

OSU Student Affairs Leadership Council
Thursday, January 17
9:00 a.m.-10:00 a.m.



- **Welcome & introductions**

Hanna Valva, Penny Atkins, Dennis McVicker, Dan Larson, Jen Humphreys, Elise McClure, Denise Harrison, Emily Anderson, Mike Moran

- **Student Affairs Fundraising FYTD – Mike**

- **Success to date** – \$7 million a year is the goal for the end of this fiscal year; SSI is about half way there; Student Affairs-wise about \$800,000 raised; internally we have a goal of raising \$2 million a year for student affairs, Mike has faith we'll reach this goal since we're only half way through. A lot of money being raised is current use so Dan and his team can use it more immediately.
- **Highlights** – A lot of larger gifts come from bequest expectancies, a nice gift of \$360,000 came into the student success fund for future use (in Student Affairs); a large gift came in to EOP from a former trustee; other colleagues are working for us (SSI); internally – 2 colleagues set up a Transfer Student Scholarship Fund (this is the first of its kind)

- **Plan for Reaching \$7M by 6/30 – Mike and Denise**

- New approaches
 - **Dam Proud Day** is on April 30th (a virtual giving day). Email & social media promotion from multiple units across campus. The goals are more around participation than dollar amount (the goal is to encourage 1,000 alumni to give a gift of any amount).
 - Hanna has seen giving days at other institutions. Nice to see social media feeds full of posts about giving to alma mater.
 - The foundation is trying to incentivize participation using matching gift challenges;
 - SSI is going to highlight Gayle Fitzpatrick's matching gift for leadership development opportunities in Greek Life;
 - Collegiate Recovery Community (students on campus in recovery from substance use disorder) - \$50,000 from Ken Austin Jr. match (we're at \$14,000 toward this goal); a few proposals are pending for this as well; hopefully the giving day will help us surface some donors who want to give to support the Collegiate Recovery Community;

- Mike and Denise are working on a potential match from the Black Alumni and Friends Group (pooling together \$25,000) – this is pending, preliminary conversations occurring;
- **How can SALC members promote this for us?**
 - E-mail copy from our communications teams will be sent to SALC members to be forwarded on with a personal note;
 - Share & post on social media;
 - Mike & Denise can staff SALC members on donor visits;
 - SALC members can send introductions via email or letter.

Refreshing Parent and Family Leadership Council plan

Kevin Dougherty is taking this group on to help with a giving strategy; invite parents to make a gift of \$1,000 or more and then parents can vote on 3 - 5 priorities in the office of Student Life; good info. for parents whether or not they make a gift.

Parents who made a gift of 1,000 or more can vote online (modeled after the Women's Giving Circle). WGC is raising around \$80,000 a year; we want to emulate this. There will be options for in-person meetings on campus with university leadership; more to come with this refreshed strategy will be disseminated (relaunch will be on the spring family weekend on May 3rd).

New Career Development advisory council

Denise and Brandi Fuhrman are working on building another advisory board for career development (for donors, alumni and industry leaders who have an interest in workforce development). She's looking for HR leaders, executives of Beaver-owned companies, recruiters; this group will meet periodically in person on campus. There's an entry level \$2,500 gift to participate. Hopefully this can get off the ground if not in spring in the fall.

Enhanced donor stewardship efforts

- Gift alert process – informs campus partners of gifts of \$2,500+ in our areas to send personal thank you notes to donors.
- Student Affairs communications pieces
- **Discussion of thank yous members have received that were meaningful**
 - Getting handwritten notes from kids the nonprofit was supporting (with the kids' penmanship).

Student Success in the Campaign – Dan

Dan did a presentation to the campaign steering committee.

- 70% graduation rate; currently at 67%
- 90% retention rate; has grown by 2%, but there's been growth with high-risk student population, closing achievement gap

- Each student to have an experiential learning experience. Students who participate in experiential learning have 15% higher retention rate;
- Improving the transition experience of transfer students (transfers make up 1/3 of the students); help acclimate them to campus; increase their financial aid and scholarship dollars (and distribute them in a way that has the most impact (bridge to success, etc.);
 - Create more faculty – to-student interactions. 93-97 percent success rate for interactions?
- Committing to curriculum excellence. And minimizing / reducing barriers in gateway courses;
- Currently at \$96million towards the \$150million Student Success goal.