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Northwestern Foundation & Alumni Association
Annual Meeting
Tuesday, September 17, 2024

Welcome
L.D. Rapp, chair of the Executive Committee, welcomed guests to the 2024 Annual Meeting of the Northwestern Foundation & Alumni Association.

Approval of the 2023 Annual Meeting Minutes
Rapp asked for approval of the 2023 Annual Meeting minutes. A motion to approve was made by Patty DeWitt and seconded by Dr. Randy Smith. The motion was approved.

Chief Executive Officer's Report – Skeeter Bird
Skeeter Bird updated the guests on the following areas.

Plans from Last Year
Bird briefly reviewed the plans from 2023, noting two goals were not met.

1. **Increase Total Number of Donors.**
2. **Use of Artificial Intelligence in our Fundraising.** The opportunity to use artificial intelligence did not happen. The forthcoming transition to new software may allow it at some point if it fits the business model.

Accomplishments in FY 24
- ***Increased Total Funds Raised by Over $1 Million from Last Year.*** Over $2.8 million was raised in 2024.
- ***Secured Funding and Started Herod Hall Renovation.*** The renovation of Herod Hall is in progress with new flooring, seating and wall treatment. Restrooms on the first floor are being renovated, as well.
- ***Set New Records in Lifetime Alumni Membership and Ranger2Ranger Membership.*** Lifetime memberships have increased from 389 to 442, while the mentorship program has increased from 237 to 270.
- ***Secured Funding and Completed Mall Renovation.*** The outdoor classroom/public venue has been completed with the funding from a local donor.
- ***Purchased and Set Timeline for Fundraising and Accounting Software Transitions.*** This goal was met and will be explained in the next slide.
- ***Set New Records in Participation and Total Dollars for End-of-Year Solicitations.*** The GivingTuesday campaign and the annual mailed solicitation comprise the end-of-year solicitation. The 2023 combined campaign showed a total of 159 donors, 37 donors more than the previous best year in 2020. Total funds raised in 2023 was $159,346, which is $68,000 over the previous best year in 2018.
- Bird added current and positive conversations with several donors are promising new funding in the next 12-18 months.
- ***Exceeded Investment Annual Goal by 83 Percent.*** An annual return on investment of 9.3 percent resulted in exceeding the goal by 83 percent increase with $3.6 million.

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- ***Set a New High Level of Performance on Audit Preparation.*** Bird acknowledged Tonny Loustaunau, financial manager, and Jim Dunning, CPA, Executive Committee member and Investment Committee Chair, for their work on the audit preparation.

Plans for FY 25

- ***Continue to Build Mentorship Program, Alumni Membership Participation and Social Media Followers to New Levels.*** Bird said donors give due to relationships. The bigger the numbers in the programming and social media areas, the greater the opportunities to ***Increase the Total Number of Donors*** (next bullet on slide) and fundraising dollars.
- ***Continue Preparation for Northwestern's Next Capital Campaign*****.** Bird acknowledged that Northwestern ranks 3rd in the state for the Chair matching program. This large endowment has helped keep costs lower; therefore, it is a contributing factor for three consecutive years of enrollment increases. With more students attending Northwestern, the current scholarship funding pool is spread thinner. This creates the need for a scholarship campaign in the near future.
- ***Enhance and Add to our On-Campus Events.*** A new element will be added to Family Day on September 28. In the past, alumni parents and their current Northwestern students have been invited to a breakfast or luncheon. This coming event will include an invitation to the high school students of the alumni parents, with the goal of introducing Northwestern to potential Northwestern students.
- Another event will be a leadership summit with a panel consisting of Northwestern alumni. Attendees will include students, faculty, staff and community members. The Northwestern Leadership Trust endowment will support this programming, allowing students to interact with leaders from different career fields. A luncheon will follow with the panelists and leadership students.
- ***Build on Improvements to our Internal Accounting Procedures.*** Investment in processes for improvement will continue.
- ***Complete Transition from Blackbaud Software to Virtuous (Development) and Quicken (Financial).*** As a point of reference, Bird noted Blackbaud was the software selected in 2006. The package included Raiser's Edge and Financial Edge. At the time, Blackbaud offered the best software option for non-profits. It is no longer a viable resource for the Northwestern Foundation & Alumni Association. After rigorous review of several software packages, Virtuous and Quicken were selected. The transition is on schedule for going live with Virtuous at the end of January 2025, with full implementation in March. Within 60-90 days, the financial management conversion will begin with Quicken software.
- ***Create New Strategic Plan.*** The last strategic plan was developed in 2019 and much has been accomplished. With a goal to create a strategic plan every five years, the trustees, university leadership, alumni board members and Foundation staff will meet in August 2025 to develop the next five-year plan.

Student Remarks – Tara Owen

Tara Owen, a senior from Alva, Okla., is a mass communications major. Tara is also a third-generation Ranger. Tara shared she has been involved in several organizations, which has provided her with great opportunities to meet new people. She is enjoying her last year as a

Northwestern Scholar Ambassador, a campus organization that invests in community projects and recruitment.

Tara thanked the audience for their generous investment in students, which provides not only financial help but also eases the burden of finding time to study. She also shared her positive experience in meeting the donors of the scholarship she had been awarded, which was provided to her and other scholarship recipients through the programming of the Northwestern Foundation & Alumni Association.

