

North Carolina Agricultural and Technical State University

**BOARD OF TRUSTEES
INSTITUTIONAL ADVANCEMENT COMMITTEE MEETING**

Meeting Minutes
November 20, 2009

Opening:

Committee Chair Chuck Cornelio called to order the quarterly meeting of the Board of Trustees Institutional Advancement Committee at 12pm on Friday, November 20, 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
Mr. Al Linberry, Jr.
Dr. Mark Kiel, Ex-Officio

Excused:

Ms. Janice Bryant Howroyd
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 September 18, 2009 board committee minutes were approved and adopted.

C. Vice Chancellor's Report

1. Board of Visitors

Dr. Kiel introduced staff member Wendell Phillips, Director of State and Community Relations, to discuss the creation of a Board of Visitors. Mr. Phillips outlined the following objectives for the Board of Visitors:

- a. The BOV will serve as an ambassador for the university, with members possessing power, prestige, and influence. Additionally, members will serve

to assist and support the Chancellor's projects and work with the chair of the board of trustees.

- b. Service terms are proposed as a staggered 60-member board, with job description and responsibilities including a commitment to giving to the university.
 - c. The BOV can also serve as a farm team for the board of trustees or school/college advisory boards.
 - d. The inaugural meeting or rollout of this new board is proposed for Sept/Oct 2010.
2. **Proposed Plan to Establish an Endowed Professorship in the School of Nursing**
The C.D. Spangler Challenge Grant provides \$250,000 in grant funding to certain schools in the UNC System. A&T was awarded this grant funding to establish an endowed professorship in the School of Nursing. Once funds are received, it has the potential of increasing to \$1 million, through matching from the State's Distinguished Professorship Fund, and federal Title III matching funds.

D. Development Report. Timothy Minor presented the following report:

1. **Fundraising Report**
 - a. Funds raised to date as of November 19, 2009 are down seventy percent. However, the university is expecting an additional \$2.1 million. One million will come from Title III and \$1 million from the Kellogg grant last year that the state has yet to match.
 - b. The number of alumni donors increased from 508 to 777.
 - c. Athletic Fundraising. Sponsorship gifts and in-kind gifts are not included in the Development Funds raised to date report.
 - d. Athletics, as well as other campus constituents, work through and in concert with the Office of Development in soliciting corporate gifts.
2. **Development Activities**
 - a. The division is currently recruiting for a Director of Planned Giving. The person hired in this position will possess wealth management experience.
 - b. The Chancellor rollout campaign has been successful and will continue with trips to New York, Houston and the Wake County area surrounding Raleigh, NC. The Chancellor has also made follow-up visits with some of his corporate meetings.

E. University Relations Report. Mable Scott presented the following report:

1. **Marketing and Branding Campaign**
 - a. A partial budget of \$300,000 has been approved to restart the marketing campaign.
 - b. University Relations is serving as a creative liaison with ad agency Bouvier Kelly for the integration of the branding and marketing campaign for mailing stationery, PowerPoint templates, and imaging used for Enrollment Management, Development, and HR to name a few. For example, when Admission is recruiting in an area, there will also be local print and media communications to coordinate and enhance effective recruiting efforts.
2. **University Relations**
 - a. The new Aggie Report will be distributed online with a new look.

- b. The Chancellor's Report has had substantive changes made, due mainly to cost. The publication will be printed in black and white, and the mailing will be distributed to donors and select people.
- c. Dr. Kiel and members of a website committee are laying out plans to revamp the university's website. The initial budget of \$40,000 will be used to present a layout of the plan before the end of the fiscal year.
- d. Mr. Lineberry discussed taking advantage of the Convention Visitors Bureau's "heads on beds" campaign. They fund communications initiatives that will help bring people to Greensboro.

- F. Closed Session.** The chair made a motion to go into closed session to prevent premature disclosure of naming opportunities.
- G. Open Session Resumed.** The chair made a motion to resume open session.
- H. Other Business.** There was no other business to discuss.
- I. Adjournment.** The meeting adjourned at 1:00 pm.

Minutes submitted by: Gwen Evans

Approved by:

 Chuck Cornelio, Chair

 Date