

**Northwestern Foundation & Alumni Association
Annual Meeting
Tuesday, September 17, 2019**

Welcome

Bryan Fischer, vice chair of the Executive Committee, welcomed guests to the 2019 Annual Meeting of the Northwestern Foundation & Alumni Association.

Approval of the 2018 Annual Meeting Minutes

Fischer asked for approval of the 2018 Annual Meeting minutes. A motion to approve was made by Dr. Megan Darrow and seconded by Paul Corr. The motion passed.

Chief Executive Officer's Report – Skeeter Bird

Skeeter Bird shared the excitement of the renovation of the Fine Arts building. The renovation includes new window replacement, tuck-pointing of the bricks and update of the restrooms.

Capital Campaign. The Capital Campaign, with a goal of \$28 million, closed on April 27, 2019. A final total of \$28,274,408 was raised in the first capital campaign for Northwestern.

Highlights of the campaign included the following:

- Increased the ratio of endowment dollars from \$10,058 per student to \$17,923 per student.
- Increased student scholarship support recipients from 55 percent to 83 percent.
- Secured 40 new endowed scholarships for students.
- Secured endowed funding for Northwestern's first doctorate level program – the Doctor of Nursing Practice.
- Secured one professorship, 29 endowed chairs and 12 endowed lectureships in support of new or established university programs.
- Since the Capital Campaign started in July 2013, Northwestern has become the top regional institution for total funds in the state matching program.
- Secured funding for two new robotics labs, a new Reading Literacy Center, a new Early Childhood Education Lab, the Jim Dunning Performance Center, the restoration of the Fine Arts Building and the Nursing Lab renovation.

Bird said the last bulleted item came from the Foundation & Alumni staff working together with senior staff, faculty and university staff.

Planned to Implement in FY19. Projects planned for last year included those completed and those which were not done.

The Alumni Community Service Program. RITC, also known as Rangers In The Community, was planned for September 2018. Inclement weather caused cancellation of the event. The community service project is rescheduled for Saturday, September 21, in Cherokee, Oklahoma.

Solicitation for Mall Renovation. Bird shared that during the process of developing a 3-D animated video showing the elements of the mall project, some things were noticed that were not the expectations of the project. Redesign of those elements have been recently completed and costs are being refigured.

Implement a Social Fundraising Platform – GiveCampus. This was implemented last year as the first online fundraising platform used by the Foundation & Alumni office. Much was learned, and this year the Ranger baseball team is successfully using GiveCampus in their current fundraising campaign. The Ranger marching band has recently started a campaign on the GiveCampus platform.

Build and Implement a Northwestern Mobile App. This project had been in development for 18 to 24 months. The original plan was to develop this app in-house with our computer science students, but at this time that objective is unattainable.

The goal is to have something available, in hand, to connect with others on a regular basis. The identified elements needed for the app were live-stream video availability, job announcements for students, activity calendar and alumni association membership signup. Research for outside vendors will begin in the future.

Move to Expand Video Communication. This area will get more attention this year.

Planned to Implement in FY20. Bird shared the following projects to be completed in FY20:

- Complete and publish FY20-25 Strategic Plan. The Executive Committee approved the draft of the plan in an earlier meeting; this will soon be printed and distributed.
- Alumni Community Service Project – September 21.
- Solicitation for mall renovation.
- Research and launch a Northwestern Mobile App.
- Multiple moves to educate and connect with younger alums and students. Noting that recent generations are living a different lifestyle than in the past, Bird said programming focused on younger alums and students will help develop and secure the next generations of donors. One recent event included an alumni parent and student luncheon held on Northwestern Family Day.
- Research, evaluate and launch a Mentorship (Career Coach) Program. This program will involve our experienced alumni coaching our students in preparing for the job market.

Student Presentation – Madison Wilson

Madison Wilson, a senior majoring in history with a minor in theatre, is from Enid, Oklahoma. Wilson shared that she originally chose Northwestern because the small campus would be easier to navigate given her cerebral palsy. She said she quickly realized how welcoming the Northwestern community – on campus and off – is, and she soon found herself becoming involved in many campus opportunities. Scholarships in theatre also have given her additional opportunities and self-confidence. Greek life has developed her leadership skills as she has held numerous leadership positions. Wilson concluded her presentation with gratitude for the support received by the larger Northwestern community.

Investment Committee Report

Jim Dunning, Chair of the Investment Committee, introduced Trevor Phillippi. Phillippi is the Operations Director for 6 Meridian. He referenced the Investment Report, providing an overview of the Foundation portfolio. The Northwestern Foundation & Alumni Association investment breakdown is 63 percent equities, 16 percent fixed income, 10 percent alternative assets, 8 percent real assets and 3 percent held in cash for funding needs.

Phillippi shared that the performance of the Northwestern endowment over the past four years has done well, with an average return of 9.9 percent compared to a national average of 5 percent.

2018-2019 Annual Audit Report – Kirk Vanderslice

In the absence of Kirk Vanderslice, auditor with Hinkle & Company, Bird referenced the Audit Report made available to attendees. He shared that the organization is doing well in complying with new FASB (Financial Accounting Standards Board) accounting standards for non-profits.

