

NWFSC Foundation Development Committee Meeting
July 18, 2017, 8:00 a.m.
Arpke Room (315), SSC, Niceville Campus

Members Present

Chad Hamilton	Ken Wampler
Michelle McGee	Steve Wills
Venita Morell	Alan Wood
Tom Rice	

Staff Present:

Serena Brown	Carla Reinlie
Jason Masters	

Absent:

Bethany Burke, Paige Floyd-Hart, Cristie Kedroski

Call to Order:

Mr. Hamilton called the meeting to order at 8:04 a.m.

Approval of Committee Meeting Minutes:

The minutes of the May 16, 2017 meeting were approved as presented. **Motion to Approve Minutes, Mr. Rice; second, Dr. Morell; motion carried unanimously.**

Role of the Development Committee

Ms. Reinlie gave a small presentation on what the role of the Development Committee is per the Foundation's bylaws. She presented the committee with the Foundation's Strategic Plan to outline what the Foundation's objectives are and how they align with the College's objectives. She also gave a brief overview of the Development Plan and the Annual Timeline for the Foundation and touched upon what strategies and tactics the Foundation will utilize to reach these goals. Ms. Reinlie noted that one objective for 2018 was to increase President Circle contributions. Ms. Reinlie also discussed the Distinguish Alumni Award Program and noted how it is utilized to showcase the impact of NWF State College on the personal and professional lives of its graduates and the community it serves and to engage alumni. Mr. Hamilton also mentioned recent changes to the eligibility requirements. Mr. Wood had asked whether the Foundation has ever used email to communicate with alumni, and then there was discussion on the various ways the Foundation has reached out to alumni in the past. Ms. McGee then suggested several different ideas to further engage the alumni in the future, and the committee discussed other possible ways to ask for gifts.

2016-2017 Fundraising Goal

Ms. Reinlie 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. She presented a chart comparing totals from the previous year to the current year and pointed out that total revenue has increased from last year. Ms. Reinlie pointed out that the reasons for this increase can be attributed to several large endowment donations that were given recently.

2018 Gift Range Chart

Ms. Reinlie presented the committee with a Customized Gift Range Chart for the NWF State College Foundation for Fiscal Year 2018. She noted that the chart is used to determine how many gifts and prospects are needed to raise a specific amount of money and that it is built like a pyramid: the top has a small number of large gifts and the bottom has a large number of small gifts. Ms. Reinlie noted that the goal is build the program to increase the number of smaller gifts and increase the donor base. She noted that this would provide 2 advantages, an increase in the sphere of influence of the Foundation and finding possible donors that would give sizable gifts in the future. Ms. Reinlie pointed out that the hope is to solicit large gifts in the \$25,000 range for the startup of upcoming hospitality and other new programs at the college and to push for more participation with the President's Circle.

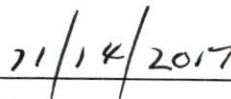
Other Business:

Ms. Reinlie gave a brief update on three new initiatives the college is pursuing, a technology center in Crestview, a hospitality and culinary program and a simulated city which will be used for utility and building industry training. Ms. Morell asked who the main contacts were for each of the new programs and what Development Committee members should be doing. Ms. Reinlie answered that Julie Cotton is the main contact for the hospitality program, Dennis Sherwood is the contact for the other two and that the Development Committees primary role is to advise on development initiatives and to help broaden the Foundation's circle of influence.

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



Chad Hamilton, Development Committee Chair



Date



Carla Reinlie, Associate Director



Date


Crista Kedroski,
Executive Director