



DEVELOPMENT COMMITTEE MEETING AGENDA

MAY 1, 2025
2:15 PM - 3:15 PM
TATE CENTER #131

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.

COMMITTEE MEMBERS: *Indicates non-voting Fellow

Bill Penney '89 Chair

Charles Mosteller '81 Vice Chair

Neil Draisin '65

Jean Johnson

Robert Lukey

Susan Luna-Hazlewood '13*

Ryan Morris '08, '21*

Catherine Murray-Smith

Tricia Ory '96, '97 (Chair Finance Committee)

Victoria Thompson '15*

Ed Tuccio '91

Committee Members Present:

Bill Penney '89 Chair

Charles Mosteller '81 Vice Chair

Neil Draisin '65

Jean Johnson

Susan Luna-Hazlewood '13*

Ryan Morris '08, '21*

Catherine Murray-Smith

CHIEF EXECUTIVE OFFICER: Dan Frezza

VICE PRESIDENT DEVELOPMENT, 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)
 - Call to order at 2:17pm
- II. APPROVAL OF MINUTES (Bill)
 - Quorum met and minutes from Feb. meeting approved.
- III. PROGRESS TO GOAL AND FY25 COMMITMENTS TO DATE (Cathy)
 - TD \$16.672M
 - \$28.5M in pipeline
 - 11 seven-figure commitments, in discussions for 9 additional seven-figure gifts and 2 eight-figure gifts, unprecedented for this institution
- IV. INTRODUCTION OF REGIONAL OFFICERS TO COMMITTEE AND OTHERS (Cathy)
 - Chrissy Rosen '85, Director Regional Advancement, ATL, Upstate, CHRLT
 - Cam Bauer '17, Assistant Director Regional Advancement, Northeast
 - Michelle Weisman '11, Assistant Director Regional Advancement, Mid-Atlantic
 - Dominic Fucci, Assistant Director Regional Advancement, Midlands, Coastal SC/GA

- Discussed roles and strategies to connect with alumni in different regions, including events, and personal outreach
- Board members encouraged helping make connections with potential donors for officers
- Emphasis on engaging recent graduates and young alumni
- Challenges of fundraising when located far from campus were addressed
- The importance of building community and affinity among alumni in different regions was highlighted

V. COFC DAY TAKE-AWAYS (Laurie Soenen)

- Raised \$710,000 from 1, 524 donors
- All donor challenges were met, including those supported by Board members
- There was an increase in day-of cash donations compared to previous years
- 74% of dollars and 84% of donors came on the actual day, which was a positive shift
- The Foundation Board had 100% giving participation
- With successes and areas for improvement in mind, we're planning for next year

VI. CAMPAIGN X UPDATES (Cathy)

- Campaign still in the silent phase - 18 mos approximate launch time
- Working with donors, volunteers, and cabinet members
- A branding company has been selected
- We are solidifying priorities, goals, and the case for support, which we are testing currently
- Prescreening of donors will be conducted, asking for board members' help
- The campaign cabinet retreat is planned for October

VII. CAMPUS-WIDE FUNDRAISING POLICY (Bill)

- Bill is serving as a volunteer to develop a comprehensive campus-wide fundraising policy.
- Laurie Soenen is leading that effort.
- The goal is to tighten up processes as there are many campus groups fundraising.
- The policy will include purpose, scope, institutional oversight, approval process, guidelines, compliance and support resources.
- It will apply to over 200 organizations on campus including students, faculty, employees and administration.
- The expected completion timeline is June or July.
- The plan is to present it to everyone in September
- The policy aims to ensure proper oversight and consistency across all fundraising activities at the college.

VIII. Q & A (Bill)

Seeing no further questions from the committee, Bill called for adjournment.

IX. ADJOURNMENT (Bill)

- Meeting adjourned at 2:53pm