



Committee on Institutional Advancement and Development

Winthrop University Board of Trustees

Thursday, June 27, 2019 | 3:15 p.m.

Minerd Conference Room, Carroll Hall | Winthrop University

MINUTES

Committee Members Present: Janet Smalley (Chair), Kathy Bigham, Randy Imler and Isaiah Venning

Committee Members Absent: Ed Driggers

Others Present: Evan Bohnen, Kimberly Faust, RJ Gimbl, Darlene Ledwell, Ellen Wilder-Byrd, Katie Price, Lori Tuttle, Brittany Neely, Malayka Klimchak, Robin Embry, Monica Bennett, Jamie Ray, Neal Miller, Jill Stuckey, Katarina Moyon and Justin Oates

Ms. Smalley asked all attendees to briefly introduce themselves to the committee members and thanked everyone for attending.

1. Call to Order and Approval of Minutes from the Committee on Institutional Advancement and Development meeting on April 11, 2019

Ms. Janet Smalley called the meeting to order at 3:29 pm. Dr. Randy Imler moved to accept the minutes as written and Ms. Kathy Bigham seconded the motion. The minutes were unanimously approved.

2. University Advancement

Mr. Evan Bohnen, Vice President for University Advancement, opened with a brief overview of agenda items that he would present to the committee members, which included the \$100,000 Winthrop Leadership Society/Winthrop Fund Match, 2019 Homecoming Planning and Advancement Updates.

3. \$100k Winthrop Leadership Society/Winthrop Fund

Mr. Bohnen shared that the \$100,000 Winthrop Leadership Society (WLS)/Winthrop Fund Match has generated \$30,360 in Winthrop Fund pledges from 15 new charter members to date which brings WLS membership total to 96. There are projections to have 15 new WLS charter members via Foundation Board peer-to-peer solicitations.

There is a \$350,000 Winthrop Fund goal for the 2019 Foundation budget. The year-to-date progress as of June 7, 2019 was \$120,513, nearly \$16,000 ahead of last year. Mr. Bohnen is confident that the goal will be met, since the fourth quarter tends to be one of the most productive quarters.

4. 2019 Homecoming Planning Update

Mr. Bohnen stated that plenty of energy from the Homecoming Steering Committee members, VP Shelia Burkhalter, VP/AD Ken Halpin and VP Evan Bohnen along with Experience Teams (Alumni/Alumni Relations, Student and Gameday) has gone into executing the Communication and Marketing Plan for 2019 Homecoming.

The Communication and Marketing Plan is the key aspect for driving the changes that are being implemented for 2019 Homecoming and conversations detailing those concerns/changes have been shared and discussed with members of the Board of Trustees, Foundation Board and Alumni Association Board.

The Homecoming tailgating and reservation system will be managed through Winthrop Eagle Athletics ticketing reservation system. Online communication platforms, such as the summer online edition of the Winthrop Magazine, has is a four-page layout of Frequently Asked Questions (FAQs) and maps of the new tailgating site featured, the Winthrop Insider e-newsletter along with homecoming flyers/mailers that displayed FAQs in an oversize design/FAQs landing site from Homecoming website, sharing with student and student groups, social media platforms and at least 2 appearances on WRHI "Straight Talk" radio program are all a part of the overall goal of communicating changes and setting an expectation of being a good guest to all that participate in tailgating.

5. Development Update

Mr. Bohnen presented to the committee members a University Advancement update which began with stating the following four divisional goals for FY19.

- Goal 1: Develop and implement a more comprehensive president engagement plan with alumni and donors. There are 50-70 presidential portfolio prospects, \$25,000 major gift to \$1,000,000 principal gift solicitation targets, visits in York County, Charlotte, statewide and nationally, utilizing Alumni Relations regional/national alumni chapter events and University campus events and the President's Lunch Series which launched January 2019.
- Goal 2: Finalize plans for the Morgan-Holcombe Alumni Center on Winthrop University's campus. The start date for renovations to Joynes Hall is December 2019/January 2020, with a renovation timeline estimated between 12-14 months, progress of fulfilling 10/2007 gift obligation to alumna and donor Betty Morgan Holcombe '56.
- Goal 3: Increase the Winthrop Fund (unrestricted annual giving) through alumni and donor membership with a 5-year leadership annual gift pledges of \$1,000 or more in the Winthrop Leadership Society (WLS). As of December 31, 2018, Winthrop Fund gift and pledges totaled \$714,212, exceeds the university's 2025 strategic plan goal of \$700,000 in unrestricted gift revenues.
- Goal 4: Reduce Winthrop Foundation's Endowment Management Fee (EMF) to 1.50%. Achieved 1.50% EMF for calendar year 2019, the EMF of 1.50% positions Winthrop University Foundation competitively with its regional and national peers with endowment assets of \$100M or less.

Mr. Bohnen then updated the committee members on the Data Integrity Initiative (Alumni Connectivity). The initiative consisted of two stages, an annual schedule of data maintenance will be implemented following the completion of stages 1 and 2.

- Stage 1: Enterprise Data Quality (EDQ) has been completed, which was a baseline cleanup/sweep of the 75,000 alumni and constituent records.
- Stage 2: Data Enhancement, the enhance connectivity sweep of the 75,000 alumni and constituent records are currently being made.

