

**APPROVED MINUTES  
MEETING OF THE SCHOLARSHIP AND  
ADVANCEMENT COMMITTEE  
APPALACHIAN STATE UNIVERSITY  
BOARD OF VISITORS**

**Monday, March 25, 2013  
Blue Ridge Room  
The Piedmont Club, BB&T Tower, 19<sup>th</sup> Floor  
Winston-Salem, NC**

CALL TO ORDER: The Scholarship and Advancement Committee of the Board of Visitors of Appalachian State University (the “Committee”) met at the call of the Chair on Monday, March 25, 2013, at 8:30 a.m., in the Blue Ridge Room of the Piedmont Club in the BB&T Tower in Winston-Salem, North Carolina. Mr. Tom Lawson, Chair, presided and called the meeting to order.

MEMBERS PRESENT: Cantey Alexander  
Pat Anderson  
Rhonda Hayes  
Tom Lawson  
Tasse A. Little

OTHERS PRESENT: Johnny Burleson  
Susan McCracken  
Susan Pettyjohn

Welcome: Mr. Tom Lawson welcomed everyone to the meeting. The minutes from the previous meeting on October 19, 2012, were read and approved.

Campaign Update: Ms. Susan Pettyjohn provided a campaign update including the priorities to finalize the campaign. The campaign has raised \$153 million to date. Ms. Pettyjohn also provided information on the Wilson Scholars Program, the recent wealth screening that gives us over 25,000 new prospects. There are upcoming Yosef events that will be across the state. We will need volunteer help with hosting events when the Chancellor cannot attend. Ms. Pettyjohn also updated the committee on the faculty/staff campaign and the student campaign (senior class gift).

Ms. Pettyjohn spoke about the rebranding of the Appalachian Fund in the next two months, the Corporate and Foundations Relations position, and stewardship and donor recognition. Chair Lawson said that it is very important to recognize the past administration (Barbara Burgin, vice chancellors, Fred Robinette, Bob Sneed).

We need to celebrate our accomplishments, and Chair Lawson added that these are great accomplishments and great communications.

Last Phase of the Campaign: How you can help. Mr. Burluson provided some ways that the Board can help: Informal: engage us, let us know what you are seeing and hearing, have you met someone we need to know (personal, corporate, etc.). Formal: we have collected information from a peer screening based on a new wealth screening. The following committee members offered to help in these areas: Parents – Rhonda Hayes; Parents of Students who have Scholarships – Pat Anderson; Event/cocktail party in Winston-Salem (high level donors, “alumni gathering”) – Tom Lawson.

Board of Visitors Campaign Support – ACCESS. Chair Lawson spoke about this being a priority for the Chancellor and Appalachian to meet the needs of the students. The “BOV International ACCESS Travel Fund” has been created. Ms. Little spoke about the international experience that her son had.

There being no further business, the meeting adjourned at 9:30 a.m.

Respectfully submitted,

Johnny D. Burluson  
Recording Secretary