

Development Committee Meeting Minutes
Boyd Conference Room
Thursday, April 17, 2025, 1:00 PM

Members Present: Chair Rebecca Peterson – virtual; Mr. Bill Cole; Mr. Mike Hastings; Mr. Randall Price.

Guests: President Darrin Martin; Mr. Brent Benjamin; Dr. Dierdre Guyton; Mr. Keith Olson; Mr. Darrel Malamisura.

1. Call to Order

Chair Peterson called the meeting to order at 1:00 p.m., and welcomed attendees.

2. Vice President of Corporate Development's Report – Dr. Guyton

- a. BSU Foundation – Report of Financials provided (see attachment 1)
- b. Alumni Development Update provided
- c. BSU Day of Giving Update – Dr. Guyton reported that 68 donations totaling \$22,092.43 resulted from BSU's first Day of Giving. The demographics were as follows:

68 donors	Administrators/Cabinet	13
	Alumni/Friends of BSU	34
	Board of Governors	5
	Faculty/Deans	6
	Foundation	3
	Staff	6
	Students	1

Dr. Guyton observed that some groups may overlap (for example, a given individual may be both Staff and Board, but only be counted once). Dr. Martin commented upon the importance of getting the Day of Giving started and off the ground. Mr. Olson noted that local businesses had stepped up with contributions, including matching contributions. He stated that we should consider this the beginning of a Year of Giving. Dr. Martin stressed the importance of the number of contributors, as well as the beginning of a culture of giving which will be beneficial in the future. Mr. Cole suggested that the Institution look for alumni success stories

Mr. Price inquired about the number of payroll deductions the Institution has. Dr. Guyton responded that all Cabinet members have payroll deductions, as well as 1 faculty and 5 staff.

- d. Fundraiser Position established by the BSU Foundation – Ms. Guyton provided an update.

3. Vice President of Development's Report – Mr. Olson

- a. Naming Rights – Mr. Olson provided a proposed set of Guidelines for the Naming Rights to BSU Buildings and Schools (see attachment 2). Mr. Benjamin noted that there is an existing Policy CM-302, which should be updated. Mr. Cole stressed the need for discretion and flexibility in any policy.

4. Adjournment

Mrs. Peterson expressed her thanks for the work performed in BSU's first Day of Giving. The Meeting adjourned at approximately 1:27 p.m..

Report of Financials

Bluefield State University Foundation

9-Apr-25

Mar-25



Alumni Growth

ending in 9306	Previous Balance	\$	37,307.79
	Deposits/Credits	\$	-
check 1030 to Accudata for	Checks/Debits (1)	\$	(4,258.30)
Alumni Address Update	Service Charge	\$	-
	Interest	\$	-
	Ending Balance	\$	33,049.49

Annual Account

ending in 9063	Previous Balance	\$	700,977.88
	Deposits/Credits (16)	\$	17,466.24
	Checks/Debits (30)	\$	(289,272.82)
	Service Charge	\$	-
	Interest	\$	1,581.78
	Ending Balance	\$	430,753.08

Master Plan

ending in 1858	Previous Balance	\$	39,482.94
	Deposits/Credits	\$	-
	Checks/Debits	\$	-
	Service Charge	\$	-
	Interest	\$	97.48
	Ending Balance	\$	39,580.42

TRUST ACCOUNTS

BSU Title III

Balanced carried over	\$	472,259.10
Income (Dividends)	\$	1,072.45
Disbursements (Fees and Expenses)		
Cash Transfers	\$	(195.73)
Realized Gains (Losses)	\$	-
Unrealized Gains (Losses)	\$	(16,081.59)
Accrued Income	\$	(128.65)
Accrued interest on Purchases	\$	-
Total Validation	\$	456,925.58

BSU Endowed Administrative

	Balanced carried over	\$	581,417.77
	Income (Dividends)	\$	1,529.73
Brown Edwards bookkeeping	Disbursements (Fees and Expenses)	\$	(13,000.00)
	Cash Transfers	\$	-
	Realized Gains (Losses)	\$	-
	Unrealized Gains (Losses)	\$	(20,815.22)
	Accrued Income	\$	101.77
	Accrued interest on Purchases	\$	-
	Total Validation	\$	549,234.05

BSU Endowed Fund

	Balanced carried over	\$	4,094,487.78
	Income		
	Accrued Income on Purchases	\$	-
	Dividends	\$	10,601.44
	Other Income		
	Contributions/Additions		
	Disbursements (Fees and Expenses)	\$	(770.50)
	Cash Transfers	\$	-
	Realized Gains (Losses)	\$	(439.91)
	Unrealized Gains (Losses)	\$	(143,482.04)
	Accrued Income	\$	(679.41)
	Asset Changes		
	Total Validation	\$	3,959,717.36

BSU FDN General Account

	Balanced carried over	\$	1,006,664.85
	Income	\$	-
	Interest		
	Dividends	\$	2,467.97
	Other Income		
	Disbursements (Fees and Expenses)	\$	(387.79)
	Cash Transfers	\$	195.73
	Realized Gains (Losses)	\$	-
	Unrealized Gains (Losses)	\$	(26,407.70)
	Accrued Income	\$	(432.28)
	Accrued interest on Purchases	\$	-
	Total Validation	\$	982,100.78

