

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

Meeting Minutes
September 16th, 2011

Opening:

Committee Chair Pamela McCorkle Buncum, called to order the quarterly meeting of the Board of Trustees University Advancement Committee at 12:00 p.m. on Friday, September 16th, 2011. 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:

Mrs. Pamela McCorkle Buncum, Chair
Janice Bryant Howroyd
Mr. Emerson Fullwood
Mr. Al Lineberry, Jr.
Ms. Patricia Miller Zollar
Dr. Mark Kiel, Ex-Officio

Staff

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
Mrs. Serelyn Green, Recorder

A. Approval of Agenda

The chair approved the agenda prior to the meeting.

B. Approval of Minutes

The April 8th, 2011 board committee minutes were approved and adopted.

C. Vice Chancellor's Report

1. **General Division Update** Dr. Kiel gave the following report:

1. University Advancement Overview

- a. University Advancement had a good year overall. The relationship between the university and the media along with communication with constituents has improved significantly.
- b. Fundraising totals have increased and the division has managed through the budget reduction process allowing the division to maintain operations.
- c. The university's foundation is in a healthy state.

- d. The combination of two athletic support organizations into the Aggie Athletic Foundation is going smoothly.
 - e. The division is working to establish more effective relationships with all of the university's affiliated entities.
 - f. All major projects such as policy updates, the marketing campaign, re-design of the website, the Board of Visitors and planned giving are on schedule.
2. Strategic Planning
- a. The university's strategic plan is complete and the individual university units are in the process of implementing action plans that coincide with the strategic plan. The division is currently operating under a strategic plan that was developed in 2009 to cover a period of 2009-2014. The current plan is in the process of being updated to ensure consistency with the university's plan in terms of content and time frame.
 - b. The division's current plan focuses on four strategic directions:
 - 1. Operational Excellence
 - 2. Philanthropic Engagement
 - 3. Organizational Dynamics
 - 4. Increasing Private Resources
 - 5. Communications and Marketing
 - c. Over the past three years, the division has developed a high level of confidence across all of its constituents in relation to the ability to add value and to deliver at a high level. This has been achieved by selecting talented senior leadership and encouraging everyone in the organization to lead from wherever they sit in the organization. This process has made the organization a systems and talent based organization.
3. New Academic Deans
- a. The key to the division's success is to fully engage the Deans in what University Advancement does. Dr. Kiel and his leadership team are meeting with all new Dean's to inform them of the division's services and related protocols. Media fundraising training for the Deans has also been scheduled.
4. Board Giving
- a. The Board of Trustees had a 100% giving rate for the 2010-2011 fiscal year. The average gift without match was \$18,544.25. The average gift with match average was \$23,351.94 while gifts ranged from \$300 to \$138,622.00.

2. **Board of Visitors and Legislative Update.** Wendell Phillips, Director of State and Community Relations gave the following report:
 - a. The Board of Visitors is coming up on its one year anniversary. Twelve new members will join the BOV at the next meeting that will be held on November 18th, 2011. A joint reception is being planned for the BOV and the BOT members.
 - b. The North Carolina State Legislator will reconvene on Monday, November 7th to address any issues with redistricting.
 - c. The White House Initiative on HBCU's Conference will be held September 19th – 20th, 2011 and the Congressional Black Caucus will be held September 21st – 24th, 2011. Mr. Phillips will attend both events representing the university. He will be a panelist at the HBCU Community Development Action Coalition on the 23rd.

D. Development Report Timothy Minor presented the following report:

1. Fundraising Report

- a. For fiscal year 2011, Development ended 52% ahead in total giving from the previous year.
 - b. The university received a \$1 million state match for the WK Kellogg Endowed Chair in Sustainable Community-based Food Systems and \$500,000 from the Spangler Foundation.
 - c. The Bryan Foundation and the Cemela Foundation supported the university with a \$1 million pledge and a \$33,000 gift respectively.
 - d. Lincoln Foundation and the Weaver Foundation are expected to support the university in the current fiscal year in higher levels.
 - e. Alumni participation has decreased by 3% but giving has increased by 31% from FY 2010 year-to-date.
 - f. Corporate giving has declined over the last two fiscal years while Foundation giving is steady.
 - g. Alumni giving has increased for the third year in a row.
 - h. The university will initiate a combined campaign for the university and the community. The total goal is \$225,000.
- 2. Planned Giving**
- a. The Office of Gift Planning is in the process of naming a Legacy Society in the name of Charles H. Moore.
 - b. Gift Planning is also working with General Administration to establish back office agreements which will increase the capacity to process planned gifts.
 - c. Patricia & Al Zollar gave the university a \$1 million paid whole life policy.
- 3. Alumni Affairs**

- a. Alumni Affairs is working in conjunction with The Chancellor's office and UNCG to host the Inauguration of President Ross which will be held on October 6th, 2011.
 - b. Homecoming will be held on October 15th, 2011 with various events for alumni and friends.
 - c. Two receptions for the new football coach, Rod Broadway were held in Greenville and Charlotte and a major donor reception was held the Chancellor's house to support Athletics.
4. **Corporate Resolution**
- a. The purpose of the Corporate Resolution for Gifts to North Carolina A&T State University is to promote good donor relations, minimize commission expenses, and to streamline the processing of donated securities. This resolution will be presented for the sale of securities, acceptance of life insurance policy transactions and other related relationships with financial institutions. The Chancellor, the CFO, and The Vice Chancellor for University Advancement will have the authority to sign on behalf of the university.
 - b. Ms. McCorkle-Buncum made a motion that this resolution be approved and presented to the Board with a recommendation for approval. The motion was seconded by Ms. Bryant Howroyd. The policy was unanimously approved for presentation to the Board.

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

1. **Marketing Campaign**

- a. Phase 3 of the university's marketing campaign, "*This is Where Learning Happens*" was launched early in 2011 and is currently in process. The campaign focuses on the learning experience that happens at the university. Communication vehicles used are: print, broadcast, media and billboards. In addition to the mainstream advertising, the following vehicles will be used:
 - 1. Viral Campaign
 - 2. Program Customization
 - 3. Marketing Video
 - 4. Multi-media Presentation

2. **Website Redesign**

- a. A website design survey was distributed to over 10,000 students, staff and alumni for feedback and suggestions. A template was selected and the website is on schedule to be launched in early November. A content management system has also been selected.
- b. Writing workshops have been conducted to ensure continuity throughout the new website. Migration training workshops are also being held.

- c. Title III funding has been approved for migration and two key positions to help develop and maintain the new website.

- F. **Closed Session.** The chair made a motion to go into closed session.
- 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 was adjourned at 1:14pm.

Minutes submitted by: Serelyn Green

Approved by:

Pamela M. Buncum, Chair

Date