



COLLEGE OF
CHARLESTON
FOUNDATION

DEVELOPMENT COMMITTEE MEETING MINUTES

NOVEMBER 21, 2024

<https://cofc.zoom.us/j/97712318655>

Meeting ID: 977 1231 8655

The mission of the College of Charleston Foundation is to promote programs of education, research, student development, and faculty development for the exclusive benefit of the College of Charleston

****Indicates non-voting Fellow, ** Indicates Chair of Finance Committee***

COMMITTEE MEMBERS:

Bill Penney '89 Chair

Charles Mosteller '81 Vice Chair

Neil Draisin '65

Jean Johnson

Catherine Murray-Smith

Tricia Ory** '96, '97

Ed Tuccio '91

Susan Luna- Hazlewood '13-non-voting

Ryan Morris '08, '21-non-voting

Victoria Thompson '15-non-voting

COMMITTEE MEMBERS IN ATTENDANCE:

Bill Penney, Charles Mosteller, Catherine Murray-Smith, Tricia Ory, Susan Luna-Hazlewood, Ryan Morris, Chairman, Keith Sauls '90

EXECUTIVE DIRECTOR: Dan Frezza

LIAISON: Cathy Mahon '80

EX-OFFICIO: Andrew Hsu, Suzanne Austin, J.R. Barnhart, Beth Burke, '94, Alicia Caudill, Jimmie Foster, Courtney Howard, John Loonan, Matt Roberts

AGENDA:

- I. CALL TO ORDER, QUORUM, FOIA STATEMENT, WELCOME (Bill)
 - 1:05 PM meeting called to order.
- II. APPROVAL OF MINUTES (Bill)
 - Minutes from September approved.
- III. FY25 COMMITMENTS TO DATE / PIPELINE UPDATE (Cathy)
 - New commitments to date \$3M overall and \$343K unrestricted.
 - Capacity of donor pipeline, active proposals and expansion of IA team support our pathway to reaching \$30M goal.
 - Active search ongoing for regional officers; expect to have them in place by Q3, along with Parent Fundraiser, and School of Business Director of Development.

IV. Annual Giving and CofC Day (Jennifer Boan)

- March 19th @ 4:30pm-March 20th @ 10pm. Organic giving of 1770 minutes.
- Digital and social media-driven day of giving.
- Video game theme: "Level up your Impact."
- In January, we sign up to be ambassadors, make a gift, share on social media channels; will receive a link to text and email.
- Bill Penney asked committee members to commit to being ambassadors.
- Alumni Pep Supper currently going on through December 3, 2025; QR code was provided for folks to make a gift on behalf of their Greek organizations.

V. Campaign X Update (Dan and Cathy)

- Campaign X will be comprehensive and shaped by the need to build a culture of engagement and philanthropy at the CofC. Campaign X is also about preparing for the next campaign. Elevating life-long engagement and alumni pride during the life of Campaign Y, helps set up the College to earn the right to ask donors to invest even more (\$500M+) by our next campaign.
- In Campaign X, there will be broad and motivating themes that will include pan-campus priorities and represent the most strategic opportunities and needs before this university today.
- Goals will be about dollars, donors and alumni.
- Request for Proposals from Campaign Marketing/Communication Firms will be issued next week.
- The current iteration of our case for support is with President Hsu, so we can share more specifics after we receive his feedback. If this committee is interested, we can bring the case for support to them in February or call a special meeting before the February meeting.

VI. Q & A (Bill)

Bill asked the committee to give feedback on Homecoming.

What went well? Gala flow, food, format, built in pre and post social hours; great basketball game; oyster roast brought in new guests/alumni; special kudos to Carin Jorgensen for her team's extraordinary effort!

Opportunity for improvement: Acoustics in ballroom were poor; consider a master of ceremonies who could facilitate the evening and prepare guests for what's happening and what's coming next; may have been too much in four days (though not all agreed); asked for magnets on President's Society pins.

VII. Adjournment (Bill)

- Call for adjournment at 2:05pm.