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University of South Carolina  
BOARD OF TRUSTEES

Ad Hoc Committee on Development

August 6, 2010

The University of South Carolina Board of Trustees Ad Hoc Committee on Development met on Friday, August 6, 2010, at 10:00 a.m. in the 1600 Hampton Street Board Room.

Members present were: Dr. C. Edward Floyd, Chairman; Mr. Chuck Allen; Mr. Herbert C. Adams; Mr. J. Edgerton Burroughs; Mr. William W. Jones, Jr.; and Mr. Miles Loadholt, Board Chairman. Mr. William C. Hubbard; and Mr. Mack I. Whittle, Jr. were absent.

Other Trustees present were: Mr. Toney J. Lister; Dr. C. Dorn Smith III; Mr. Eugene P. Warr, Jr.; and Mr. Thad Westbrook.

Others present were: President Harris Pastides; Secretary Thomas L. Stepp; Vice President for Academic Affairs and Provost Michael D. Amiridis; Vice President for Finance and Planning William T. Moore; Vice President for Student Affairs and Vice Provost for Academic Support Dennis A. Pruitt; Vice President of Development and Alumni Relations Michelle D. Dodenhoff; Interim Vice President for Communications and Public Affairs and Dean of the College of Mass Communications and Information Studies Charles Bierbauer; Vice President for Medical Affairs Donald J. DiPette; General Counsel Walter (Terry) H. Parham; Associate Vice President for Finance and Budget Director, Division of Finance and Planning, Leslie Brunelli; Associate Vice President for Resource Planning Edward L. Walton; Associate Vice President for Facilities and Campus Management, Division of Finance and Planning, Tom Quasney; Vice Provost and Executive Dean for System Affairs and Extended University Chris P. Plyler; Vice Provost for Faculty Development Christine W. Curtis; Executive Director of the Alumni Association Marsha D. Cole; Deputy Athletics Director Marcy Girton; Special Assistant to the President J. Cantey Heath; Distinguished President Emeritus Andrew A. Sorensen; Associate Director of Governmental Affairs and Legislative Liaison Casey Martin; wife of Board Chairman Miles Loadholt, Ann Loadholt; wife of Trustee Toney J. Lister, Cynthia Lister; Director of Media Relations, Division of University Advancement, Margaret Lamb; University Technology Services Production Manager Justin Johnson; and Board staff members Terri Saxon, Vera Stone, and Karen Tweedy.

Chairman Floyd called the meeting to order and invited those present to introduce themselves. Mrs. Lamb introduced members of the media who were present.

Chairman Floyd stated that notice of the meeting had been posted and the press notified as required by the Freedom of Information Act; the agenda and supporting materials had been circulated; and a quorum was present to conduct business.

I. Fiscal Year Development Report: Chairman Floyd called on Ms. Dodenhoff, who gave an overview of fundraising and development activities; and expressed enthusiasm over the fact that this fiscal year was one of the best years for fundraising in the history of the University. The total raised was \$117.7 million; an increase from last year's \$107.5 million. This was the third consecutive year in breaking the \$100,000,000 mark. She said that, despite very challenging economic conditions, the Development staff was working at a more professional level and continued to move forward. The President and First Lady were also active and instrumental in the success of these fundraising efforts.

Finally, on September 17<sup>th</sup>, a gift of \$30 million would be announced publicly.

Ms. Dodenhoff stated that fundraising by the type of donors were as follows: Alumni (\$69.8 million), Companies (\$20.2 million), Non-Alumni (\$14 million), Foundation (\$6.9 million), Organizations (\$4 million), Parents (\$1.2 million), Faculty and Staff (\$1.0 million), and Students (\$.03 million).

Further, the results of the fundraising were as follows: Cash (\$36.0 million), Planned Gifts (\$41.0 million), Gifts-in-kind (\$5.9 million), Pledges (\$21.8 million), and Philanthropy via the Office of Sponsored Awards Management (SAM) (\$12.9 million). The total number of first time donors for this fiscal year was 8,901.

Mr. Buyck asked whether the Gamecock Club gifts of approximately \$26 million were included in the Athletics funds. Ms. Dodenhoff responded, "Yes."

Further, Ms. Dodenhoff reported that the fundraising monies were designated as follows: program enhancements \$65.1 million, student support \$29.8 million, capital \$13.5 million, unrestricted \$5.3 million, and faculty support \$3.9 million.

A breakdown of the number of donors and the gift ranges were: 17 (\$1,000,000+), 13 (\$500,000 to \$999,999), 111 (\$100,000), 7,452 (\$1,000 to \$99,999) and 39,845 (\$999 and under).

Ms. Dodenhoff highlighted several gifts from across the University System. First, USC Aiken received a gift of \$1.4 million from the Estate of Leona G. Kaber. This gift would be used for unrestricted scholarships. Second, USC Upstate secured a gift of \$1 million from the Founders Federal Credit Union; and these funds would be used toward the new business school. Third, anonymous Alumni presented the University with a gift of \$5 million which was unrestricted. Mr. Solomon Jackson gave the University a gift of \$1.7 million to be used for scholarships; and University Libraries secured a gift from Mr. H. N. Salley, Jr. of \$1.25 million. Finally, Athletics received a gift of \$1 million from Mr. Larry Winn.

II. Capital Campaign Planning: Ms. Dodenhoff gave an overview of previous capital campaigns; and an update on current capital campaign planning.

The bicentennial campaign fundraising results from July 1, 1995 to June 20, 2002 were as follows: 1995-97 (\$26.8 million), 1996-97 (\$46.4 million), 1997-98 (\$96.5 million), and 1998-99 (\$55.2 million). Fundraising had exceeded \$100,000,000 from 2008

through 2010. Therefore, she projected that this trend would continue through 2015. However, there would be some variables, specifically, major gifts.

Currently, the University anticipated a \$100,000,000 gift, and a \$50,000,000 gift from two prospects.

Ms. Dodenhoff discussed her strategy to reach the next capital campaign goal. She used the following gift table to illustrate how many gifts were needed at various levels in order to reach the campaign goal by June 2015.

| Gift Level   | # of Gifts Required | # of Gifts Received | # of Gifts Needed |
|--------------|---------------------|---------------------|-------------------|
| \$25,000,000 | 3                   | 1                   | 2                 |
| \$10,000,000 | 10                  | 4                   | 6                 |
| \$ 5,000,000 | 14                  | 7                   | 7                 |
| \$ 2,500,000 | 20                  | 4                   | 16                |
| \$ 1,000,000 | 65                  | 29                  | 36                |

Dr. Pastides stated that "it may not play out exactly this way, but it was very important to see what the goals were." He touched on the difference of fundraising when you are not in a campaign verses when you are in a campaign. He said:

When you are not in a campaign, you really want to see a nice monotonic moderate increase year after year. Perhaps, 3 percent or 4 percent growth that shows you was doing well and growing. In a campaign, we want a \$100,000,000 that may come in the fourth or fifth year of campaign; therefore, that year would be bigger than every other year in the campaign.

In closing, Ms. Dodenhoff said that as of June 30, 2010, the University had raised \$343,000,000 toward the next "yet to be determined goal".

Since there were no other matters to come before the Committee, Chairman Floyd declared the meeting adjourned at 10:30 a.m.

Respectfully submitted,

Thomas L. Stepp  
Secretary