NWFSC Foundation Development Committee Meeting November 14, 2017, 8:00 a.m. Arpke Room (315), SSC, Niceville Campus

Members Present

Paige Floyd-Hart Chad Hamilton Michelle McGee Venita Morell Tom Rice Ken Wampler Steve Wills

Staff Present:

Cristie Kedroski Jason Masters Carla Reinlie Annie Young

Absent:

Serena Brown, Bethany Burke, Alan Wood

Call to Order:

Mr. Hamilton called the meeting to order at 8:00 a.m.

Approval of Committee Meeting Minutes:

The minutes of the July 18, 2017 meeting were approved as presented. Motion to Approve Minutes, Mr. Rice; second, Mr. Wills; motion carried unanimously.

2017-2018 Fundraising Goal

Mr. Hamilton noted that the NWF State College Foundation Strategic Planning Goal 2.0 is to increase contributions, excluding bequests, by 5% annually based upon a rolling three year average. The overall goal for fiscal year 2017-2018 is \$762,112. He presented a chart comparing totals from the previous years to the current year and pointed out that total revenue is moving steadily towards the goal. Ms. Reinlie pointed out that board members can help by sending letters asking for support to various stake holders in the community. She then presented the committee with a Customized Gift Range Chart for the NWF State College Foundation as of November 7, 2017.

Annual Solicitations

Mr. Hamilton noted that the purpose of the annual NWFSC Faculty & Staff Campaign was to give employees an opportunity to support the college in its mission to provide quality educational programs and services. He presented a Faculty & Staff Campaign Comparison Chart and showed that as of November 8, 2017 there was 46% participation and a total of \$36,051 raised. Mr. Hamilton secondly noted that 67 solicitation letters to join the President's Circle had been mailed with a special request to the Board of Trustees, Foundation Board members, the college executive committee and previous President's Circle members. He noted that 41 gifts were received as a result for a total of \$23,250. Mr.

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Hamilton thirdly noted that The State of Florida has earmarked an allocation of \$22,369 to support Northwest Florida State College first generation students with need-based financial assistance through the First Generation Matching Grant (FGMG) program. He reported that as of November 8, 2017, 6 gifts were received totaling \$8,000. Ms. Reinlie also passed out a copy of an email solicitation that was sent out. Lastly, Mr. Hamilton noted that the 2017-2018 eTeam effort began with the baseball and softball teams and ran through September and early October. He noted that there were 153 gifts received with the net to NWFSC being \$10,257. Ms. Reinlie noted that there is a lot of potential in this crowd funding campaign model and that there is hope to be able to utilize it in the future for the Foundation.

Step Up to the Plate! Campaign

Mr. Hamilton noted that the past three years have been exceptional for NWF State College Athletics and that November 28th will mark the launch of a campaign to raise money for an indoor hitting facility which will benefit the NWF Baseball and Softball teams. Ms. Reinlie then presented the committee with a brochure and invitation for the upcoming Hitting Facility Luncheon and encouraged all board members to attend. Lastly, she presented a chart with an estimate of costs totaling \$467,571 and noted that Dr. Stephenson has pledged \$100,000 of institutional funds if \$367,571 is raised and that a local builder has pledged \$150,000 in cash and in-kind. The balance is \$217,571.

2018 Alumni Awards

Mr. Hamilton noted that a call for nominations for the 2018 Alumni Awards will be mailed later in the month of November to alumni and that the next step was to organize a selection committee comprised of four to five Development Committee members to review and rank the finalists. Mr. Rice, Ms. Floyd-Hart, Ms. McGee and Mr. Wills were chosen to be in the committee. Mr. Hamilton also presented a timeline of the Alumni Awards process for the committee members' convenience.

2017-2018 Stewardship Activities

Mr. Hamilton reviewed some of the Foundation's stewardship activities for 2017 such as the Scholars & Donors Luncheon, President's Circle Luncheon and VIP Holiday Reception. Ms. Reinlie also noted that the fall correspondence with scholarship recipient contracts and thank you letters would be sent out soon and that the 2017-2018 award period is ongoing with 363 awards thus far totaling \$516,350.

Adjournment: There being no further business, the meeting was adjourned at 8:54 a.m.

Chad Hamilton, Development Committee Chair

De Reinlie

Carla Reinlie, Associate Director

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