

**AGENDA**

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**TEXAS SOUTHERN UNIVERSITY  
BOARD OF REGENTS  
BOARD OF REGENTS RETREAT**

Date: Saturday, March 5, 2022  
Time: 9:00 AM  
Place: The Woodlands Resort  
2301 N. Millbend Drive  
The Woodlands, Texas 77380

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Chair: Albert H. Myres  
Vice Chair: Marc C. Carter  
Second Vice Chair: Pamela A. Medina  
Secretary: James M. Benham

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- I. Board of Regents Retreat (Day 2) 2**
- II. Call to Order and Roll Call**
- III. Keynote Speaker 5**  
Presenter: Mr. James Langley, President of Langley Innovations
  - A. Fundraising
- IV. Executive Session**
  - A. Texas Government Code - Section 551.071 - Consultation with University Attorney(s).
  - B. Texas Government Code - Section 551.072 - Deliberations concerning Purchase, Lease or Value of Real Property.
  - C. Texas Government Code - Section 551.073 - Deliberations about Negotiated Contracts for Prospective Gifts or Donations.
  - D. Texas Government Code - Section 551.074 - Personnel Matters, including Appointment, Evaluation or Dismissal of Personnel.
- V. Reconvene in Open Session to Consider Action on Executive Session Items as Necessary**
- VI. Adjourn**

**TEXAS SOUTHERN UNIVERSITY  
BOARD OF REGENTS AGENDA**

**COMMITTEE:** Board Business

**ITEM:** Board Retreat

**DATE PREVIOUSLY SUBMITTED:**

**SUMMARY:**


The Texas Southern University Board of Regents has scheduled a Board Retreat for March 4-5, 2022, at The Woodlands Resort. Administration will present an overview of campus updates for the Board's review.

**SUPPORTING**

**DOCUMENTATION:** Agenda

**FISCAL NOTE:** No Fiscal Impact

**ACTION REQUESTED:** Information

  
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**BOARD CHAIR** Albert H. Myres

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**DATE** 2/25/22



# TEXAS SOUTHERN UNIVERSITY

## BOARD *of* REGENTS RETREAT

The Woodlands Resort  
2301 N. Millbend Drive | The Sycamore Room | The Woodlands | Texas | 77380  
March 4-5, 2022

### *Leadership by Direction*

### AGENDA

#### Friday, March 4, 2022 – Sycamore Room

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|----------------------|---|
| 8:00a.m. – 8:05a.m.  | Call to Order and take Attendance for a Quorum  |
| 8:05a.m. – 8:10a.m.  | Board Action Item: Board of Regents' Committee Assignments  |
| 8:10a.m. – 8:20a.m.  | Board Action Item: Request Approval to Update USAS Voucher Signature Card   |
| 8:20a.m. – 8:30a.m.  | Welcome Remarks <ul style="list-style-type: none"><li>• <b>Mr. Albert H. Myres, Chairman</b><ul style="list-style-type: none"><li>○ <i>Leadership by Direction</i></li></ul></li></ul>  |
| 8:30a.m. – 12:00p.m. | <i>President &amp; Vice President's Reports</i> <ul style="list-style-type: none"><li>• <b>Dr. Lesia L. Crumpton-Young, President</b><ul style="list-style-type: none"><li>○ Overview of Reports</li></ul></li><li>• <b>Mr. Hao P. Le, Vice President for Administration/General Counsel</b><ul style="list-style-type: none"><li>○ Facilities &amp; Technology Updates</li></ul></li></ul> |
| 12:00p.m. – 1:00p.m. | Working Lunch/Executive Session in the <i>Cypress Room</i>  |
| 1:00p.m. – 1:05p.m.  | Call to Order and take Attendance for a Quorum  |
| 1:05p.m. – 5:00p.m.  | <i>President &amp; Vice President's Reports Continue</i> <ul style="list-style-type: none"><li>• <b>Ms. Anita L. Lockridge, Chief Financial Officer</b><ul style="list-style-type: none"><li>○ Investment Report</li></ul></li></ul>  |

