

North Carolina Agricultural and Technical State University
BOARD OF TRUSTEES
UNIVERSITY ADVANCEMENT COMMITTEE MEETING

Meeting Minutes
February 17th, 2011

Opening:

Committee Chair Chuck Cornelio, called to order the quarterly meeting of the Board of Trustees University Advancement Committee at 11:00 a.m. on Thursday, February 17th, 2010 by teleconference. Mrs. Serelyn Green, Executive Assistant to the Vice Chancellor for University Advancement, called the roll. The roll call confirmed the following status of committee members and staff:

Present:

Mr. Chuck Cornelio, Chair
Mr. Emerson Fullwood
Mr. Al Lineberry, Jr.

Staff

Mr. Charles Waldrup, General Counsel
Mr. Timothy Minor, Associate Vice Chancellor for Development
Ms. Nicole Pride, Associate Vice Chancellor for University Relations
Mr. Wendell Phillips, Director of State and Community Relations
Mr. Carlo Laurore, Director of Gift Planning
Mr. Joe Parker, Interim President of the Aggie Athletic Foundation, Inc.
Mrs. Serelyn Green, Recorder

A. Approval of Agenda

The chair approved the agenda prior to the meeting.

B. Approval of Minutes

The November 19th, 2010 board committee minutes were approved and adopted.

C. Vice Chancellor's Report

1. General Division Update

In the absence of Dr. Mark Kiel, Timothy Minor gave the following report:

- a. The division is having both a productive and challenging year. Fundraising is significantly ahead of the year-to-date numbers. University Relations has attempted to be proactive in regards to public relations, but have played defense more often than preferred.
- b. An update on the division's strategic priorities are as follows:
 1. The naming policy will be presented for approval today during this committee meeting.

2. The Board of Visitors was successfully developed in the fall. The inaugural meeting was held on November 5th, 2010.
 3. The Division will provide deans, key administrators and department chairs the first phase of the Development and University Relations training before the end of the current fiscal year. This training will include a quarterly advancement orientation. During the fall of 2011, the division will begin phase two of this training which will include a bi-annual dean's training, media training, and development conferences.
- c. The Aggie Athletic Foundation, Inc. is being formed to support Athletics. The AAF is a result of a merger of the Aggie Club and Victory Club and will begin operating on July 1st, 2011. Joe Parker, Sr., President of the AAF presented the following report:
1. The executive committee, comprised of seven individuals that were appointed by the Chancellor, is in the process of merging the Aggie Club and Victory Club. The foundation applied for their tax exemption status (501C-3) and expects to have approval from the state in May, 2011.
 2. An implantation plan has been developed with about 30 tasks that the committee will use as a road map while forming the AAF.
 3. A nominating committee has been appointed by the Chancellor to select the full board of the AAF. The board will consist of 21 individuals with the first full board meeting being held on February 24, 2011.
 4. A communication plan has also been established to ensure key stakeholders are kept informed of the AAF's activities.
 5. Five committees will be formed within the AAF. These committees are as follows: 1) Marketing/Communications Committee, 2) Finance and Budget Committee, 3) Development/Fundraising Committee, 4) Human Resource Committee, and 5) Governance Committee.
 6. The organizational structure of the AAF will consist of an Associate Athletic Director of Development that will report directly to the Board with a dotted line to the Athletic Director. Other staff will include an administrative assistant, a development officer and a major gifts officer.

2. Board of Visitors and Political Update. Wendell Phillips, Director of State and Community Relations gave the following report:

- a. The Board of Visitors will have their second meeting on March 31st – April 1st, 2011 beginning with a social event on March 31st.
- b. University System President, Tom Ross will visit the University on February 25th, 2011. The purpose of the visit is to formally introduce him to the University and interact with the local, state and national political representatives. Dr. Kiel will present the University Advancement Overview.

