

**PIERPONT COMMUNITY & TECHNICAL COLLEGE  
BOARD OF GOVERNORS**

**Advancement and Public Relations Committee Meeting**

**Tuesday, February 20, 2024  
1:00 PM**

**Pierpont's Advanced Technology Center (ATC)  
500 Galliher Drive  
Fairmont, WV 26554  
Room 216A**

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**MINUTES**

**Notice of Meeting**

A meeting of the Pierpont Community & Technical College (Pierpont) Board of Governors Advancement and Public Relations Committee was held on February 20, 2024, beginning at 1:00 PM. The meeting was conducted in person at the Advanced Technology Center in Fairmont, WV. Advanced announcement of this meeting was posted on the WV Secretary of State's Meeting Notices Webpage.

*Committee Members Present:* Lisa Lang – Chair, Christine Miller, Juanita Nickerson, and Joanne Seasholtz

*Committee Members Absent:* Madison Martin

*Other Board Members Present:* Brian Bozarth, Susan Woods Coffindaffer, Anthony Hinton, Thomas Cole, and Jeffery Powell

*Others Present:* Members of the President's Cabinet, faculty, staff, and others

**I. Call to Order**

Lisa Lang called the meeting to order at 1:03 PM.

**II. Approval of Minutes – November 14, 2023**

Joanne Seasholtz moved to approve the November 14, 2023 Committee meeting minutes. Christine Miller seconded the motion. All agreed. Motion carried.

**III. Day of Giving**

Pierpont's 2nd Annual Day of Giving will be held on March 14 (Pi Day). The Foundation has set a goal to raise \$50,000 in honor of Pierpont's 50th birthday. Various campaigns and challenges will be held to help meet department fundraising goals. Please share, share, share!

Matthew Turner and Kristen Cosner delivered their **Day of Giving Presentation** (Attachment A).

**IV. Adjournment**

There being no further business, Joanne Seasholtz moved to adjourn the meeting. Christine Miller seconded the motion. All agreed. Motion carried.

*Respectfully submitted by Amanda N. Hawkinberry*



**Mission Statement:** To provide accessible, responsive, comprehensive education that works  
**Vision:** Empowering individuals to transform their lives through education  
**Tagline:** Education that works!



# 2024 Day of Giving

Thursday, March 14

*Celebrating 50 years*

© Created by  
Kristen Cosner - Director of Social Media and Community Affairs

Presented by  
Matt Turner - Director of Marketing and Communications  
Kristen Cosner - Director of Social Media and Community Affairs  
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# A look into this year's campaign:

- 24 campaigns across campus
- Goal: \$50k and 150 donors
- "Sweet Taste of Victory" Challenge
- We need your help: challenges and matches



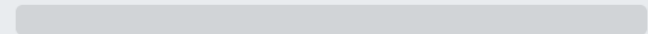


## Donation Matches and Challenges

### The Elliott Family: \$500 Early Childhood Challenge

[Early Childhood Education](#)

Rusty Elliott, Vice Chair of the Pierpont Foundation, and his wife Sissy, will match gifts to the Early Childhood Education campaign dollar for dollar up to \$500.



\$500 MATCH

\$500 REMAINING

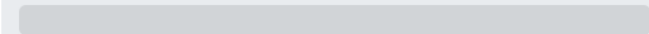
[VIEW PROFILE](#)

[DONATE](#)

### Natalie Tennant: The Pierpont Campus Challenge

[President's Fund](#)

Foundation Board Chair, Natalie Tennant, will match gifts to the President's Fund dollar for dollar up to \$500.



\$500 MATCH

\$500 REMAINING

[VIEW PROFILE](#)

[DONATE](#)

### The Fantasia Family: The Student Hardship \$500 Challenge

[Student Hardship Fund](#)

Nick Fantasia, Pierpont Foundation Treasurer, and his family, will match gifts to the Student Hardship Fund dollar for dollar up to \$500.



\$500 MATCH

\$500 REMAINING

[VIEW PROFILE](#)

[DONATE](#)





# Day of Giving Site

[giving.pierpont.edu](http://giving.pierpont.edu)



# Day of Giving Promotional Suite

Marketing Materials





# MARCH 2024

## 50th Anniversary Day of Giving Promotional Schedule

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	29	1	2
3	4	5	6	7	8	9
			Campaign Fundraiser Sign-ups Save the Date Promotion	<b>7 DONATIONS OPEN</b>	Natalie Tennant Live on WDTV First at Four	
10	11	12	13	14	15	16
	Begin Pre-Giving Promotion Share Day of Giving Site, All Comms Methods			Campaign is LIVE Share Day of Giving Site + Campaigns, All Comms Methods		
17	18	19	20	21	22	23
	Success Phase Promotion Thank-You Videos, Postcards, and Messaging, All Comms Methods		<b>19 DONATIONS CLOSE</b>			
24	25	26	27	28	29	30
31		Pre-giving Phase	Giving Phase	Success Phase		

