

Senate Budget & Planning Council
Minutes for April 7, 2016
UNIVH 121

Members present: M. Watad, H. Wilder, J. Lee, L. Mathew, J. Pinkston, J. Mohlman,
Absent: S. Bolyai, J. Matthew
Guest: P. Ferguson

Meeting convened: 12:35pm

- Minutes from the October 13, 2015 meeting were approved.
- Pam Ferguson, the Vice President for Institutional Advancement and President of the William Paterson University Foundation Board gave a presentation to the council, which included an overview of
 - her office and what they do (split between alumni relations and institutional development)
 - the auditing firm and investment firm that WPU works with
 - the quarterly reconciliation process and CASE guidelines that the office follows
 - highlights of scholarships provided, and donations and pledges received in fiscal year 2015
 - the fundraising activities, including the annual gala dinner and the golf outing, as well as other events to raise awareness of WPU and build relationships with alumni and potential donors

She explained that the main focus of fundraising efforts is to provide scholarship support for students. This aligns well with the interest of many donors who want to make a difference in this way. She also explained the importance of shepherding current and potential donors and maintaining a relationship with them to help them feel comfortable and impactful in their giving. Specific staff in the office are assigned to encourage their continued support. She also reported that in the past, there were more corporate donations however this has slowed down, so the focus is now on family foundations in the northern New Jersey region as well as getting more alumni involved. Donors and alumni are also important in providing mentoring support for WPU students. She clarified the difference between endowments, restricted donations, college-specific donations and unrestricted donations.

The biggest challenges faced by her office are issues such as: the relatively new implementation of a foundation program at WPU (compared with other institutions), the impression that many still have that WPU receives a large amount of state support (she characterizes WPU as being 'state-assisted' these days), the lack of connection to WPU for many students (particularly transfer students) and lack of commitment they feel to us. She asked that faculty and council members work to identify potential funding prospects (whether corporate or foundation) and that we help promote alumni relations with WPU. Council members also pointed out that another big challenge may be that WPU is still relatively unknown by anyone outside of the small geographical region, and so, is not an institution that comes to mind for potential big donors.

- J. Lee reminded members that the council will be voting on a new chair when it convenes in September for the 2016-2017 academic year.

Meeting adjourned: 1:40pm
H. Wilder, Minute taker