

NWFSC Development Committee Meeting
July 18, 2023, 8:00 a.m.
Room 301, SSC, Niceville Campus

Members Present:

Teresa Halverson
Fran Hendricks
Don Litke

Jonathan Ochs
Alan Wood

Staff Present:

Jennifer Bernich
Conner Rogers
Chris Stowers

Others Present:

Ramsey Ross

Absent:

Tyler Jarvis
Gordon King
Zach McCluskey

Tim McCool
Stan Siefke
Cecil Williams

Call to Order:

Mr. Ochs called the meeting to order at 8:02 AM

Approval of Committee Meeting Minutes:

The minutes from the April 19, 2023 Development meeting were approved as presented. **Motion to approve minutes as presented Mr. Wood; Second, Ms. Halverson. Motion carried unanimously.**

Role of Development Committee:

Mr. Ochs gave an overview of what the committee is responsible for. He highlighted that their role includes assisting Foundation staff with fundraising efforts and advised on development initiatives, 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 Alumni Awards. Mr. Ochs noted that this is an important year as a new campaign is in the works.

Review of 2024 Fundraising Goal:

Mr. Stowers gave a brief overview of the Foundation's fundraising goal from the previous year. The Fiscal Year 2023 goal was \$1,357,795 and, with \$1,233,224 received, the Foundation achieved 90.8% of that goal. NWF State College Foundation's *Continuous Improvement Plan* goal is to increase annual support to the Foundation (gifts, memberships, new pledges, and in-kind donations), by 5% based on a rolling three-year average, resulting in a minimum of \$1,412,079 will be the fundraising goal for Fiscal Year 2024. Discussion was had on how to accurately set a fundraising goal and how to effectively predict upcoming gifts.

Faculty and Staff Campaign:

Ms. Rogers gave a brief overview of the history of the Faculty and Staff Campaign at NWFSC. While our vision is 100% employee participation, our goal is to grow by 15% in both participation and total dollars raised. Ms. Rogers explained the changes being implemented for the upcoming academic year and introduced the idea of a wrap-up celebration and encouraged Board participation for this event to show support for the Faculty and Staff campaign. In the past, one grand prize winner was drawn for the early-bird drawing. This year, the entire Board is being asked for involvement in the form of donating door prizes to encourage faculty and staff giving.

Foundation Board Annual Giving Pledge Form:

Ms. Rogers presented the Annual Giving Pledge Form for 2023-2024. She emphasized it's not about how much our Board can give, but having participation from each member. **Motion to approve the Foundation Board Annual Giving Pledge Form for presentation to the Board Mr. Wood; Second, Ms. Halverson. Motion carried unanimously. Note: removal of the word personal from the statement.**

Sons and Daughters of Italy Scholarship Endowment:

Ms. Rogers introduced The Sons and Daughters of Italy Joseph B. Franzalia Lodge 2422 of Fort Walton Beach has donated \$50,000 to establish the Joseph B. Franzalia Lodge 2422 Sons and Daughters of Italy Scholarship Endowment at Northwest Florida State College. This endowment will provide scholarship support to students with financial need from Okaloosa County and the organization has agreed to give annually until the endowment has earned enough to award scholarship funds. Per the bylaws, new endowments must be approved by the Foundation Board and the College Trustees. **Motion to approve the Sons and Daughters of Italy Scholarship Endowment as presented for presentation to the Board Gen. Litke; Second, Gen. Hendricks carried unanimously.**

Annual Solicitations Report:

Ms. Rogers reviewed the Foundation's Annual Solicitation report. The State of Florida has earmarked an allocation to support Northwest Florida State College first generation students, however, the final numbers have not been received. The state-to-private match is 2:1 for NWFSC first-generation in college students making it an impactful place to give. Certification is due on or before December 1, 2023. Ms. Rogers also provided an update regarding gift and pledge payments received from the Foundation Board and Board of Trustees.

Athletics Campaign:

In order to provide support for both present and future needs of our student athletes, the Foundation is prepared to launch a campaign for Raider Athletics. The Campaign will include annual development goal as well as the establishment of an endowment so support the athletic program. Included in this packet is a Draft of the Case for Support, Campaign Plan and Campaign Timeline.

The Development Committee is asked to provide input and feedback regarding all three documents so that plans can continue to take shape towards the execution of a successful campaign.

Discussion was centered on the fact that the current athletic program is performing highly on the state and national levels, making now an opportune time for a campaign roll out. The athletic program is currently raising funds through Raider Club, golf tournament, and sponsorships. A campaign committee made up of College supporters throughout the community will be formed to help ensure the campaign is successful.

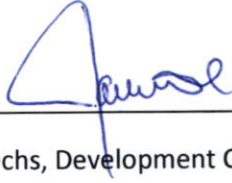
The Development Committee is asked for input on the plan moving forward.

Other Business:

The Foundation Board will meet on August 1, 2023 in Room 302, building 400. The next Development Committee meeting is October 24, 2023 at 8:00 a.m. in Room 301, building 400.

Adjournment:

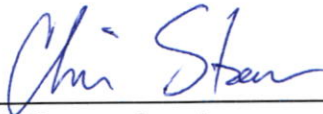
There being no further business, the meeting adjourned at 9:12 AM.



Jonathan Ochs, Development Committee Chair

10/24/23

Date



Chris Stowers, Secretary

10/24/23

Date