

Northwestern Foundation & Alumni Association
Annual Meeting
Tuesday, September 19, 2017

Welcome

Dr. Megan Darrow, chair of the Executive Committee, welcomed guests to the 2017 Annual Meeting of the Northwestern Foundation & Alumni Association.

Approval of the 2016 Annual Meeting Minutes

Darrow asked for approval of the 2016 Annual Meeting minutes. A motion to approve was made by Bryan Fischer and seconded by Dick Caruthers. The motion passed.

Chief Executive Officer's Report – Skeeter Bird

Skeeter Bird shared that the total funds raised or pledged, to date, for the capital campaign is \$24,960,833.84.

Bird said changes are being seen in the awareness of what fundraising can do for students and the University. Weekly fundraising meetings between University leadership and representatives from the Foundation & Alumni Association office are very focused on the needs of the university and the potential sources for funding these needs.

There has been an increase in our social media presence, which illustrates a desire to know more about Northwestern. Our Facebook has more than 2,000 followers and that number continues to grow. The subscriptions to our monthly e-newsletters also are increasing.

The positive feedback regarding publications and their content – *roundUP* and the Annual Report – is strong.

Bird spoke to the analysis of major giving versus annual giving, noting that 38 percent of our alumni have given in their lifetime. We have good addresses on 28.3 percent of these alumni. The priority in moving forward will be to reconnect with those who have given in the past.

Bird recently met with his counterparts from Regional University System of Oklahoma (RUSO). Bird said that Northwestern continues to perform well when compared to the other RUSO schools.

Bird said a number of strategic goals have been achieved, including:

- We have surpassed our endowed chair goal with 21.
- Vision for Victory is complete.
- Increase in donors is 72 percent.
- Renovation of Foundation & Alumni Association offices is complete, resulting in better staff focus.

Strategic goals at risk of not meeting include:

- Student debt ratio; we have made progress but still not there.
- Herod Hall project; this is our largest project at \$6.4 million. We have yet to identify a lead gift.
- Jesse Dunn project; we have identified a donor for a key ask. The price of oil must increase to \$60 a barrel to make this ask.
- Creation of a Young Alumni Program; John Allen has Alumni Board members in place who have a focus on this type of program. We have looked at programs at other schools and are identifying strategies that will work with our culture at Northwestern.

Bird shared the following list of projects to implement in 2018:

- Alumni Community Service Program. Each year, we will identify a community to bring alumni, students, faculty, staff and community members together to complete a project in a day. Dues from the annual alumni memberships will help fund this program. In addition to community goodwill, the program will bring together students and alumni for potential enriched conversations.
- Student Philanthropy Program. Bird said students will receive credit for their volunteer time with this program. A total of 40 hours of giving will provide them with a unique recognition of student philanthropy – yet to be determined – at their commencement.
- Giving Tuesday Competition – This fall’s Giving Tuesday campaign will include a competition with SWOSU.
- Planned Giving E-newsletter. Since the July newsletter, more than \$2 million in pledges have been committed. The schedule for planned giving e-newsletters will increase to four times a year.
- Text to Give. This fundraising platform via texting simplifies the ability for our donors and alumni to immediately donate. It also supports reconnection between alumni and Northwestern.
- More video will be used in our communication strategies, as it helps to hit the emotion of our Northwestern community.

Student Presentation – David Gutierrez

David Gutierrez, a senior biology major set to graduate in December 2017, shared that he is a first generation student who received much encouragement from Dr. Deena Fisher, Dean of the Woodward campus, and other faculty, administration and staff. His time at Northwestern provided him with many connections with other students. His student life experience also included volunteering to restore houses and churches in Louisiana.

Gutierrez plans to attend medical school in Tulsa, and hopes to return to this area to begin his practice.

Presentation of Investment Report – Steve Bahm

Steve Bahm, 6 Meridian, shared that the total investment managed by 6 Meridian is \$23,676,687. With the addition of cash (\$291,629) and real estate (\$2,868,406), the total portfolio is \$26,836,722. He added that when he began working with the Foundation more than 20 years ago, the portfolio total was approximately \$4 to \$5 million.

Bahm said that each June the investment team and the Investment Committee review the Optimized Portfolio, determining what mix would gain the Foundation the highest rate of return with the lowest volatility. This mix doesn't change much year to year. This year, the portfolio provided the lowest rate of return predicted – the target is 6.2 percent.

Bahm shared his plans for retirement in 2018, and introduced Margaret Dechant, partner and chief executive officer, as 6 Meridian's representative for the Northwestern Foundation & Alumni Association investment portfolio.

2016-2017 Annual Audit Report – Jim Hinkle

Jim Hinkle, auditor with Hinkle & Company, earlier provided a full report to the Executive Committee. He acknowledged the copies of the financial statement available to the guests, and reported that his company has issued a clean report. This report noted no disagreements or problems with management.

Governance Committee Report – Tommie Rhoades

Tommie Rhoades, the incoming chair of the Governance Committee, recognized five trustees who are returning for a second term, including Sheila Ferrell, David Johnson, Jim Seeger-Newby and David Shafer. Rhoades is the fifth trustee to begin a second term.

Five new trustees have been nominated to serve, including Blaine Easter and Grace Wessels for the Governance Committee; Lisa Hollon for the Investment Committee; and Mike Benway and Linda Vickers for the Stewardship Committee. David Shafer made a motion to approve the five new trustees and Paul Corr seconded the motion. The motion carried.

Trustee Plaque Presentations

Skeeter Bird presented a plaque to Dr. Megan Darrow for her service as a trustee and as the Chair of the Executive Committee. He also thanked the trustees for their continued investment in the University and welcomed the new trustees.

University Report – President Janet Cunningham

President Janet Cunningham shared that the President's Leadership Class 2017 began their activities in early August. Fifteen PLC members enjoyed their trip to Boston, which is funded by President's Association funds. The students are from Oklahoma, Texas, Colorado, Illinois and Kansas.

The Doctor of Nursing Practice program kicked off this fall with 22 students.

Enrollment numbers for fall 2017 showed a slight decline from the year before – 2,095 and 2,220, respectively.

The state budget appropriation has shown a 24 percent decline in the last three years. Dr. Cunningham acknowledged that the work and success of the Foundation are critical to the financial strength of the University.

The newly-renovated student center – with a C store and Starbucks – has been a popular change. Students provided input on the changes they wanted to see.

Dr. Cunningham shared that September 23 is Family Day on campus, with many activities planned.

Homecoming 2017 is September 28-30, and carries the theme “Come Back, Give Back, Continue the Legacy...”. Dr. Peggy Wisdom is this year’s parade marshal. Nineteen area high school seniors will compete for Miss Cinderella. This year’s celebration also will include the dedication of the Dunning Performance Center at 2:00 p.m., Saturday, September 30.

Dr. Cunningham closed her presentation by expressing her appreciation for the work of the Foundation & Alumni Association and its trustees.

“A successful university must have a strong Foundation.”

Adjournment

With no further business, the Annual Meeting 2017 was adjourned.