
EGSCF Board Meeting July 1, 2019 Agenda

Call to order and Invocation	Denny Key, Chair
Introduction of Guest(s)	
Approval of minutes	Elizabeth Gilmer
Approval of Financial Statements	Cliff Gay
Membership Committee (Chairman calls for vote)	Donald Jenkins
Alumni Committee (Chairman calls for vote)	Matt Donaldson
Real Estate / Finance Committee Budget Proposal for FY 20 (Chairman Calls for vote)	Milton Gray Elizabeth Gilmer
Other Business	
Fund Raising Prospect List (Chairman Calls for Vote)	Elizabeth Gilmer
Athletics Fundraising (Chairman calls for Vote)	Elizabeth Gilmer
SACS COC Standard (Chairman calls for Vote)	Elizabeth Gilmer
Announcements	
“Passing of the (virtual) Gavel” and Adjournment	
Next Meeting – September 9	

**EAST GEORGIA STATE COLLEGE
FOUNDATION BOARD MEETING MINUTES
JULY 1, 2019**

Call to Order

The EGSCF Board of Trustees met on 7/1/2019 at 6 p.m. at the Sudie A. Fulford Community Learning Center for the quarterly meeting. Members present were John Derden, Donald Jenkins, Cliff Gay, Toni Terwilliger, Matt Donaldson, Juanita Porter, Steven Rigdon, Ken Warnock, Bobby Sasser, Bob Boehmer, Denny Key, Bill Rogers, Milton Gray, Guy Singletary, Richard McNeely, Dustin Durden, Carol Yeomans and Tammy Wilkes. Absent were Lynda Talmadge, Bill Simmons, Harriet Ray, Marnique Oliver, Wade Johnson, Susan Gray, Bobby Reeves, Charles Schwabe and Brandon Andrews. Staff present included Elizabeth Gilmer, Mike Rountree, Norma Kennedy, Chuck Wimberly and Jessica Williamson.

Welcome, Introductions, Invocation

Denny Key welcomed everyone, called the meeting to order and provided the invocation. Elizabeth Gilmer introduced the Institutional Advancement summer intern, Madison Wimberly, a junior North Georgia College communications major and EGSC alumna.

Approval of Minutes/Financial Statements

The minutes from 3/25/19 and the financial statements from 5/31/2019 were approved as presented.

Reports, Announcements and Recommendations from the Executive Board

- The Executive Board recommends that full board meetings for fiscal year 2020 be held on the first Monday of each quarter at 6p.m. Exceptions will be September 9, 2019 and December 2, 2019. March 2, 2020 and June 1, 2020 will complete the fiscal year dates.
- The Executive Board recommends that Elizabeth Gilmer contact Keith Adams at Nordson to ask him to serve on the Board.
- The Executive Board recommends that the Alumni Committee pursue the establishment and mailing of fund-raising appeals regarding the 1973 Society Legacy Fund.
- The Executive Board recommends adoption of the FY 19-20 Budget.
- The Executive Board made two recommendations regarding athletics:
 - Effective June 30, 2019, \$7,000 will be moved from the Gambrell Land Fund, \$7,000 will be moved from the Real Estate Fund and \$6,000 will be moved from the Gambrell Economic Development fund to the Athletics Balance.

- Effective June 30, 2019, the Board recommends the athletic fundraising plan described in the attached document be adopted.
- The Executive Board recommends the adoption of the Foundation Assessment Policy as it relates to the SACS COC standard and is more fully described in the attached document.

Motions/Board Action

The full board approved the following after motions.

- The board meeting date changes were approved unanimously.
- The contact of Keith Adams was approved unanimously.
- The fund-raising appeal to alumni was approved unanimously.
- The budget was approved unanimously
- The board unanimously voted to move the recommended funds to the athletic budget effective June 30, 2019.
- The board unanimously voted to adopt the athletic fund-raising policy.
- The board unanimously voted to adopt the Annual Foundation Assessment Plan.

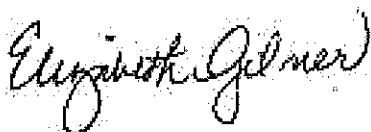
Other Business

The board circulated the names of donor prospects and everyone circled the people they would like to contact. Over the next couple of weeks, Elizabeth will compile and sort those results and deliver donor packets and instructions to each one that agreed to call on prospects.

