



**Meeting of the Winthrop University Board of Trustees**  
**Committee on Institutional Advancement and Development**

Thursday, October 24, 2019 | 1:00 p.m. – 3:00 p.m.

Thurmond Room 208 | Winthrop University

**AGENDA**

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|--|-------------------|
| 1. Call to Order   | Kathy Bigham      |
| 2. Approval of the Minutes of the June 27, 2019 Meeting                  | Kathy Bigham      |
| 3. Update on Athletics Fundraising                                       | Ken Halpin        |
| 4. Update on Winthrop University Foundation                              | Robin Embry       |
| 5. University Advancement Update   | Evan Bohnen       |
| a. University Advancement Dashboard                                      |                   |
| b. University Advancement FY20 Work Plan                                 |                   |
| 6. Summary of University Communications and Marketing Dashboard Measures | Kimberly Faust    |
| 7. Review of 2018-19 UCM Annual Work Plan and a Look Forward to 2019-20  | Ellen Wilder-Byrd |
| 8. Discussion of Marketing Initiatives FY2020                            | Ellen Wilder-Byrd |
| 9. Old Business  | Kathy Bigham      |
| 10. New Business   | Kathy Bigham      |
| 11. Adjournment  | Kathy Bigham      |