

NWFSC Foundation Development Committee Meeting
April 29, 2021 8:00 a.m.
Room 308, Student Services Center, Niceville Campus

Members Present:

Todd Grisoff	Ashley Rogers
Tyler Jarvis	Hu Ross
Gordon King	Ken Wampler
Don Litke	Cecil Williams

Others Present:

Pend Armistead – via teleconference

Staff Present:

Shiri Brandenburg	Kira Magruder
Kelly Copeland	Carla Reinlie

Members Absent:

Michelle McGee Freeman	Steve Wills
Donnie Richardson	Alan Wood

Call to Order:

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

Approval of Committee Meeting Minutes:

The minutes from the January 21, 2021 Development Committee Meeting and April 8, 2021 Alumni Working Group meeting were approved as presented. **Motion to approve minutes as presented, Maj Gen Litke; Second, Mr. Ross. Motion carried unanimously.**

Major Gifts Campaign:

Mr. Wampler presented the Major Gifts Campaign and introduced Pend Armistead, with The Armistead Group, participating via teleconference. The Foundation contracted with Armistead Group in 2018 to conduct a Feasibility Study and consulting services. "Take Flight" Campaign was suspended March 2020 due to the pandemic, but over \$16,531,382 has been raised as of March 31, 2021 despite economic challenges. The Foundation reached out to The Armistead Group March 2021 for an updated proposal for continuing the campaign. Armistead Group suggests a 15 month proposal that is broken down into three phases. Phase One: A three month period for Foundation and College staff and Board members to get reengaged and complete prospect research. Phase Two: A six month period focusing on infrastructure and volunteering and training. Phase two will be the initial solicitation phase centering on off-campus campaigning. Phase Three: The last six months center on solicitation, maintaining developed relationships, and celebration. The Armistead Group emphasized the importance of recruiting volunteers that are fully committed and training all volunteers and staff appropriately to ensure success. Training involves mock sessions and not by placing cold calls. Armistead Group stated Dr. Stephenson had great success in the community with Take Flight, but the campaign needs to be reenergized by validating prospects, enhancing the level of awareness, and establishing solid volunteers and

infrastructure. The Armistead Group also recommends revamping "Take Flight" as it reflects the past and doesn't accurately reflect what the Foundation and College want to accomplish and recommends looking toward workforce development for inspiration. All initiatives of the campaign remain the same. Foundation staff will also play a vital role in the Major Gifts Campaign. Armistead Group requested job descriptions to pinpoint how each staff member can directly contribute. A concern presented by members is the cost and time of revamping the campaign. **Motion to present the following to the Board 1) Resume the Major Gifts Campaign, 2) Enter into a contract with The Armistead Group to launch the public phase of the Major Gift Campaign, pending approval of budget, and 3) Review branding of the Major Gifts Campaign, Mr. Williams; Second, Mr. King. Motion carried unanimously.**

Year-to-Date Fundraising Report:

The Committee reviewed and discussed the Year-to-Date Fundraising Report. Ms. Reinlie presented a chart of gifts as of March 31, 2020 showing a total of \$1,098,189 being raised. This is 127% of the \$864,466 goal.

Annual Solicitations:

Ms. Reinlie presented the Annual Solicitations Report. As of March 31, 2021 there have been 31 out of 37 board members who have contributed with a gift or by making payments on pledges. Board participation creates and reinforces a culture of giving that is not attainable by volunteering alone. Funds to the President's Circle are unrestricted and provide the college flexibility to use funds where needed most. As of March 31, 2021 there were 47 President Circle Members with gift and pledge payments totaling \$21,159.0.

New Endowment:

Ms. Reinlie presented the new endowment – Donald E. Hood Theater Arts Scholarship. This is a \$25,000 endowment with an additional \$1,000 restricted gift for a Fall 2021 scholarship. **Motion to approve the Donald E. Hood Theater Arts Scholarship for presentation to the Board Mr. Ross; Second, Mr. Williams. Motion carried unanimously.**

Alumni Awards:

Mr. Wampler presented the Alumni Award winners that were chosen by the Alumni Working Group Committee during the April 8, 2021 meeting. **Motion to accept the proposed 2021 Alumni Award winners for presentation to the Board Mr. Grisoff; Second, Mr. Ross. Motion carried unanimously.**

Prospect Cultivation Opportunity – Seagrass Restaurant:

Ms. Reinlie provided an update to using Seagrass as an opportunity for Board members to bring prospective donors. Guests and host will receive an invitation to join the President's VIP table at one event during the year. Ms. Cotton provided the option of either a fall semester luncheon or a spring semester dinner.

Next Meeting:

Next Development Committee Meeting is scheduled for July 27, 2021 at 11:30 a.m.

Adjournment:

There being no further business, the meeting was adjourned at 9:15 a.m.



Bo Arnold, Development Committee Chair

8/3/21

Date



Carla Reinlie, Director of Development

8-3-21

Date