**Development Committee Meeting**

**9-12-13**

**8:00 am – 10:00 am**

**Tim Corey, Steve Kelley, CA McDonald, Richard Venditti, Dennis Askew, Jeff Buchanan, Jim Thompson, Lou Boos, Cindy Hendren, Jennifer Piercy, Rex Robertson, Bob Harley, Gus Cottros, Bill Rogers.**

Chairman, Tim Corey called the meeting to order and read the anti-trust guidelines and stressed their importance.

Introductions of everyone present.

Reviewed charter of this committee.

**Individual giving**

* Linked IN is a great method to keep in touch, can include retirees as well.
* Industry career fair was great! Had lots of alumni!!
* Nametags are great addition – especially denoting alumni.
* Transition students from giving of time to giving of money.
* Develop rapport with current students among faculty and staff and use facebook and linked in to post who stops by to visit from time to time.
* 60th anniversary – be on a mission to get an alum from every class there to represent at banquet.
* Past Super scholars to create a new super scholars endowment themselves; build their giving over time.
* How can alumni sponsor our student’s generosity –i.e. Cindy Hendren and Patrick Leasure. Matching programs. Pay it forward idea –where WE help someone to be a part of the committee of 100, they pay it forward the next year.
* Opportunity for individual giving to match the donor’s needs; they may not want to be a part of the foundation, but they have another hot button.
* Matching for class gifts and for out of state students.
* Are there ways for alumni to sponsor things like corporations do? Can we market the sponsorship to alumni as well, better and in more simple steps?
* Sponsorships are easier than “donations”. Sponsorships need to be concise offerings (3-5).
* Corporate donations are tied to the individuals who “pull the money” out of that corporation.
* Need a sub-committee to launch development work with individuals.
* Corporate giving, but with individuals we have NEED, Sponsorship and giving; PAIR WITH A TARGET
* CORP, SPONSORSHIP and INDIVIDUALS should be our 3 target areas.
* Parents of students is another target audience.
* Email to parents before graduation around senior banquet time.
* Is there a way to remind grads of how much LESS student loan debt they graduate with? We can do it on a theoretical basis.
* Tax argument in here as well; can build a whole argument here with the tax deduction of a gift; include scholarships, summer intern, coop and what they will make over a lifetime; alumni network, need a Sequence and series of benefits
* Thank you letters from students to donors!
* What it the current process to let students know WHAT the foundation does within the department.

**Committee Structure**

* The committee discussed the merit of having 2 different standing committees instead of sub teams; one individual giving committee and one corporate giving committee. This structure is also proposed in the changes to our operating guidelines. The committee supports this decision.
* Cindy, Steve, Gus and Bob desire to serve on the individual giving committee.
* CA, Rex, Dennis, Rob, Dr. Jameel and Bill Rogers will serve on the corporate giving committee.
* Each committee will have calls by October 30 with strategic plan by end of January 2014.
* Jim Thompson commented on what Miami has done – relationships with local newspapers, goals to get stories in major newspaper; new logo; radio spots; whole committee on marketing. Jennifer to **FOLLOW UP WITH JIM!!**
* We still need our marketing sub team and we do not need to create rework . . . . .this sub team will be composed of the chair of individual and corporate committees; and will be an ad hoc committee.

**Corporate Giving**

* Rex went over action plan that he and CA developed.
* The committee will get together and add to it and have plan by holidays.

**2013-14 Goals**

* Individual Giving $12,000
* Committee of 100 = 72
* Committees meet by the end of October and have draft of strategic plan
* Strategic plan finalized by January

We can have joint meetings of individual and corporate committees at the board and annual meetings.

The meeting was adjourned by Committee Chair Tim Corey.