

NWFSC Foundation Development Committee Meeting
July 27, 2021, 11:30 a.m.
Morell Room 302, SSC, Niceville Campus

Members Present:

Bo Arnold	Kim Kirby
Tyler Jarvis	Don Litke
Bernard Johnson	
Gordon King	

Staff Present:

Shiri Brandenburg	Kira Magruder
Kelly Copeland	Carla Reinlie
Cristie Kedroski	

Others Present:

Dr. Devin Stephenson

Absent:

Michelle McGee Freeman	Hu Ross
Ashley Rogers	Cecil Williams

Call to Order:

Dr. Arnold called the meeting to order at 11:35 a.m.

Approval of Committee Meeting Minutes:

The minutes from the April 29, 2021 Development Committee Meeting were approved as presented.

Motion to approve minutes as presented, Mr. King; Second, Maj Gen Don Litke. Motion carried unanimously.

Role of the Development Committee:

Dr. Arnold gave an overview of what the committee is responsible for. He highlighted that their role includes assisting Foundation staff with fundraising efforts and advise on development initiatives including the Annual Fund and Major Gift Campaign, setting goals and objectives, and monitoring progress toward the achievement of these goals. He noted the committee also oversees alumni association activities as well as the nomination and selection process for the Distinguished Alumni Award. Dr. Arnold shared his appreciation for the members volunteering their time and looks forward to their valuable input on this committee.

Review of 2022 Fundraising Goal:

Ms. Reinlie gave a brief overview of the Foundation's fundraising goal. The Foundations Continuous Improvement Plan is to increase annual support by 5% based on a rolling three-year average. A minimum of \$1,409,349 needs to be raised by June 30, 2022.

Foundation Board Annual Giving Pledge Form:

Dr. Arnold provided a brief overview of annual giving and how important it is for board members to give generously. He presented an Annual Giving Pledge Form to encourage Board member participation in giving. In review of the form, the Committee suggested changing "Please make gift or first pledge payment by July 31st" to "Please make gift or pledge commitment by September 30th". Dr. Stephenson emphasized the importance of Board giving as it effects grants the college receives. **Motion to approve the Foundation Board Annual Giving Pledge Form for presentation to the Board, Mr. King; Second, Ms. Kirby. Motion carried unanimously.**

New Endowment:

Ms. Reinlie presented a new endowment: \$60,000 created by Mr. Bruce to establish the Ira Mae and Gaius Brice Wellness Classrooms. Ms. Reinlie provided a quick history of Mr. Bruces' relationship with the college. **Motion to approve the Ira Mae and Gaius Brice Wellness Classrooms Agreement for presentation to the Board Maj Gen Don Litke; Second, Mr. Johnson. Motion carried unanimously.**

Annual Solicitations Report:

Ms. Reinlie reviewed the Foundation's Annual Solicitation report. The State of Florida has earmarked an allocation of \$22,506 to support Northwest Florida State College first generation students. The state-to-private match is 2:1 which could potentially provide \$33,759 in scholarship funds for NWFSC first-generation in college students. The amount required to receive the full allocation is \$11,253. Certification is due on or before December 1, 2021. Ms. Reinlie also provided an update regarding gift and pledge payments received from the Foundation Board and Board of Trustees.

Major Gifts Campaign:

Ms. Reinlie gave an update regarding the Major Gifts Campaign. On May 5, 2021 the Foundation Board approved two Development Committee Recommendations; 1) Relaunching the Major Gifts Campaign, and 2) Entering into a contract, at a total of \$86,250 plus expenses, with Armistead Group for the relaunch of the public phase of the Major Gifts Campaign. The silent phase of the campaign launched January 1, 2019 and initiatives included Student Scholarships, Student Achievement and Workforce Development. The needs of the College have changed since the feasibility study was conducted from July 2018 and December 2018. With the pending sale of the Courtyard Apartments the college is looking toward on campus housing. Armistead Group recommended the development and implements of the Major Gifts Campaign be "targeted" and focused on one need- "equipping students to excel-with affordable, convenient campus housing". Ms. Reinlie also stated the new Executive Director, who is starting September 1, has over a decade of consulting experience and the Foundation should look towards utilizing his skills for our Major Gifts Campaign. As of now, staff recommend keeping the Armistead Group contract suspended. A more specific and detailed recommendation will be provided as staff converses with Dr. Stephenson.

Development Activities:

Ms. Reinlie provided an update regarding using Seagrass to engage community leaders and prospective donors. Ms. Reinlie worked closely with Ms. Cotton and the Foundation will be able to purchase a table for six for each of the six fall semester luncheon dates. Board members will work closely with staff and college leadership for scheduling.

Upcoming Meetings:

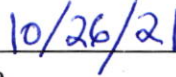
Dr. Arnold review the schedule of the upcoming Development meetings.

Adjournment:

There being no further business, the meeting adjourned at 12:16 p.m.



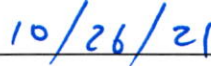
Dr. Arnold, Development Committee Chair



Date



Chris Stowers, Secretary



Date