



## Development Committee Meeting Minutes

**Date:** Thursday, February 19, 2026  
**Time:** 1:00PM  
**Location:** Boyd Conference Room, Conley Hall

**Members Present:** Mr. Bill Cole, Ms. Cathy Deeb, Dr. Deirdre Guyton, Mr. Josh Grubb, Mr. Mike Hastings, Mrs. Izabella Kiser, Mrs. Izabella Kiser, Dr. Darrin Martin, Mrs. Rebecca Peterson, Mr. Anthony Tolley

**Virtual:** Mrs. Cynthia Higgins-Atwell, Mr. Darrell Malamisura, Dr. Amanda Matoushek

### 1. Call to Order:

Dr. Deirdre Guyton called the meeting to order at 1:00 PM.

### 2. Foundation Report

Presented by Dr. Deirdre Guyton

- Financial reports for checking, trust and other foundation accounts were provided to committee members (see attached).
- A significant gift was received from the estate of Wanda Moore, who previously established an endowed account with the Foundation, in the amount of 3,600 shares of Exxon stock (approximately \$524,000).
- Loan payments related to Foundation obligations continue to be made regularly.
- A recent Giving Day raised approximately \$22,000 and the Fall appeal generated approximately \$30,642.00.
- A donor phone-a-thon was conducted by cabinet members to thank individuals who donated \$1,000 or more in 2025 and to encourage continued support in 2026. The next Giving Day is scheduled for April 29. With volunteers making donor calls between April 27 and May 1.
- A Scholarship Mixer is scheduled for April 8, where donors and scholarship recipients will meet and interact. Invitations will be going out this week.
- Committee members discussed trust fund reports and some inconsistencies in market value changes reflected on the bank statements. It was noted that further clarification will be obtained regarding how market values and distributions are reported. The University continues repayment of previously distributed funds at \$8,823.73 per month.

### 3. Data Information

Presented by Mrs. Izabella Kiser

Charitable giving comparisons were presented (see attached).

- December 2024/2025: \$23,684.92
- December 2025/2026: \$41,839.47
- January 2024/2025: \$68,563.93

- December 2025/2026: \$35,088.47

The Black History Month Luncheon was held in January 2025, which is why there is such a difference reflecting from last year to this year. The Black History Luncheon is being held in February 2026.

Committee members discussed the importance of following up with past sponsors, sending invoices to organizations that committee to donating, and expanding outreach to new donors while maintaining relationships with previous contributors.

#### **4. Development Information**

Presenter: Mrs. Rebecca Peterson

Mrs. Rebecca Peterson reported on recent meetings and ongoing fundraising efforts with foundations and potential donors:

- Bowen Foundation – Positive progress toward funding support for the Nursing Program. A verbal commitment has been made, and additional discussions are ongoing.
- Major Donor Outreach: Meetings were held with several individuals and foundations regarding potential gifts and partnerships. A donor who was previously approached regarding naming opportunities for the engineering school indicated possible financial discussions following retirement later this year.
- Kendrick Foundation: Provided \$100,000 through the Community Foundation of the Virginias for scholarships benefiting Bluefield State students. Additional partnership opportunities and matching scholarship funding were discussed.
- Additional Foundation Contacts: Meetings or outreach were conducted with several organizations and individuals regarding funding for scholarships, housing and academic programs. Some of the key funding priorities identified include student scholarships, student housing expansion, Nursing and Health Sciences programs, and Engineering and Education initiatives.

#### **5. Discussion/Other Items**

##### **Value Proposition for Donors**

- Members discussed the importance of clearly communicating the college's impact on the community, including:
  - Graduates working locally in healthcare, engineering, and other fields.
  - Visual data and impact stories to strengthen donor engagement.

##### **Short-Term vs. Long-Term Funding Opportunities**

- Committee members suggested identifying short-term projects donors could support immediately, such as assisting students unable to continue programs due to financial hardship.
- Ideas included:
  - Sponsoring individual students
  - Partnering with local employers to fund scholarships tied to employment commitments after graduation.

### **Employee and Board Giving**

- The committee discussed increasing participation in internal giving programs.
- Plans include:
  - Encouraging 100% participation from cabinet and board members.
  - Recognizing employees who donate during Giving Day activities.
  - Increasing awareness about payroll deduction donations.

### **Communication and Donor Engagement**

- Emphasis was placed on continuing to:
  - Share student success stories.
  - Demonstrate how donations directly support scholarships and recruitment.
  - Strengthen partnerships with regional employers and community organizations.

### **6. Adjournment**

Dr. Deirdre Guyton made a motion to adjourn the meeting at 2:00 PM.