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The Capital Campaign: A Critical Assessment

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The Capital Campaign: A Critical Assessment

Theme: The PVAMU Capital Campaign has been underway for three and one half years and it has another year and a half to go. Thus far, \$18 million has been raised. The goal is \$30 million. We will reach our goal. And, the things that we have put in place will continue and will lead to receiving gifts and donations more of a part of PVAMU than has been the case in the past.

Even though our efforts are on the right track, now is the time for an assessment of what has been done, and especially of what still needs to be done over the upcoming months. Assumption #1: the right planning process was in place; #2: that Ketchum laid out the right strategy; #3: that we then hired the right people, brought on the Capital Campaign Board the appropriate alums and volunteers.

A key simply has to be a renewed determination to push now to the end. An important element of this simply has to be implementation of the things that we have started.

An example, other than the large gift from Whitlow Green, we have not received one approaching a million dollars. A major disappointment has been the lack of a gift from Kase Lawal. Do we go back to him? What do we have to lose?

I want to thank all of the sub-Committees for all of the good work that you have done in helping us reach the point that we have. I also believe, the Chair of each sub committee needs to assess your sub committee: major grants, foundations, etc. Who has been successful? Who has not and the reasons why?

A key as we move forward: the financial gifts from our various alumni chapters. Perhaps we need to contact each one and urge them to give a gift. Also, has the President of each chapter asked alums in his/her city for a gift?

Now is the time for us to have Clem Daniels and the National Alumni Association assist us. We need to meet with him.

Another key: we must continue following up on the Awareness Gatherings that have occurred and the hosting of others.

Do we need to make another appeal to our faculty and staff?

Dr. Trotty, Associate Vice President Williams, and I have made the Capital Campaign our # priority for 2007, and I urge all of you to make the same commitment.

Other Activities

***The Texas Legislature will meet in 2007.** Key issues: (1) OCR Continuation; (2) Agriculture Match; (3) Tuition Revenue Bonds: we were omitted from this process.

***University of Houston's Expansion to the Northwest Corridor, PVAMU's service area.** I truly believe that this has OCR implications.

*Held five different meetings with CB and UH.

*I have publicly challenged white citizens and even elected officials who have spoken on behalf of UH, and their call for "open competition."

*I have been assisted by Rodney Ellis, Lois Kolkhorst, and Glenn Hagar.

*Key Point: This issue will not die. I have received nasty e-mails, an editorial written against my actions; negative comments by several elected officials, and most recently, an offensive comment was made to my face by former Lt. Governor Bill Hobby.