

NWFSC Foundation Development Committee Meeting  
November 15, 2016, 8:00 a.m.  
Arpke Room (315), SSC, Niceville Campus

**Members Present:**

Dale Peterson	Tom Rice
Bart Fleet	Steve Wills
Paige Floyd-Hart	

**Staff Present:**

Serena Brown	Carla Reinlie
Cristie Kedroski	Julie Sartori
Jason Masters	

**Absent:**

Bethany Burke, Venita Morell

**Call to Order:**

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

**Approval of Committee Meeting Minutes:**

The minutes of the July 19, 2016 meeting were approved as presented. **Motion to approve minutes, Mr. Rice; second, Mr. Wills; motion carried unanimously.**

**2016-2017 Fundraising Goal**

Mr. Peterson 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 2016-2017 is \$676,963. He presented a graph comparing totals from the previous year to the current year. Ms. Reinlie also presented the committee with a Customized Gift Range Comparison Chart for the NWF State College Foundation for Fiscal Year 2015, 2016 and 2017. She also pointed out that the hope is to solicit a gift in the \$25,000 range to support the upcoming hospitality program.

**Annual Solicitations**

Mr. Peterson 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 October 31, 2016 there was 46% participation and a total of \$33,410 raised. Mr. Peterson secondly noted that 56 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 26 gifts were received as a result for a total of \$14,004. Mr. Peterson thirdly noted that The State of Florida has earmarked an allocation of \$13,592 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 4, 2016, 7 gifts were received totaling \$8,700. Lastly, Mr. Peterson noted that the 2016-2017 eTeam effort began with the baseball and softball teams and ran through September and early October. He noted that there were 132 gifts received with the net to NWFSC being \$8,364. 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.

**2017 Alumni Awards**

Mr. Peterson noted that a call for nominations for the 2017 Alumni Awards was mailed earlier this month to 24,810 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, Mr. Fleet, Mr. Wills and Mr. Hamilton were chosen to be in the committee. Mr. Peterson also presented a timeline of the Alumni Awards process for the committee members' convenience.

**2016 Stewardship Activities**

Mr. Peterson reviewed some of the Foundation's stewardship activities for 2016 such as the Scholars & Donors Luncheon and VIP Holiday Reception. Ms. Reinlie also noted that the fall correspondence with scholarship recipient contracts and thank you letters had recently went out and that the 2016-2017 award period concluded with 440 awards totaling \$541,577.

**2016 Annual Dinner and Events Comparison**

Ms. Sartori presented a survey that was administered to the attending board members of the Annual Dinner. Ms. Kedroski noted that the same format for the Annual Dinner has been used for many years and that staff is seeking guidance from the development committee to revitalize this event. In order to assist in long-term planning, Ms. Sartori provided a comparison chart of 6 peer institutions to highlight how other colleges do their events to encourage possible new ideas. The committee members then brainstormed various ideas for the next Annual Dinner.

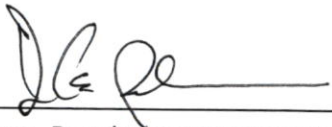
**Around the Table**

Ms. Kedroski noted that there were 2 upcoming major gifts for the foundation. A \$1,000,000 gift from Ms. Susan Pryor Sloat Myers to name the LRC, and a \$25,000 gift from Dale Peterson Realty to start an endowment for the new hospitality program.

Mr. Wills suggested having the SGA Vice President speak at the next Annual Dinner.

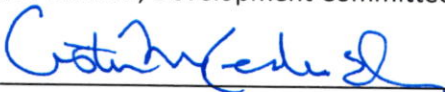
Ms. Floyd-Hart noted that the Scholars & Donors Luncheon was a great event.

**Adjournment:** There being no further business, the meeting was adjourned at 9:06 a.m.



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Dale Peterson, Development Committee Chair

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Date



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Carla Reinlie, Associate Director

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3-21-17

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Date