

NWF Foundation Development Committee Meeting
November 13, 2018, 11:30 a.m.
Room 301, SSC, Niceville Campus

Members Present:

Don Litke	Venita Morell
Jeff McInnis	Ken Wampler
Michelle McGee	Alan Wood

Staff Present:

Serena Brown	Carla Reinlie
Cristie Kedroski	Annie Young
Jason Masters	

Absent:

David Costa, Chad Hamilton, Gordon King, Tom Rice, Steve Wills

Call to Order: Mr. McInnis called the meeting to order at 11:34 a.m.

Approval of Committee Meeting Minutes:

The minutes of the July 17, 2018 meeting were approved as presented. **Motion to Approve Minutes, Mr. Wampler; second, Ms. McGee; motion carried unanimously.**

2018-2019 Fundraising Goal

Ms. Reinlie noted that the NWF State College Foundation Strategic Planning Goal 2.0 is to increase contributions, excluding bequests, by 5% annually based upon a rolling three year average. The overall goal for fiscal year 2018-2019 is \$670,732. She then presented a gift range comparison chart. Ms. Kedroski commended Ms. Reinlie and Ms. Brown for compiling the information for the gift range chart and noted how these metrics will help the Foundation achieve its goals. Mr. Wood asked how the upcoming major gifts campaign will affect our fundraising goals. Ms. Kedroski explained that during the campaign, donors will be asked to give beyond their regular giving and it will supplement the annual fundraising efforts.

Annual Solicitations

Ms. Reinlie noted that the purpose of the annual NWFSC Faculty & Staff Campaign was to give employees an opportunity to support the college in its mission to provide quality educational programs and services. She presented a Faculty & Staff Campaign Comparison Chart and showed that as of November 8, 2018 there was 43% participation and a total of \$35,537 raised. Ms. Reinlie secondly noted that solicitation letters to join the President's Circle had been mailed with a special request to the Board of Trustees, Foundation Board members, the college executive committee and previous President's Circle members. She noted that 65 gifts were received as a result for a total of \$38,950. Ms. Morell then

opened discussion on the possibility of changing the pay structure of joining the President's Circle to raise more funds for where they are needed most. Ms. Reinlie thirdly noted that the State of Florida has earmarked an allocation of \$19,451 to support Northwest Florida State College first generation students with need-based financial assistance through the First Generation Matching Grant (FGMG) program. She reported that as of November 8, 2018, 6 gifts were received totaling \$10,000. Lastly, Ms. Reinlie noted upcoming correspondence and solicitations for November and December.

Feasibility Study Update

Ms. Reinlie noted that at the June 6, 2018 Foundation Board meeting the Development Committee recommended that the Foundation Board enter into a contract with Armistead Group for an Internal Assessment, Feasibility Study and possible launch of a Major Gift Campaign. Since July 1, 2018 Armistead Group has conducted five on-site visits during which they, held a special joint board meeting with Trustees and Foundation Board members, performed an in depth review of all Foundation activities, held three industry sector forums, conducted 59 personal interviews as well as 17 phone interviews. Ms. Reinlie noted on December 5, 2018 Armistead Group will present a complete analysis of our internal infrastructure and performance as well as the result of the external feasibility study. The expectation is to receive detailed information and recommendations regarding our capacity internally and externally to conduct a successful major gift campaign.

2018 Alumni Awards

Ms. Reinlie noted that a call for nominations for the 2019 Alumni Awards will be emailed later in the month of November to alumni and that the next step was to organize a selection committee comprised of four to five Development Committee members to review and rank the finalists. Maj Gen Litke, Ms. McGee, Mr. McInnis, Dr. Morell, Mr. Wampler, Mr. Wills and Mr. Wood were chosen to be in the committee. Mr. McInnis also presented a timeline of the Alumni Awards process for the committee members' convenience.

2018-2019 Stewardship Activities

Ms. Reinlie reviewed some of the Foundation's stewardship activities for 2018 such as the Scholars & Donors Luncheon, President's Circle Luncheon and VIP Holiday Reception. She also noted that the fall correspondence with scholarship recipient contracts and thank you letters would be sent out soon and that the 2018-2019 award period is ongoing with 377 awards thus far totaling \$545,000.

Adjournment: There being no further business, the meeting was adjourned at 12:20 p.m.

Jeff McInnis, Development Committee Chair

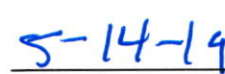


Carla Reinlie, Director of Development





Date



Date