2022-2023 Annual Audit Report – Matt Bauman
Matt Bauman, Hinkle & Company, referenced the Independent Auditor's Report and noted – in the opinion of Hinkle & Company – the financial statement presented fairly in all material respects. The Auditor's Letter to the Board noted no findings to report.

Investment Committee Report – Trevor Phillippi
Trevor Phillippi, partner and chief operating officer, 6 Meridian, shared the wealth advisory firm – based out of Wichita, Kan. – manages $2.8 billion for its client base.

Phillippi expressed his appreciation to the guests for their investments in Northwestern and its students.

Phillippi then referenced the bound report and noted it included information for the fiscal year ending June 30, 2024. He added 6 Meridian, in partnership with the Investment Committee, manages $37 million with assets diversified globally across equities, fixed income and alternative investments. The Foundation has a target allocation of 64 percent in equities, 17 percent in fixed income, 18 percent in alternative investments and one percent in cash.

Phillippi shared the return on investment over the last nine years is 7.7 percent, which compares to an average return of 6 percent for Foundations nationally.

Governance Committee Report – David Manning
David Manning, Chair of the Governance Committee, recognized the members of the Governance Committee, including Josh Bellamy, Shawnna Berryman, Austin Keeney, Thad Dilbeck and Dempsey Roten.

Manning announced the recommended trustees for the Class Year 2027, including:

- Mike Fouts and Rita Porter have agreed to a second three-year term.
- Julie Benningfield, Clint Claypole, David Manning, Mark Schwerdtfeger and Sue Schwerdtfeger have agreed to begin their first three-year term.

Grace Wessels made the motion to accept the seven individuals as trustees. Steve Stands seconded and the motion was approved.

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Trustee Plaque Presentations
L.D. Rapp presented a plaque of appreciation to Steve Stands, who is rotating off the Executive Committee after two three-year terms.

2024-2025 Committee Appointments
Dr. Randy Smith, incoming Chair, acknowledged L.D. Rapp for his years of serving as the Chair of the Executive Committee. Rapp will continue as a trustee on the Executive Committee for the next year.

Dr. Smith shared the roster of names for next year's membership on the four standing committees:

- **Executive Committee** – Patty DeWitt, Jim Dunning, Dr. Bo Hannaford, Regina Kraus, David Manning, L.D. Rapp, Dr. Kyle Reynolds, Mark Schwerdtfeger, Dr. Randy Smith, Steve Stands and Linda Tutwiler. Dr. Smith will serve as Chair, with L.D. Rapp as Vice Chair.
- **Investment Committee** – Cassandra Berry, Larry DeWitt, Jim Dunning, Mike Fouts, Loren Rieger and Sue Schwerdtfeger. Jim Dunning will serve as Chair.
- **Governance Committee** – Josh Bellamy, Clint Claypole, Thad Dilbeck, Austin Keeney and David Manning. David Manning will serve as Chair.
- **Stewardship Committee** – Julie Benningfield, Rita Porter, Linda Tutwiler and ReJeana Wiebener. Linda Tutwiler will serve as Chair.

Donovan Reichenberger Fundraising Award
Dr. Bo Hannaford presented Robbie Harman, Head Men's Basketball Coach, with the Donovan Reichenberger Fundraising Award.

Harman has secured $40,000 for his basketball program. During his two years leading the men's basketball program, Harman has organized camps and launched other fundraising endeavors to build the program. This past year, he has placed an emphasis on the 6th Man Club, as well as increasing engagement and fundraising with former Ranger players.

Donor Recognition
President Bo Hannaford presented recognition gifts to donors reaching new levels of giving.

University Report – President Bo Hannaford
Dr. Bo Hannaford thanked the guests for their investment in Northwestern's students and the university.

Dr. Hannaford shared several Northwestern points of pride, including the following.

- Students have benefitted from four consecutive years of no increases in tuition or mandatory fees. Efforts will continue to keep costs down.
- Fall enrollment is up eight percent, with just under 2,100 students enrolled. The freshmen to sophomore retention rate is 71 percent. Dr. Hannaford acknowledged the Recruitment Office, faculty and staff for their efforts in increasing enrollment.

- The MBA program has launched with 20 students committed for the fall semester. Several individuals have already signed up for the spring semester.

Regarding facilities and infrastructure, Dr. Hannaford shared the $3.5 million in deferred maintenance funding received from the state will go for several roof replacements, new HVAC units and electrical transformers, and repair to several parking lots.

The new Dr. Charles and Jane Tucker Ranger Plaza has made a significant visual improvement on the University Mall, and positive comments from students continue to be received.

The Fellers Family Auditorium and Herod Hall are undergoing improvements with new flooring, lighting, sound system and seating. Delivery of the new seating is expected soon.

Dr. Hannaford thanked Tara Owens, student speaker, for her remarks and commented Tara is a great example of the Northwestern student. He added the students have been very active on campus.

Dr. Hannaford recognized Shane Hansen, Chair, Health and Sports Education, who had just defended his dissertation.

Dr. Hannaford concluded with an open invitation to come back to campus often, as well as sharing the reminder of Homecoming on Oct. 5.

Adjournment
With no further business, Dr. Kyle Reynolds made a motion to adjourn. Jim Dunning seconded and the motion was approved.