

North Carolina Agricultural and Technical State University

**BOARD OF TRUSTEES
INSTITUTIONAL ADVANCEMENT COMMITTEE MEETING**

Meeting Minutes
September 18, 2009

Opening:

Committee Chair Chuck Cornelio called to order the quarterly meeting of the Board of Trustees Institutional Advancement Committee at 12pm on Friday, September 18, 2009. Mr. Cornelio welcomed those in attendance and requested that Mrs. Gwen Evans, Executive Assistant to the Vice Chancellor for Development call the roll. The roll call confirmed the following status of committee members and staff:

Present:

Mr. Chuck Cornelio, Committee Chair
Ms. Pamela McCorkle-Buncum
Mark Kiel, Ex-Officio

Excused:

Ms. Janice Bryant Howroyd
Mr. Al Linberry, Jr.
Mr. Emerson Fullwood
Dr. Harold L. Martin, Chancellor

Staff

Mr. Marc Williams, Deputy General Counsel
Mr. Tim Minor, Associate Vice Chancellor for Development
Mrs. Mable Scott, Special Assistant to the Vice Chancellor
Mr. Wendell Phillips, Director of State and Community Relations
Mrs. Gwen Evans, Recorder

A. Approval of Agenda

The chair approved the agenda prior to the meeting.

B. Approval of Minutes

The previous committee approved the April 17, 2009 meeting minutes.

C. Vice Chancellor's Report (Mark Kiel)

1. Introduction to Development and University Relations

The Committee Chair proceeded with the agenda beginning with the Vice Chancellor's Report presented by Vice Chancellor for Development and University Relations, Mark Kiel. Dr. Kiel introduced new board members to his senior staff and gave an overview of the division's organizational structure. He, along with staff members, gave the following presentation:

- 2. Board Giving Fiscal Year 2008-09 (Mark Kiel)**
- a. Two years ago, the trustees established a board giving policy to encourage 100% participation from board members. Chuck Cornelio was assigned as board liaison to solicit board members for the 2008-2009 fiscal year.
 - b. Each member of the board of trustees for fiscal year 2008-09 gave to the University, representing 100% participation. Total giving was over \$223,000.
 - c. Gifts without corporate matches ranged from \$500-30,000.
 - d. The average (mean) gift without a corporate match was \$5,403.
 - e. Total corporate/organizational contributions from our board members' employers/companies totaled \$125,000.
- 3. Fundraising Totals FY 08/09 (July 1, 2008 – June 30, 2009) (Timothy Minor)**
Timothy Minor, Associate Vice Chancellor for Development gave the following report:
- a. The 2008-2009 fiscal resulted in the university's best year ever for cash collected through development. Due to a change in counting of a significant and recurring gift in-kind overall fundraising totals declined from the previous year. A detailed report was provided to the Committee and the Board of Trustees
 - b. Giving from all constituents totaled \$10,356,537. Of that total, Development raised \$8,908,316 in cash. At year-end, Development achieved a 25% increase from the 2008 fiscal year and 72% ahead of 2007 in cash gifts. Alumni giving totaled \$1,649,821.
 - c. Additional Development highlights for FY 2008-09:
 - Overall giving remained flat in a global recession
 - The College of Arts and Sciences increased giving by 15%
 - The School of Agriculture giving is up at \$2 million, due in part to a \$1.5 million grant from the WK Kellogg Foundation. The Kellogg grant doubled foundation giving. The grant is eligible to receive a million dollars in matching funds from the state, which the University expects to receive during this fiscal year.
 - The School of Education received a \$500,000 grant from CD Spangler and the Distinguished Professorship Endowment Trust Fund to establish a Chair named in honor of Shirley Frye.
 - d. **Comments:**
 - Ms. Buncum inquired about Development efforts to maintain the university's corporate relationships in a down economy. Mr. Minor replied by giving an example of a recent conference call with the leadership of a major corporate supporter, after receiving information that the company would not be hiring during the current year. Development held a conference call with the corporation to outline a process that would allow the corporation to maintain its relationship with the campus. Development has made a special effort to schedule meetings between our partners and deans, department chairs, the chancellor and others to solidify our relationships.

- Ms. Buncum asked about donations to the Aggie Club. Dr. Kiel responded that the Aggie Club receipts their own funds. He stated that the organization had been encouraged to change their process so that the University could receipt their gifts. This is a concern to Development; a discussion with Aggie Club leadership is ongoing.