Three references to funds have recently changed, including:

- Unrestricted is now called Undesignated;
- Temporarily Restricted is now called Board Designated Endowment; and
- Permanently Restricted is now called With Donor Restrictions.

Bird reported that the Annual Audit Report was approved in the Executive Committee meeting earlier in the day.

Governance Committee Report – Tommie Rhoades

Tommie Rhoades, Chair of the Governance Committee, provided the names of the Governance Committee, including Shawwna Berryman, Blaine Easter, David Shafer, Grace Wessels and Tommie Rhoades.

Five new trustees will begin in October, including the following:

- Jim Dunning, Chair of the Investment Committee. Dunning filled a term for a previous member. He will start his official term.
- Josh Bellamy, Governance Committee.
- Loren Rieger, Investment Committee.
- L.D. Rapp and Kyle Reynolds, Executive Committee.

Rhoades made a motion to approve the five new trustees as the incoming class of 2022. Paul Corr seconded the motion which was approved.

Rhoades concluded with appreciation for the support received during his time as a trustee.

Trustee Plaque Presentations

Plaques were presented to the trustees rotating off the board, including Dr. Megan Darrow, Tommie Rhoades and Bryan Fischer. Susan Tucker will be presented her plaque at a later date.

Fischer shared the names for each committee:

- ***Executive Committee.*** Donna Anderson, Dr. Janet Cunningham, Jim Dunning, Cherrie Greco, L.D. Rapp, Kyle Reynolds, Steve Stands and Sheila Ferrell. Ferrell will serve another year as Chair. Rapp will serve as Vice Chair.
- ***Investment Committee.*** Jim Dunning, Dr. Doyle Hill, David Johnson, Dr. Gary Lott, Dwight Pfeiffer and Loren Rieger. Dunning will serve as Chair.
- ***Governance Committee.*** Josh Bellamy, Shawna Berryman, Blaine Easter, David Shafer and Grace Wessels. Wessels will serve as Chair.
- ***Stewardship Committee.*** Mike Benway, Paul Corr, Lisa Hollon, Jim Seeger-Newby and Linda Vickers. Corr will serve as Chair.

Fischer also recognized the volunteers who served on the Capital Campaign Steering Committee, including Pat Headlee and Joe Shirley, who served as co-chairs. Additional members included Kenny Fellers, Warren and Beverly Little, and Roland and Terry Pederson.

Donor Recognition

President Janet Cunningham presented recognition gifts to donors reaching a new level of giving.

University Report – President Janet Cunningham

President Janet Cunningham said that commitment to students remains, specifically in the areas of affordability, accessibility and academic excellence. More than half of Northwestern students graduate with no debt. Cost of attendance is still one of the lowest in the region and in the nation.

Regarding accessibility, campuses in Alva, Enid and Woodward; a presence in Ponca City; graduate courses offered at Panhandle State; and expansion in online and concurrent offerings provide opportunities for learning and meeting the students where they are at.

Speaking to academic excellence, Northwestern has four accredited programs, including education, nursing, social work and business. All programs across Northwestern continue to have great success.

Enrollment numbers show a 105 percent increase in concurrent enrollment. Overall headcount stayed nearly the same as last year with a difference of 10 less students. Graduate student enrollment has increased.

Academic excellence is also illustrated by business students Callie Campbell and Crystal Keeler taking honors at the 2019 Love's Entrepreneur's Cup competition. The two won the high growth interview competition and received scholarships from OG&E. Callie also was one of three recipients for the Paulsen Award and \$5,000 scholarship.

The third class of students enrolled in the Doctor of Nursing Practice program this fall. A total of 47 students are now enrolled in the program. The first students in the program will graduate in spring 2020.

Academic highlights include a growing marching band of 60 members.

A new virtual reality laboratory has been built on the Enid campus for social work students.

This year brought new department chairs for business, psychology and social sciences. Eight new members were added to the faculty in the fall of 2019.

Aleysa Franz was selected to speak on behalf of Oklahoma students at Higher Education Day at the Capitol in February. She spoke on the House floor and was featured in an article in *The Oklahoman* newspaper.

Two competitors in Northwestern rodeo celebrated national championships at the College National Finals Rodeo in Casper Wyoming, in June. Taylor Munsell won in breakaway roping and Bridger Anderson claimed the steer wrestling title.

Women's basketball and volleyball qualified for post-season play in the Great American Conference. This was the first post-season appearance for women's basketball since becoming Division II.

Dr. Cunningham shared that maintaining campus is important to the future of Northwestern, as students and parents often shop with their eyes. The look of the campus is important. In the last year, student parking has been improved. The outside tennis and basketball courts have been resurfaced. Significant improvements have been made at the Campbell Rodeo Complex. The Mall is the heart of the campus and improvements are needed. The Mall renovation is a major fundraising project for the next few years.

Dr. Cunningham said the commitment to the future of Northwestern remains. Recruitment, retention, new program opportunities and activities that will attract more students are priorities. Endowment programs remain a critical source of revenue for the university.

In conclusion, Dr. Cunningham thanked the audience for the support of Northwestern, its mission and the students.

Adjournment

With no further business, the Annual Meeting 2019 was adjourned.