Announcements and Adjournment

A special thank you, plaque and gift was given to outgoing Chairman, Denny Key. There will be a social event honoring Denny for the Board and guests at the home of Dr. and Mrs. Boehmer on August 22. More details will follow.

The virtual "gavel" was turned over to incoming Chair, Richard McNeely, who then adjourned the meeting.



7/15/19

Submitted by

Date

Athletics annual fundraising plan

1. An alumni/donor fund drive that works in conjunction with the college annual fund drive. We send out an attractive brochure to our alumni and prospects inviting them to become part of the Bobcat Nation by contributing to a team or to the general department. Although solicitation by mail is one of the least effective fundraising techniques, falling significantly behind phone calls and face-to-face contact, we will follow the mailing with student phone calls to the solicited alumni.

2. One major special event fundraising project; a golf outing, auction and raffle once per year. Preferably March. The real money is made through corporate partnerships. The sponsorship of the golf tournament is included in the sponsorship program explained below. An auction is held after the golf outing where we auction off a variety of donated goods. We conduct a 50/50 raffle that charges \$100 per ticket with a maximum of 100 tickets, yielding a \$5,000 profit.

3. Sponsorships –

Champions Level - \$3,000 – signage on baseball and softball field indicating business is a Leadership partner, 6 collared shirts, 6 ball caps, 6 t shirts, 4 tickets to athletic banquet, website advertising as a Champion partner. Annual meet and greet with team members, coaches and President.

Players Level - \$1,500 – signage on baseball or softball field indicating business is a Players level partner, 6 t-shirts, 6 caps, 2 tickets to athletic banquet, website advertising as a Players level partner. Annual meet and greet with team members, coaches and President.

3. Players and coaches conduct fundraising projects. The most popular have been marathon games; for example, 50 inning baseball/softball games. The players obtain pledges from parents, friends and relatives for a donation per inning or for number of home runs in the game, etc. This type of fundraising involves the students but more importantly reaches out to a group of donors that we would not be able to contact through our normal fundraising efforts.

4. Named Scholarships specific to athletes. Contact previous students and athletes' families and solicit \$500 annual scholarships to be named for the former student/player.

5. Mill Creek - grant application to Mill Creek for general support of the program at the \$10,000 level

6. Wall of Pride -- brick fundraising plan. Pavers may be bought for any reason. \$100, \$200, \$300 sizes.

7. A DAY FOR EGSC ATHLETICS – on campus. Family fun day where kids and adults pay to participate. Have a home run derby, Basketball shootouts, Pitching contests, etc. Also include an alumni and friends/student softball game.

Assessment Background/Rationale

At a recent meeting with Dr Boehmer, Mary Smith and Dr. Vess, SACSCOC standards 4.1, 4.2 and 5.0 regarding the “governing board” were reviewed. While they all agree that the “governing board” is the Board of Regents, and are responding to the standards accordingly, we need to be prepared for an alternate interpretation that may interpret the “board” as the EGSC Foundation.

Specifically, standard 4.2g – “The governing board defines and regularly evaluates its responsibilities and expectations.”

It has been recommended that the Foundation perform this evaluation exercise annually.

The standard requires that the response be substantive, i.e., more than, “the board conducted a self-evaluation.”

To comply, we need to accomplish the following:

- Establish a policy that we will conduct an annual self - evaluation at the beginning of each fiscal year. This will be done at the final meeting of the fiscal year and the evaluation will be completed by the first meeting of the next fiscal year. (June meeting and September meeting.)
- Determine the scope of that evaluation and the details of all components to be evaluated.
- Annually document the self - evaluation outcomes and related documents into Board Minutes.

Specifically, at our meeting Monday night, we need to vote to establish the following:

Self-Evaluation policy

The East Georgia State College Foundation will conduct an annual self - evaluation to be completed and documented by the September meeting each year. The policy will be annually voted on at the June meeting each year and the Executive Board will have primary responsibility for making sure the evaluation is complete.