

**ALABAMA STATE UNIVERSITY BOARD OF TRUSTEES**

**DEVELOPMENT COMMITTEE**

**Summary Minutes**

**January 19, 2021**

1. **Call to Order**

The meeting was called to order by President Pro Tem Hunter.

1. **Invocation**

President Pro Tem Hunter provided the invocation.

1. **Establishment of Quorum**

The roll was called by President Ross, and a quorum was established. Committee members attending included President Pro Tem Hunter and Trustees Fleming, Madison and McCord.

1. **Adoption of Agenda**

A motion was made by Trustee Madison and seconded by Trustee Fleming to approve the agenda as presented. A roll call vote was taken, and the agenda was adopted.

1. **Adoption of Minutes**

A motion was made by Trustee McCord and seconded by Trustee Fleming to approve the minutes as presented. A roll call vote was taken, and the minutes were approved.

1. **Development 2020 Update**

President Pro Tem Hunter opened the discussion and asked her leads to provide the updates.

1. **Development/Alumni Relations 2021 Strategy**
   1. Restructuring
   2. Systems/Data
   3. Alumni Engagement/Giving
   4. Legacy Giving (Marion 9 Society)
   5. Capital Campaign
   6. Corporate Gifts
   7. Angel Gifts

Ms. Anderson provided updates on the following in her PowerPoint presentation:

* Road to 5 million
* Funds Raised to Date Comparisons
* Development/Alumni Highlights
* 2021 Strategy
* Personnel Infrastructure
* Information Systems Infrastructure
* Donor Breakdown
* Cultivation
* Investors
* Trustee Support Requests

1. **Marketing Plan**

President Pro Tem Hunter opened the discussion and asked Ms. Lois Russell to provide the Marketing Plan.

**Marketing**

* Local Relaunch
* Expansion Plans
* Blip Boards
* Georgia, Mississippi, Texas, California, Florida, Virginia, DC/Maryland, Illinois, Ohio
* CommUniversity
* Campus Tour Video

1. **Strategic Communications Update**

President Pro Tem Hunter opened the discussion and asked Ms. Lois Russell to provide the Strategic Communications update.

**Strategic Communications**

* Social Media
* 28 days: Engagement-35,000; followers-75,000
* Media Relations
* Average 5 releases per week
* Approximately 120 over the last 6 months
* News Conferences
* Expert News Sources
* President Ross—go to expert
* Publications:

Chronicle of Higher Education

USA Today

HBCU Digest

HBCU Connect

Scientific Inquirer Magazine

Associated Press

CNN

Reuters Worldwide News

Inside Higher Education

Foreign

University of South Australia

1. **Other Business**

No other business came before the committee.

1. **Adjournment**

A motion was made by Trustee McCord and seconded by Trustee Madison to recess at the call of the chair. A roll call vote was taken, and the meeting was recessed.