

**North Carolina Agricultural and Technical State University**

**BOARD OF TRUSTEES  
INSTITUTIONAL ADVANCEMENT COMMITTEE MEETING**

Meeting Minutes  
February 19, 2010

**Opening:**

In the absence of Committee Chair Chuck Cornelio, Trustee Chair Pamela McCorkle Buncum called to order the quarterly meeting of the Board of Trustees Institutional Advancement Committee at 10am on Friday, February 19, 2010. Ms. Buncum acknowledged Mr. Cornelio's absence and the loss of his wife, offering a moment of silence. Afterwards, she 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:**

Ms. Pamela McCorkle-Buncum  
Mr. Al Lineberry, Jr.  
Ms. Janice Bryant Howroyd  
Mr. Emerson Fullwood  
Dr. Harold L. Martin, Chancellor  
Dr. Mark Kiel, Ex-Officio

**Excused:**

Mr. Chuck Cornelio, Committee Chair

**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 November 20, 2009 board committee minutes were approved and adopted.

**C. Vice Chancellor's Report**

**1. Renaming of Division**

The Division for Development and University Relations will officially be renamed the Division of University Advancement. This name is commonly used in the industry, and many universities in the UNC system use this name.

**2. Establishment of a planned giving program**

Currently recruiting a Director of Planned Giving and we anticipate filling this position, which will drive this program. The initial phase will be simple types of planned gifts, and not any that will put the university at risk. Other charitable devices will come later as the program becomes fully operations

**D. Board of Visitors.** Wendell Phillips, Director of State and Community Relations, gave an update on the establishment of a Board of Visitors. BOV is a service organization of the university whose goal is to inform and make recommendations to the Chancellor and Board of Trustees that help the university accomplish its mission and promote its attributes in a positive manner by maintaining and enhancing quality and excellence. Al Lineberry advised Mr. Phillips not to fill every seat on the BOV, but rather select a few and then allow them to recommend others to fill the remaining seats.

**E. Development Report.** Timothy Minor presented the following report:

**1. Fundraising Report**

- a. We are down significantly from this time last year. This is not unusual compared to sister institutions in the UNC system. Foundation giving is down 50%, due to Kellogg's \$1M gift last year that is non-renewable. Gifts In-kind figures did not count software gift that was reported last year.
- b. Matches from the state have had an impact. The state has yet to match the Kellogg gift of \$1million.
- c. Participation from alumni is up 36% from last year. Advancement sent a successful mailing from the Chancellor asking alumni to give and support the university.
- d. Mr. Linebery asked to see a 5-10 year pie chart showing the fundraising trends over the years. Tim Minor is already working on this and will provide a report on or before our next board meeting. He will also compile a list of local foundations in Greensboro, which shows their financial support to the university over a 5-10 year period.

**2. Development Activities**

- a. The Chancellor's rollout plans are moving forward to maintain and strengthen relationships with our corporate partners, alumni, and friends. The Chancellor will visit Charlotte in March, New York in April, and Houston (tentative) in June.
- b. Mr. Emerson inquired about corporate support and their future intentions namely are they coming back or are they gone forever. Chancellor Martin's observation has been that corporate support is still viable and alive. This week he interacted with corporate representatives during Engineers Week and the Spring Career Fair. Corporations are still here and they want A&T to be the supplier of talented students for their companies. Additionally, Chancellor Martin has spent numerous amounts of time with foundation and corporate leaders. He has visited three of the largest foundations in the community asking each of them to support a major student scholarship, international travel abroad, and community service engagement. These foundations are willing to entertain a sizable ask. The Chancellor has reviewed the draft proposals, which will be finalized next week.

- c. The chair asked Tim Minor about alumni who have never given. Mr. Minor responded that 13% of our alumni traditionally give back to A&T. The Annual Fund Office is running effectively and Development has a strategy in place to increase participation, which include 1) board members to identify donors, 2) provide development officers for four schools and colleges without development support, and 3) continue to use phone and mail to reach first time donors.
- d. Jan Howroyd asked about the feasibility an electronic fundraising campaign, as the one President Obama ran during his presidential election. Tim Minor responded that:
  - i. This form of campaigning has not been as effective or used as much. The university is hoping to use flash email, but we are challenged to capture email addresses for about 3,000 or 10% of alumni. Currently Development is asking alumni to update email and other demographics.
  - ii. The Chancellor asked that everyone agree to make these tools work in some way for our benefit. Ms. Howroyd offered to user her access to major media to help this idea succeed.
- e. Ms. Howroyd asked about student giving and encouraged Development to make efforts to engage students at the beginning of their freshman year.
- f. General Administration has been hosting system wide quarterly meetings with Advancement vice chancellors to address fundraising issues, especially during a down economy.

**E. University Relations Report.** Mable Scott enumerated all of the university activities where University Relations has been involved, namely:

- 1. 50<sup>th</sup> Anniversary of the Sit-Ins
- 2. Chancellor's Installation
- 3. March for Babies
- 4. Aggie Alert service – electronic emergency and inclement weather notifications

**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 11:00 am.

Minutes submitted by: Gwen Evans

Approved by:

\_\_\_\_\_  
Chuck Cornelio, Chair

\_\_\_\_\_  
Date