North Dakota University System Foundation Minutes
January 25, 2017, 8:00 a.m. CT.
Conference Call

Call to Order
Kevin Melicher called the meeting to order at 8:03 a.m. CT.

Members Present:
Mr. Jon Backes
Dr. Kevin Melicher
Ms. Kathleen Neset (joined the meeting at 8:14 a.m.)
Senator Erin Oban
Representative Cynthia Schreiber-Beck
Dr. Larry C. Skogen
Chancellor Mark Hagerott (ex officio)

Members Absent:
Mr. Mike Warner

Others present:
Ms. Patty Schock, Accounting Specialist
Terry Meyer, Executive Assistant to the Chancellor/Administrative Support Manager

Agenda
It was moved by Representative Schreiber-Beck, seconded by Senator Oban to approve the agenda.

Oban, Schreiber-Beck, Skogen, Backes, and Dr. Melicher voted aye. Motion carried.

Meeting Minutes
It was moved by Representative Schreiber-Beck, seconded by Senator Oban, to approve the September 22, 2016 minutes.

Oban, Schreiber-Beck, Skogen and Backes voted aye. Motion carried.

Marketing Update / Website Development / Logo Designs / Giving Hearts Day
Dr. Melicher said he met with Dakota Medical Foundation and their Giving Hearts Day team. He and Mike Warner also met with Max Kringen with Tellwell. Tellwell helps develop branding packages for individuals who are raising money on Giving Hearts Day. Giving Hearts Day started out of Dakota Medical Foundation in Fargo, and last year they raised $8.3M with the funds going to charities in North Dakota and western Minnesota. This is an opportunity for the foundation to raise seed money to help fund the projects the foundation wants to work on. Dakota Medical Foundation volunteered a branding package, which is valued at $2,500, to the foundation to develop a logo. Dakota Medical Foundation also waived the fee to be part of Giving Hearts Day. In order to be listed on Giving Hearts Day, the foundation needs to raise $4,000 by February 1. To date, there are donations of $1,000 from Gate City Bank, and another $1,000 has been pledged. An additional $2,000 is needed to be raised by either foundation members contributing or reaching out to those they know asking for them to contribute. Dr. Melicher said Chancellor Hagerott has volunteered to meet with or talk with any potential donors that are identified.

Mr. Max Kringen joined the meeting. He said the foundation needs a visual identify. He said the NDUS Foundation logo needs to be current and approachable. It needs to be geared to a difference audience and purpose than the NDUS logo. He then discussed the six different mock ups that were provided to foundation members.
In response to a question asking if the NDUS Foundation logo should tie to the NDUS logo, Mr. Kringen responded and said that this was a consideration when the logo was created.

After further discussion, it was suggested that option four be considered, adding a dark background and to include a ‘D’ so it reads ND.

*It was moved* by Representative Schreiber-Beck to move forward with logo option four but to add a dark background and to include a ‘D’ so it reads ND. Senator Oban seconded.


Dr. Melicher said that Pat Trainer with Dakota Medical Foundation has offered up their services to the foundation during this time and into the future. This could include a fundraising event, use of their facilities for foundation meetings, meetings with donors, etc.

Dr. Melicher asked foundation members if they are interested in participating in Giving Hearts Day February 9.

*It was moved* by Representative Schreiber-Beck to move forward with Giving Hearts Day February 9 with the help of Max and Tellwell. And, to receive the potential match to raise an extra $2,000 by February 1. Foundation members are also encouraged to donate at least $10.00 each on Giving Hearts Day on impactgiveback.org to have the foundation eligible for an additional $500. Senator Oban seconded.

Backes, Neset, Oban, Schreiber-Beck, Skogen and Dr. Melicher voted aye. *Motion carried.*

**Outreach/Fundraising**

Chancellor Hagerott said the collaborative efforts seem to be the most compelling. To raise money to help existing college programs on existing campuses to raise funds.

He said the technology corridor has three technology initiatives: 1) unmanned systems, 2) data analytics, and 3) cyber security. He asked foundation members for support to fundraise for the NDUS Foundation of behalf of the BSC program, which is their IT program and considered a state-wide program. He would also continue to help with Bakken U, but he will shift to these other areas, where there is less money. No concerns were raised.

Dr. Melicher would like to have a meeting the end of February and possibly a face-to-face prior to summer.

*Meeting adjourned at 8:58 a.m.*