- **Mr. Kevin L. Granger, Vice President for Intercollegiate Athletics**
  - Athletic Facilities

5:00p.m. Recess

**Saturday, March 5, 2022 – Sycamore Room**

9:00a.m. – 9:05a.m. Call to Order and take Attendance for a Quorum

9:05a.m. – 10:50a.m. Keynote Speaker

- **Mr. James Langley, President of Langley Innovations**
  - *Fundraising*

10:50a.m. –11:00a.m. Q&A

11:00a.m. Adjourn



TEXAS SOUTHERN UNIVERSITY



**Langley  
Innovations**

# Making Differences – Where Differences Most Need To Be Made

JIM LANGLEY  
PRESIDENT

# Thank You For What You Do

- ▶ **Giving of yourselves**
- ▶ **Allowing me to share my experience and research with a great institution and a great cause**
- ▶ **My horoscope this morning**
  - ▶ **“If you start to get confused looks today, don't be too surprised. After all, your ideas are pretty far ahead of their time! Your smarts should help you explain things so others can understand them.”**

# Context

- ▶ Giving is a reflection of our belief in institutions to make differences – according to our own beliefs as to where differences need to be made
- ▶ We've lost 1/3 of giving households in the past 30 years, from 75% to 49.6% as of 2019. The decline is likely to continue notwithstanding a bit of COVID resurgence
- ▶ 35-year decline in alumni annual giving
- ▶ Why?

# Context

- ▶ **Loss of trust**
- ▶ **Loss of believability**
- ▶ **Depletive fundraising practices**
  - ▶ **Given enough already (tuition)**
  - ▶ **Do little to reach out to me besides asking for money**
  - ▶ **Don't need the money**
  - ▶ **Don't feel a deep emotional connection**

# Context

- ▶ The nonprofits that drew the most new support during the pandemic – food banks
  - ▶ I could see the lines
  - ▶ They could have been my family, friends, neighbors
  - ▶ The problem was solvable
  - ▶ My gift made a difference
  - ▶ The impact was local
  - ▶ The leaders are committed to this community
- ▶ What can TSU learn from this?

# Context

- ▶ Donors are less trusting of institutions, less gullible, more suspicious of what appears to be over-stated and under-substantiated
- ▶ More self-directed
- ▶ More inclined to give through institutions to achieve certain societal ends rather than give to institutions and have them figure out the best use
- ▶ Want to incentivize not subsidize
- ▶ Don't see giving as a reward for what you've done but an investment in what you propose to do

# Building Communities of Shared Purpose

- ▶ **A Tale of Two Colleges**
  - ▶ **Cross town rivals**
  - ▶ **One raising more, broader participation**
  - ▶ **The lesser one lures away their annual fund director, assuming she will bring all the trade secrets**
  - ▶ **She does exactly what she did at her former college but to no effect**
  - ▶ **Differing degrees of receptivity**

## Top 100 US Higher Education Institutions by FY21 Alumni Participation

1	Webb Institute	=
2	Williams College	↑
3	Bowdoin College	↑
4	Amherst College	=
5	Colby College	↑
6	Princeton University	↑
7	United States Military Academy	↑
8	Davidson College	↓
9	Dartmouth College	↓
10	College of the Holy Cross	↑



# Building Communities of Shared Purpose

- ▶ **Creating the conditions for sustained fundraising success**
  - ▶ A mobilizing code (the cause)
  - ▶ Defining differences to be made
  - ▶ Polling, listening, engaging
  - ▶ Problem-solving, mission advancing engagement
  - ▶ Defining shared aspirations, coalition building
  - ▶ Driving toward outcomes
  - ▶ Learning from the experiment
  - ▶ Stewarding support, demonstrating impact
  - ▶ Remaining accountable