D. Development Report Timothy Minor presented the following report:

1. Fundraising Report

- a. As of February 13, 2011, development is up 150% from last year.
- b. The University received a \$1 million state match for the Kellogg School of Agriculture Professorship.
- c. Title III matching has been received this year earlier than last year totaling close to \$1 million.
- d. Development was granted a \$1 million gift on a proposal to establish an Eminent Scholarship Program tentatively called the Emerging Leaders Scholars Program. The Joseph M. Bryan Foundation announced the gift to the University in December. The Cemela Foundation is another local foundation that will partner in this endeavor.
- e. Alumni participation has decreased by 4% but giving has increased by 43% from FY 2010 year-to-date.

2. Chancellor's Visit Update

- a. A reception is being planned in South Florida which will be hosted by board member Bertram Walls on March 17th, 2011.
- b. Wake County will be targeted for the Chancellor to visit in the Spring of 2011. More information will be given at the next committee meeting.

3. Planned Giving

- a. Timothy introduced Carlo Laureore, Director of Gift Planning. The Office of Gift Planning will allow donors to maximize their support to the University through lifetime and testamentary gifts. Mr. Laureore's initial key initiatives for Gift Planning are to utilize the university's website as a tool for information on gift planning, establish a Donor Society, internal training and seminars to university advisory boards and to partner with each development officer to identify their top 25 donors that would be possible prospects for gift planning.

E. University Relations Report Nicole Pride presented the following report:

1. Marketing Campaign

- a. Phase 2 of the university's marketing campaign is in process. The campaign slogan is "*This is Where Learning Happens*". Communication vehicles used are print, broadcast, media and billboards. The campaign allows for customization at the school, college and program level.
- b. Planning is underway to leverage marketing to a broader target audience other than a student. This audience includes businesses, potential funders and the general community at-large.
- c. A university marketing video is being planned with multiple phases of completion. The purpose of this video is to highlight the exceptional educational

and research programs at the university, including a focus on the faculty, staff, students and facilities. Various versions of the presentation will be developed to be used at multiple occasions.

2. Website Redesign

- a. mStoner, a Chicago based vendor has been selected after competing against nine other vendors through a rigorous five-phase evaluation process. mStoner has a solid background in website redesign specifically in higher education projects.
- b. The Website Advisory Council has been named and appointed by the Chancellor. The council, which represents the university community, is charged with providing input from their respective areas to the website team.
- c. mStoner will be on site on February 23rd – 24th, 2011 to conduct stakeholder meetings with staff, faculty and students. The Website Advisory Council, Project Team and the Chancellor will participate in a kick-off meeting where the vendor will present the scope of the project. The project is scheduled for completion late fall of 2011.

F. Other Business

1. University Naming Policy

- a. The current naming policy was originally revised in 2007. The following revisions were recommended for approval by this committee then to be presented to the full board for approval:
 1. Create an advisory committee that will advise the Chancellor and the Board of Trustees on proposals submitted to the board for possible naming of facilities and/or units. This board will assist with the research of the proposed naming of these facilities and units. Membership to this board will be no fewer than 6 individuals and no more than twelve individuals comprised of former and/or current members of faculty staff and administration.
 2. The naming facility and/or unit includes the space within the building, outside of the building; including gardens, courts, plazas, or a tangible feature of the building, located on the university property. This includes new facilities, existing facilities and renovated facilities.
 3. Corporate and organizational names may be used to name a facility or unit. Additional due diligence must be performed to avoid any commercial influence or conflict of interest. Signage must conform to all university signage.
 4. A gift for naming a facility should ordinarily equal to at least one-fourth of the total project cost of the facility; one-fourth of the project cost of renovating the facility; one-fourth of the total project cost that is to be raised from the private sector if the facility is funded by a portion of state or other funds; or

one-fourth of the replacement cost of the facility if the facility is not under renovation.

5. The University has the right to remove a name of a facility or unit due to disrepute.

A motion was made to submit the revised naming policy to the full board. The motion was second and approved.

G. Adjournment. The meeting was adjourned at 11:54am.