Mr. Bohnen followed-up by stating that University Advancement is an active collaborative partner with Enrollment Management and Student Affairs for the summer 2019 Freshman Orientation including Student Alumni Council, Freshman Sendoff Celebrations, Once an Eagle Always an Eagle, Convocation Picnic, Family Day and the Alumni Legacy program. Of the 1,160 freshman registrants 104 are Alumni Legacies, for the summer orientation program. An Alumni Legacy student is described or defined as a child, grandchild, or sibling of a Winthrop alumna/alumnus who is seeking an undergraduate degree. Alumni Legacy students do not receive preferential admissions, compete as scholarship-blind admits, and must meet current admissions requirements.

In closing, Mr. Bohnen gave a snapshot of the available support to the university for FY20 via the Winthrop Foundation, through donor funds \$3,642,240 is available. As of June 10, 2019, the current market value of the Winthrop Endowment portfolio is \$56,895,254 and the portfolio rate of return YTD is 7.90% versus the university's benchmark of 7.89%. The portfolio management fee reduced from 0.26% to 0.10%, a 0.16% fee savings directed to endowment earnings and corpus.

6. University Relations Report

Dr. Kimberly Faust, Vice President and Chief of Staff, reported that University Relations have been tasked with numerous projects and that department staff would provide the committee members with project status updates.

7. Status of Digital Marketing RFP

Ms. Kimberly Price, Director of Marketing, explained to the committee members that University Relations and Marketing are currently reviewing the business proposals for a new marketing vendor to assist primarily with digital marketing. The contract will be for one year with the option to continue for an additional 4 years or stop after the first year. Following the State's procurement process, all information at this point must be kept confidential. Although numerous proposals have been received, confidently, the right choice will be made selecting a new vendor.

8. Update on Transition to New Content Management System

Mr. Jamie Ray, Director of Web Development, began his presentation by giving a timeline of the stages that led to transitioning to the new Content Management System.

Templates from the marketing branding company FMB were received in fall 2018, followed by a kickoff with the current content management system vendor OmniUpdate in November 2018, the final content from the old system was pulled into the current system in March 2019, post migration cleanup from March until present and the new website was officially launched on May 31, 2019. Completed group training of 132 authors on campus, focused primarily on streamlining content.

Mr. Ray navigated the committee members through several webpages of the new website, while explaining that the new features include customized pages for different audiences like prospective students, current students, faculty/staff, visitors, etc. The website is responsive layout for mobile devices, tablets, and desktop, and has the capability to easily embed video and photo slideshows all while being Section 508 compliant.

9. Rollout of New Campus Signage

Ms. Jill Stuckey, Director of Printing and Creative Services, presented to the committee members information about the rollout of the new campus signage. 489 parking and directional signs will be replaced on Winthrop's campus and at the Coliseum. Those signs have 135 different designs and messages designed by University Communications and Marketing. They created the designs and sent them to the SC Department of Corrections for manufacturing. Winthrop's facilities staff will install the signs on campus, which has resulted in a substantial savings.

Ms. Stuckey mentioned that Winthrop graphics can be seen displayed on Rock Hill My Ride buses exterior, on interior rail cards, bus shelter posters and in Infotainment messaging. There are also more Winthrop building, street and directional sign projects on the horizon pending funding sources.

10. Preparations for Presidential Campaign 2020

Ms. Katarina Moyon, Director of the West Forum, explained that the West Forum is Winthrop's academic political engagement arm that work with the academic departments and students informing them of the political opportunities available in the area – the Forum has an advisory board. The West Forum hosts candidate forums, Constitution Day, Palmetto Focus Series, partner with 2 local law firms every fall and spring in the fall and spring that sponsors 2 to 3 events that are related to all South Carolinians which bring in community and guest speakers to talk about issues. The Forum also is co-sponsoring a new leadership program for SC women interested in engaging in politics and is involved in taking students to the 2012 Democratic National Convention that was held in Charlotte, NC and activities are being planned for the 2020 Republican National Convention that will be held in Charlotte, NC.

Ms. Moyon also noted that candidates enjoy coming to Winthrop University because South Carolina has the first primary in the south and there is a two for one audience – able to attract individuals and media from both South Carolina and North Carolina. Ms. Moyon mentioned that the SC National Committee selected the Winthrop Poll as one of its 18 threshold polls, which means that results of the Winthrop Poll are viewed to determine the popularity of the candidate.

Winthrop University is preparing for upcoming presidential primaries and the election. Protocols and procedures have been revised to ensure fair and equitable treatment for all candidates.

- The university does not sponsor partisan political events.
- Student groups are invited to partner with the candidate or event organizer to sponsor the event at Winthrop. At such event, the room fee is waived for the speaker but other costs such as security, parking, catering, lighting and staging charges may be incurred.

11. Community Outreach via rental options and sponsorships

Neal Miller, Executive Director of University Events, discussed the new tiered pricing for external events. The three categories for rentals of our buildings and spaces are as follows:

1. Unaffiliated are external clients that have no affiliation to the campus or community and are charged full price.
2. Campus Affiliated are external clients that are alumni, Winthrop employees, City/State affiliation organizations, and non-profits – a discounted rate will be received.
3. At Cost are External Clients sponsored by a campus department and will not be charged a rental fee.

All three rental categories must pay fees associated with staffing, cleaning and insurance.

12. Old Business

There was no old business.

13. New Business

There was no new business.

14. Adjournment

Ms. Janet Smalley adjourned the meeting at 5:31 p.m.

Darlene Ledwell, Recording Secretary

Janet Smalley, Committee Chair