

**Support Scholarships  
Campus Conversations  
Collaborate Session  
9/22/15 4:00-5:30**

Question: How does an endowment work?

- Monies invested into permanent fund within the university or through the Foundation. Funds invested within 1 year before reaching the July 1 of following year, before receiving an evaluation. There is a period of 1 year before it pays out 5%.

Question: How much does it take to establish a new endowed scholarship?

- \$25,000

Question: What roles can faculty/staff play in WCU's campaign and is there an official campus-based component of the campaign?

- Contribute financially as individuals
- Advocate in areas to foster other folks giving
- All faculty/staff could contribute by IRD – Income Respect of Descendant
  - Income taxes benefited to charity - Family Legacy at WCU
  - Family member receives same amount (tax amount goes to charity instead of government)
  - Can WCU Foundation be recipient of retired monies? HR will have to answer.
  - Deferred giving – estates

Question: Is there an official campus-based component of the campaign?

- The endowed scholarship campaign

Question for clarification: Is this session for Comprehensive Campaign or other scholarship needs?

- Support for Scholarships in The Comprehensive Campaign
  - There are currently 175 scholarships
  - David Belcher charged for 50 new scholarships –
  - Scholarships can be needs-based and/or merits-based
  - Current scholarships for both graduates/undergraduates-more scholarships are needed.
    - There should be a Development Officer for each unit
    - Scholarships available before students apply for graduate/undergrad programs
- About the Scholarships Campaign:
  - Sources: Charity – income taxes – Family Legacy at WCU
  - Source: Unrestricted gifts
  - How do we reach out to alumni? Each college – endowed scholarships
  - Donor determines how scholarships monies are distributed
  - List scholarships on website – endowed funds listed – alumni/donors to raise
  - Raising monies for Graduate School
  - Graduate administrators forum – participate to target scholarships
- Proposal: Grant-writing – stipends

- Recruiting – scholarships/stipend
- Students benefit from scholarships
- Faculty/staff can contribute to scholarships
- Departments can contact alumni to raise money for scholarships
- Acknowledgement of student scholarship should be made
  - Photos to donors of scholarship recipients
  - Success stories of students
  - Students requested to submit thank you letters to donors
- Donations are tax deductible = faculty/staff contributions

Question: Staff Senate Scholarship Endowment – Can we find a way to harness the energy of the campaign to increase that endowment?

- Within the last 8 years - \$58,000 and \$8,000 discretionary fund – in line for \$12,000
- 3 Scholarships - \$1,000 – annually / re-occurring for each student
- \$2400 – profit - \$10/ornament – endowment fund/scholarship fund \$7 tax deduction
- UC Club partnership – scholarship / social club
- State Employees Combined Campaign compared to the Comprehensive Campaign
  - Charities list
- The Comprehensive Campaign
  - Discussion of accountability of faculty/staff to contribute
  - Passion and buy-in from faculty/staff
- Faculty involvement potential
  - Accountability for donations
    - Service but may not be monetary
  - What do departments do if faculty/staff not fill comfortable fund-raising?
    - Department contacts
    - Development Office
  - Clock diagram illustrated development steps – Identify, Interest, Information, Involvement, Investment, Thank You, ROI (Return of Investment), Assess

Question: What can my program do through its website or newsletter or advisory council that could help the campaign?

- Support scholarships in our area – link to annual giving
- ScholarCat – students find this very confusing
- Promote scholarships for specific recipients – merit-based or needs-based
- Offer need-based scholarships – 3.0 minimum GPA requirement
- Create a culture for successful scholarships