

**Northwestern Foundation & Alumni Association**  
**Annual Meeting**  
**Tuesday, September 18, 2018**

**Welcome**

Sheila Ferrell, chair of the Executive Committee, welcomed guests to the 2018 Annual Meeting of the Northwestern Foundation & Alumni Association.

**Approval of the 2017 Annual Meeting Minutes**

Ferrell asked for approval of the 2017 Annual Meeting minutes. A motion to approve was made by Bryan Fischer and seconded by Dave Johnson. The motion passed.

**Chief Executive Officer's Report – Skeeter Bird**

Skeeter Bird shared that several additions were added to or being considered for the FY18 programming, including:

- **Alumni Service Project.** The first event, branded with *Rangers In The Community*, will be launched in Cherokee with students, staff, faculty and Cherokee residents involved.
- **Student Philanthropy Initiative.** The goal is to get students to consider the value of philanthropy before they leave Northwestern. Volunteer time will be recorded and students with 40 hours of volunteer time will wear a red mortarboard at commencement. This project is still being developed.
- **Giving Tuesday Competition with Southwestern.** Last year's competition with SWOSU increased funds raised by 300 percent. Another year of competition has been offered to SWOSU, but has yet to be confirmed.
- **Planned Giving Email Newsletter.** We have done this newsletter twice and our goal is to do two a year.
- **Text to Communicate and Market.** Research shows that communication via cell phone is optimum for students and young alumni. We will research the market for the best app to offer our audiences in the next year.
- **Move to Expand Video Communication.** Equipment has been purchased. The challenge will be time involved to complete video projects. This initiative will continue.

**Capital Campaign Update.** Bird shared that the total funds raised or pledged, to date, for the capital campaign is \$25,565,521.52.

Bird said an estimated \$3 million in planned gifts are waiting to be counted after documentation is received.

The expected close of the campaign in April 2019.

**Strategic Goals at Risk.** Bird identified the challenges in the following strategic goals.

**Move Debt Ratio from 49% to 75%.** The current debt ratio is around 57%; we will keep working on this.

**Increase Number of Student Support Recipients 55%-70%.** Scholarships are awarded to students with 2.5 and higher GPA. There are others who need the financial support.

**Herod Hall Auditorium Renovation.** There were three potential donors; two were dedicated to other projects. There will be an ask made in December.

**Jesse Dunn Renovation for Division of Business.** No one has been identified as a potential donor.

**Create a Program that Engages Young Alumni Early in Their Post-graduate Years/Create a Program that Engages Students Before They Graduate.** Young alumni have many things occupying their time. Students are tuned in to social media and their cell phones. We believe a mobile app (to be available by Homecoming 2018) and the *Rangers In The Community* service initiative will support connection with young alumni.

**Double the Total Endowment to over \$50 Million by 2019.** The Foundation & Alumni Association's endowment is at \$35 million. Bird believes the goal of \$50 million is possible, but we are up against a weak market.

**Projects to Implement in FY19.** Bird said the alumni community service project – *Rangers In The Community* – will be launched this next year.

Mall solicitation will continue. If it is not funded by one donor, we will look at breaking the plan into multiple projects. Included in the mall will be the sale of 1,200 pavers at \$300 each.

Bird said a social fundraising platform, specifically GiveCampus – will be launched with the Ranger baseball team.

The Northwestern Computer Science Department will build and implement a Northwestern mobile app, with the launch by Homecoming 2018.

#### **Student Presentation – Jason Alexander**

Jason Alexander, a senior health and sports science major from Woodward, Oklahoma, spoke to the gratitude he has for his excellent education experience and to the fact that he will graduate with no debt (thanks to scholarships). Jason also said he was grateful to have met Alberta Bliss, one of the donors of a scholarship he received.

#### **Presentation of Investment Report – Margaret Dechant**

Margaret Dechant, 6 Meridian, shared that Northwestern's return for FY18 was 7.14 percent. Dechant reviewed the asset allocation.

Dechant believes the market will be driven by technology and the US market will end in double digits by the end of the year.

### **2017-2018 Annual Audit Report – Kirk Vanderslice**

Kirk Vanderslice, auditor with Hinkle & Company, earlier provided a full report to the Executive Committee. He acknowledged the copies of the Audit Report available to the guests, and reported that Hinkle & Company has issued a clean report. This report noted no disagreements or problems with management.

### **Governance Committee Report – Tommie Rhoades**

Tommie Rhoades, the chair of the Governance Committee, reported that the search continues for new trustees.

Three new trustees have been nominated to serve, including Doyle Hill, Dr. Gary Lott and Dwight Pheiffer for the Investment Committee. Paul Corr has agreed to serve a second term on the Stewardship Committee. David Shafer made a motion to approve the five new trustees and Paul Corr seconded the motion. The motion carried.

Dick Caruthers and Shane Terrel are finishing their tenures as trustees.

### **Trustee Plaque Presentations**

Plaques for Caruthers and Terrel, not present, will be presented to them at a later date.

### **Donor Recognition**

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

### **University Report – President Janet Cunningham**

President Janet Cunningham shared there was a 7 ½ percent increase in freshmen enrollment, while overall enrollment was down four percent.

Dr. Cunningham shared that Northwestern academic excellence continues as the university entered into an articulation agreement with OSU College of Medicine. A student can take three years of school at Northwestern and transfer to OSU for the fourth year to obtain a degree.

Robotics at Northwestern has been given a boost with the design and build labs, made possible by Bill and Billie Buckles, their endowed lectureship for STEM Initiative for Computer Science, and the Dr. Charles and Jane Tucker Computer Science Lectureship.

The R. Deane and Esther Wymer Nursing Lab received enhancement through simulation technology with investment from Darrell and Grace Wessels.

The Wessels also invested in enhancement of both the Early Childhood Education Lab and the Literacy Center.

Dr. Cunningham shared that the Doctor of Nursing Practice program continues to draw attention. The inaugural class of 2017 will graduate in the spring of 2020.

Northwestern is promoting the *15 to Finish* initiative, encouraging students to enroll in at least 15 credit hours each semester (30 credits per academic year) in order to stay on track to graduate in four years.

After 11 months of work, Northwestern launched its new website. The website won second place in the Oklahoma College Public Relations Association competition.

Men's basketball and women's volleyball qualified for conference play. Men's rodeo team was third in the nation. Men's and women's rodeo were second in the region and qualified for the College National Finals Rodeo in Casper, Wyoming.

Improvements to campus infrastructure continues. Underground electrical and roofs have been items undergoing repair and replacement.

The outdoor tennis courts – the only public tennis courts in Alva – are undergoing renovation thanks to the lead gift from the Blessington Trust.

The Fine Arts building is going through a major exterior renovation, including tuck-pointing to the bricks and installation of new windows and doors. This is being done by private funding.

The State budget did not make any cuts this year. Some money was provided for concurrent enrollment. Dr. Cunningham shared that in the last five years, \$2.4 million in budget cuts were endured by Northwestern. She encouraged all in attendance to exercise their voice for higher education to state legislators.

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

### **Adjournment**

With no further business, the Annual Meeting 2018 was adjourned.