Charle A Peters Endowment for Engineering Technology

	Balanced carried over	\$	539,442.51
	Income	\$	-

Dividends	\$	1,264.40
Disbursements (Fees and Expenses)	\$	(101.55)
Realized Gains (Losses)	\$	963.00
Unrealized Gains (Losses)	\$	(15,694.58)
Accrued Income	\$	49.43
Total Validation	\$	525,923.21

FCB Holdings

Balanced carried over	\$	635,337.13
CASH	\$	-
Cash Equivalents	\$	75,126.69
Fixed Income Securities	\$	558,583.11
Total Assets	\$	633,709.80
Accrued Income	\$	3,799.84
Total Validation	\$	637,509.64

BLUEFIELD STATE UNIVERSITY

NAMING RIGHTS GUIDELINES FOR BUILDINGS AND SCHOOLS

INTRODUCTION

Bluefield State University (BSU) recognizes the significant impact that philanthropic support has on advancing our educational mission. This document establishes the guidelines and procedures for naming university buildings, schools, and major facilities in recognition of substantial financial contributions.

I. MINIMUM GIFT REQUIREMENTS

A. Buildings and Major Facilities

1. New Construction: A minimum gift of \$5,000,000 or 50% of the total project cost, whichever is greater.
2. Existing Buildings: A minimum gift of \$3,000,000 or 40% of the current appraised value, whichever is greater.
3. Major Renovation: A minimum gift of \$3,000,000 or 50% of the renovation cost, whichever is greater.

B. Schools and Academic Units

1. College of Arts, Education and Social Sciences: Minimum gift of \$1,000,000.
2. College of Science, Technology and Mathematics: Minimum gift of \$1,000,000.
3. School of Nursing and Allied Health: Minimum gift of \$1,000,000.

C. Interior Spaces

1. Auditoriums/Lecture Halls: \$500,000 - \$1,500,000 (depending on size and prominence)
2. Laboratories: \$250,000 - \$1,000,000
3. Classrooms: \$100,000 - \$500,000
4. Student Common Areas: \$250,000 - \$750,000
5. Faculty Lounges/Conference Rooms: \$100,000 - \$300,000

II. GIFT STRUCTURE AND PAYMENT TERMS

1. Gifts may be made as one-time contributions or as pledges fulfilled over a period not exceeding five (5) years.
2. At least 25% of the total pledge must be received before the naming becomes official.
3. Naming will be formalized upon receipt of a signed gift agreement.

4. Irrevocable planned gifts may be considered for naming opportunities if the present value meets the minimum requirement.

III. NAMING APPROVAL PROCESS

1. Initial gift discussion with University Advancement.
2. Formal proposal submitted to the Naming Rights Committee.
3. Committee recommendation to the University President.
4. Presidential approval and recommendation to the Board of Governors.
5. Final approval by the Board of Governors.

IV. NAMING CRITERIA AND CONSIDERATIONS

1. **Alignment with Mission:** Names must align with BSU's values, mission, and strategic goals.
2. **Character and Reputation:** Donors must be of sound character and positive reputation.
3. **Historic Significance:** Consideration given to historical significance for the University.
4. **Corporate Naming:** Corporate names will be considered with additional review to ensure appropriate alignment with educational mission.

V. TERM LIMITATIONS AND REMOVAL PROVISIONS

1. **Building/School Names:** Generally granted for the useful life of the facility or a minimum of 25 years, whichever is shorter.
2. **Interior Space Names:** Generally granted for 15 years or until major renovation.
3. **Removal Provisions:** The University reserves the right to remove a name if:
 - o The donor fails to fulfill the financial commitment.
 - o Information comes to light that would damage the University's reputation by association.
 - o The donor engages in conduct inconsistent with the University's mission and values.
 - o The building or space undergoes substantial reconstruction or repurposing.

VI. RECOGNITION AND STEWARDSHIP

1. Appropriate signage will be designed and installed by the University.
2. A formal dedication ceremony will be arranged.
3. Annual stewardship reports will be provided to the donor.

4. Donors will receive invitations to special University events.

VII. ANONYMITY OPTIONS

1. Donors may choose to remain anonymous to the public while still having legal documentation of the naming rights.
2. Donors may specify a name other than their own (subject to approval).

VIII. SPECIAL CONSIDERATIONS

1. **Memorial Namings:** Gifts made in memory of an individual will be considered under these same guidelines.
2. **Legacy Naming:** Historical names of significance to BSU may be retained in some capacity during building renovations or repurposing.
3. **Matching Opportunities:** The University may periodically offer matching funds for certain naming opportunities.

IX. AMENDMENT AND INTERPRETATION

These guidelines may be amended by the Board of Governors upon recommendation from the President. Questions regarding interpretation should be directed to the Office of University Advancement.

For more information, contact:

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