at the June 6, 2018 Foundation Board meeting the Development Committee recommended that the Foundation Board enter into a contract with Armistead Group for an Internal Assessment, Feasibility Study and possible launch of a Major Gift Campaign. Since July 1, 2018 Armistead Group has conducted five on-site visits during which they, held a special joint board meeting with Trustees and Foundation Board members, performed an in depth review of all Foundation activities, held three industry sector forums, conducted 59 personal interviews as well as 17 phone interviews. Ms. Reinlie noted on December 5, 2018 Armistead Group will present a complete analysis of our internal infrastructure and performance as well as the result of the external feasibility study. The expectation is to receive detailed information and recommendations regarding our capacity internally and externally to conduct a successful major gift campaign.

Campaign Immediate Priorities

Dr. Armistead then addressed impending deadlines that would need to be completed before the MG management committee meets again. He noted that solidifying the master schedule, developing the case for support, drafting promotional materials, and preparing for and organizing the implementation of the board division was of utmost importance.

Adjournment: There being no further business, the meeting was adjourned at 12:50 p.m.



Carla Reinlie, Director of Development



Date