4. Fundraising Year-to-Date FY 09/10

- a. Gifts are down significantly.
- b. Development is preparing to send alumni an appeal from the Chancellor.
- c. The Associate Vice Chancellor is currently working on a strategy for increasing corporate gifts.
- d. Funds raised to date beginning July 1, 2009 – August 30, 2009 totaled \$379,226.
- e. Fundraising Goals
 - Achieve 5% increase in Cash to \$9.3 million
 - Achieve 10% increase in overall totals - \$11.4 million

5. University Relations (Mable Scott)

Mable Scott, Special Assistant to the Vice Chancellor, gave the following presentation:

- a. Dr. Scott gave the committee a virtual tour of the University's website, highlighting University Relations' news and information site and the marketing campaign.
- b. Goals for FY 2009-10 are:
 - Strengthen internal and external communications
 - Develop and implement a comprehensive crisis communications plan

6. Marketing and Branding Campaign (Mable Scott)

- a. The University recognized that it needed a fresh and consistent message that protected and enhanced its brand. Bouvier Kelly, a local marketing and advertising company was hired to design a comprehensive marketing and branding campaign. Bouvier Kelly in consultation with university staff created and implemented the "*How Will You Make A Difference In The World?*" campaign. Recent budget cuts have resulted in the temporary suspension of the campaign. Through its planning and budgeting process, the university has identified marketing, branding, as a priority for the 2009-2010 fiscal year.
- b. Students are able to visit www.ncat.edu, link to the campaign, and send electronically their thoughts on "how they will make a difference in the world."

7. Strategic Plan

Vice Chancellor Mark Kiel gave an overview on the Division's strategic plan.

- a. The plan consists of a vision, mission, and core values derived from a comprehensive SWOT analysis. The vision and mission are supported by a set of strategic directions that are driven by specific action steps. The

strategic plan described is a dynamic document, designed to guide the division for the next five years. It is in its final form and implementation procedures and process are currently being developed.

- b. The Division will find ways to flatten the organization by creating standing and ad hoc committees to achieve cross-functional integration.
- c. The Committee and the Board were provided with an outline of the Strategic Plan including the following strategic directions:
 - Operational excellence
 - Philanthropic engagement
 - Organizational dynamics
 - Increasing private resources
 - Communications and marketing
- d. **Comments**
 - Ms. Buncum expressed concerns about how the alumni association functions within the Division and the kinds of exchanges of information related to the role of the University and the Association. Dr. Kiel responded that early on he, Chancellor Martin and Leonora Bryant, the Director of Alumni Affairs, participated in the Alumni Association's meeting. The chancellor invited the current president and executive director to provide him with recommendations on what would make for an effective relationship. The Association has done that and the university is fashioning a response. Dr. Kiel added that the university would shy away from these issues but would keep working to establish an effective working relationship, not only with the Alumni Association, but with our other associated entities as well.
 - Ms. Buncum asked about the use of students. Mable Scott responded that students who are majoring in public relations/journalism intern and fulfill their practicum in her office. Students have been very helpful with social networking and viral social media. Tim Minor added that students, other than management, run the Call Center.

8. Chancellor Roll-out (Timothy Minor)

Development is spearheading a rollout plan to have Chancellor Martin meet with various University constituents and donors.

- a. We are presenting the chancellor an opportunity to meet with as many constituents as possible. He has already met with more than 20 community and corporate leaders. He has also met with every major media outlet in the area. We also have plans for him to see various alumni clusters. Some visits are focused, where he has dinners with prominent donors. These plans are laid out and ready to implement.
- b. Corporate visits. The chancellor has already met or is scheduled to meet with presidents and CEO's of Lorillard, VF Corporation, American Express, NewBridge Bank, and Volvo, to name a few.
- c. Alumni events are scheduled for Raleigh, Charlotte, Washington DC, Maryland, Virginia, Atlanta, New York, and New Jersey.

- d. Chuck Cornelius asked if the Chancellor has spent time with Linda Brady at UNCG. Dr. Kiel responded that Chancellor Martin has met with Chancellor Brady, and they have standing meetings throughout the year.

D. Other Business. There was no other business to discuss; however, Pamela Buncum added closing remarks.

Ms. Buncum commented that she wanted to be on this committee to hear what is being done to raise money from new givers. She believes things are going well athletically, academically and that the campus looks good. She is willing to be included in the Chancellor's roll out plan and to participate in some of the visits. She believes that the more we get out there to the masses the better we will be. She concluded that we need to capitalize on what is happening at the University, invite people to the campus and have things in place to show them that A&T is a great University. Dr. Kiel concurred, stating that the division of development has the support of the chancellor and the cabinet.

E. Adjournment:

The meeting adjourned at 1:00 pm.

Minutes submitted by: Gwen Evans

Approved by:

Chuck Cornelio, Chair

Date