



**Board of Trustees**  
**Institutional Advancement Committee**

Friday, September 21, 2018 10:30 a.m.

NCSSM-Morganton

**Draft Minutes**

Call to Order ..... Alisa McDonald, Chair

- ☐ Alisa McDonald called the meeting to order at approximately 11:15 a.m. and facilitated brief introductions of those in attendance.

Roll Call ..... Alisa McDonald, Chair

Trustees in attendance:

- ☐ Stephanie Bass '91
- ☐ Steve Griffin
- ☐ Alisa McDonald

Trustees absent:

- ☐ Paul Feldman
- ☐ Vimal Kumar Kolappa

Liaisons in attendance:

- ☐ Keethan Kleiner, Instructor of Computer Science, Faculty Senate Vice-Chair
- ☐ Tina Wang-Fulford, Parent Association Chair
- ☐ Steven Norton '07, Alumni Association President

Employees in attendance:

- ☐ Bryan Gilmer, Director of Communications
- ☐ April C. Horton, Executive Director of Development
- ☐ Kim Logan '97, Director of Constituent Relations
- ☐ Katie Wagstaff, President, NCSSM Foundation
- ☐ Brock Winslow '86, Vice Chancellor for Institutional Advancement

Others in attendance:

- ☐ Joe Lobuglio, Dean of Engineering and Computer Science
- ☐ Elizabeth Moose, Dean of Humanities
- ☐ Sarah Shoemaker, Director of Mentorship and Research
- ☐ Lamar Smitherman, Outreach and Industry Relations Associate

## Items for Approval

1. Draft Minutes of May 25, 2018..... Ellen Stone, Administrative Assistant

- ☐ A motion was made by Stephanie Bass '91 and seconded by Steve Griffin to approve the minutes of May 25, 2018 as submitted. Motion carried.

## Information Items (Please see attached quarterly reports.)

2. Foundation update ..... Katie Wagstaff, Foundation President
3. Development update ..... April Horton, Executive Director of Development
4. Communications update ..... Bryan Gilmer, Director of Communications
5. Constituent Relations update ..... Kim Logan, Constituent Relations Director
6. Legislative Relations update ..... Brock Winslow, Vice Chancellor for Advancement

- ☐ Each of these reports was presented as indicated.

## Discussion Items

7. Strategic Initiatives ..... Brock Winslow, Vice Chancellor for Advancement

### *Strategy #1: Increase and diversify our sources of revenue and resources*

- *Place and program naming policy discussion*

- ☐ Newly "Proposed Naming Policies and Procedures" were reviewed and discussed by the committee. Discussion focused mainly on the number and composition of the two special committees referenced in the procedures, with consideration given to streamlining the two committees into a single committee.

- ☐ A motion was made by Steve Griffin and seconded Stephanie Bass '91 to refer the "Proposed Naming Policies and Procedures" as proposed to the full Board of Trustees for deliberation and action by December 7, 2018. Motion carried.

### *Strategy #5: Improve communications, public relations and marketing*

- *Meltwater media intelligence software demonstration.*

- ☐ This demonstration was tabled due to time constraints.

Adjournment .....Alisa McDonald, Chair

## Supporting Documents

1. [Institutional Advancement Quarterly Report, Summer 2018](#)
2. [NCSSM Foundation Quarterly Report, Summer 2018](#)