

# ALABAMA STATE UNIVERSITY BOARD OF TRUSTEES

**DEVELOPMENT COMMITTEE**

# Friday, April 9, 2021

1. **Call to Order**

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

1. **Invocation**

The invocation was given by President Pro Tem Hunter.

1. **Establishment of Quorum**

The roll was called by President Ross and a quorum was established. Trustees Hunter,

Fleming Madison, McCord and Whitt were in attendance.

1. **Adoption of Agenda**

Trustee Whitt made a motion to approve the agenda as presented, and it was seconded by Trustee Madison.

1. **Adoption of Minutes**

The motion was made by Trustee Madison and seconded by Trustee Fleming to approve the minutes from the previous meeting.

1. **Marketing/Communications Update**

President Pro Tem Hunter introduced Vice President Lois Russell who provided an

update on each of the following items and shared a PowerPoint presentation that provided details on each.

* 1. Marketing Initiatives
  2. Fall 2022 Forecast
  3. The PIVOT Video
  4. ASU Today Relaunch
  5. WVAS update

1. **Development/Alumni Relations Update**

President Pro Tem Hunter introduced Jennifer Anderson who provided an

update on each of the following items and shared a PowerPoint presentation that provided the details of each of the items below.

* 1. Systems Update
  2. Stewardship Update
  3. Giving Campaign Updates
  4. Legacy Giving (Marion 9 Society)
  5. Alumni Engagement
  6. Capital Campaign
  7. Corporate Gifts

1. **Other Business**

No other business came before the committee.

1. **Adjournment**

A motion was made by Trustee Madison and seconded by Trustee Whitt to recess the meeting at the call of the Chair. The motion was approved by unanimous vote.