# Building Communities of Shared Purpose

- ▶ **What's the most effective way to engage prospects and donors**
  - ▶ **Employ their talent**
  - ▶ **Let them roll up their sleeves**
  - ▶ **Bring them inside**
    - ▶ **Substantive engagement**
    - ▶ **What money can't buy**
    - ▶ **The opportunity to make a difference**

# Building Communities of Shared Purpose

- ▶ **Why substantive engagement is so important**
  - ▶ **Institution benefits from talent it could not otherwise afford**
  - ▶ **Volunteers give 10x more than passive supporters**
  - ▶ **Contributions of talent and time lead to greater contributions of treasure**
  - ▶ **"They use too much of my time and too little of my talent"**

# Building Communities of Shared Purpose

- ▶ **Why are you here?**
  - ▶ What's your talent?
  - ▶ What difference do you want to make?
  - ▶ What are the most important differences for TSU to make?
    - ▶ Within in TSU?
    - ▶ Within the community?
    - ▶ The state?
    - ▶ Nation? World?

# Building Communities of Shared Purpose

- ▶ **Creating the conditions for sustained fundraising success**
  - ▶ 100 academic programs
  - ▶ R2 Research
  - ▶ Division 1 Athletics
  - ▶ 80 student organizations
    - ▶ What's your cause within in TSU?
    - ▶ Where do you want to make a difference?
    - ▶ What do you want to be a champion of, or content expert in?
  - ▶ How can donor advance these purposes or the values embedded in them?
  - ▶ What difference will their giving make?

# Building Communities of Shared Purpose

- ▶ **Creating the conditions for sustained fundraising success**
  - ▶ Natural advocacy vs. fundraising
  - ▶ Finding kindred spirits
  - ▶ Providing what money can't buy

# Building Communities of Shared Purpose

- ▶ **Creating the conditions for sustained fundraising success**
  - ▶ **Make prospects and donors feel heard**
  - ▶ **Interview – “to see one another”**
  - ▶ **Binary – if/then is far more effective than the direct pitch**
  - ▶ **Define difference to be made**
  - ▶ **Steward the agreement**

# Building Communities of Shared Purpose

- ▶ **Biggest part of my business**
  - ▶ Working with deans
  - ▶ Difference-making initiatives
  - ▶ 4 or 5-page drafts
  - ▶ Invite review

# Building Communities of Shared Purpose

- ▶ **Why stewardship and accountability are so important**
  - ▶ Trust building
  - ▶ The first gift is rarely the largest
  - ▶ Three-years of giving is a critical milestone
  - ▶ Loyal giving – living endowment, increased likelihood of endowment giving, increased likelihood of estate giving – unrestricted
  - ▶ Key is to understand the why of their giving
  - ▶ Most donors feel sufficiently thanked but under-informed about the impact of their giving

# The Role of Boards and Volunteers

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CREATING THE CONDITIONS FOR SUSTAINED FUNDRAISING SUCCESS

# The Roles of Volunteers

- ▶ **Immerse yourself**
- ▶ **First responder**
- ▶ **Steward**
  - ▶ **Greatest loss of donors is after the first gift**
- ▶ **Interviewer**
- ▶ **Engager**
- ▶ **Host**
- ▶ **Consensus builder**
- ▶ **Asker**

# The Role of Volunteers

- ▶ **Understanding the process that makes asking more graceful and the outcome more certain**
  - ▶ **Potential for alignment**
  - ▶ **Testing of theory**
  - ▶ **Deepening understanding**
  - ▶ **From intellectual to experiential**
  - ▶ **Filling in the pieces**
  - ▶ **Describing the donor experience**
  - ▶ **The soft ask**
  - ▶ **The proposal – formality matters**

# The Role of Volunteers

- ▶ **What appeals to you?**
- ▶ **What is your comfort zone?**
- ▶ **What tools would be most helpful to you?**

# Making Differences

- ▶ **Questions**
- ▶ **Comments**
- ▶ **Key Takeaways**