



North Carolina Agricultural and Technical State University

Information Programs

Alexander·Haas

TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

Board of Trustees Briefing

Our Engagement

- An internal Development and Campaign Readiness Assessment including a review of relevant materials and personal interviews.
- An external Campaign Strategy Study to test the preliminary case summary, identify leadership, and potential gifts via personal interviews and surveys.

Executive Summary

- Success despite lack of best practices.
- Very considerable strengths.
- Significant challenges but these can be addressed with focus and will.
- Campus eager for campaign.
- Advancement not ready but can be by March when results of Campaign Strategy Study are known.

Assessment

Volunteer Leadership

- Board of Trustees
- Alumni Association
- Aggie Athletic Foundation
- Board of Visitors
- A&T Foundation

Giving by Boards

Giving by Board Members FY 2012

- Board of Trustees - 11 of 13, \$28,804 average gift
- Alumni Association - 5 of 5, \$2,086 average gift
- Aggie Athletic Foundation - 15 of 19, \$4,869 average gift
- Board of Visitors - 24 of 47 \$3,217 average gift
- A&T Foundation - 12 of 20, \$1,946 average gift

Board Giving

Voluntary Support of Education (VSE) Peer Comparison - Avg. Gift per Board Donor

NCAT Peer Group FY 2012 Average Gift per Board Donor - VSE			
Institution	Total Direct Gov Board (\$)	Number of Board Donors (#)	Average Gift per Board Donor
University of Texas at El Paso (El Paso, TX)	\$1,549,600	33	\$46,958
University of Texas at Arlington (Arlington, TX)	\$1,382,777	30	\$46,093
Clemson University (Clemson, SC)	\$1,126,776	50	\$22,536
North Carolina A&T State University (Greensboro, NC)	\$192,730	10	\$19,273
University of New Hampshire-Main Campus (Durham, NH)	\$943,937	68	\$13,881
Indiana State University (Terre Haute, IN)	\$1,055,235	86	\$12,270
Old Dominion University (Norfolk, VA)	\$1,638,164	139	\$11,785
New Jersey Institute of Technology (Newark, NJ)	\$361,612	41	\$8,820
University of Wyoming (Laramie, WY)	\$262,917	41	\$6,413
University of Maine (Orono, ME)	\$10,960	6	\$1,827
Mean	\$852,471	50	\$18,985
Median	\$999,586	41	\$13,076

Please note that the following institutions did not report: Cleveland State University (Cleveland, OH), Florida Agricultural and Mechanical University (Tallahassee, FL), Jackson State University (Jackson, MS), Louisiana Tech University (Ruston, LA), New Mexico State University-Main Campus (NM), South Dakota State University (Brookings, SD), University of Idaho (Moscow, ID), University of Louisiana at Lafayette (Lafayette, LA).

Professional Leadership

Chancellor

Vice Chancellors

Deans, Athletic Director

Development

Alumni Relations

University Relations

Advancement Services

State and Community Relations

Development

Annual Giving -- Sound direct mail and telephone programs, but limited coordination and leadership giving efforts.

Major Gifts - Success with larger corporate and foundation gifts and selected individual gifts, but not systematic

Planned Giving - Recent effort laid groundwork but key position vacant.

Colleges, Schools - Varying approaches to staffing; historic model.

Campaign - Some successes, some challenges.

Development

VSE Total Giving Average for Three Years

NCAT Peer Institutions - Total Giving Average for Three Years - VSE				
Institution	Grand Total FY 2012	Grand Total FY 2011	Grand Total FY 2010	3-Year Average
Clemson University (Clemson, SC)	\$71,303,606	\$63,061,896	\$33,177,702	\$55,847,735
University of Wyoming (Laramie, WY)	\$26,503,391	\$36,569,269	\$28,907,058	\$30,659,906
University of Texas at El Paso (El Paso, TX)	\$26,990,709	\$25,855,262	\$22,172,354	\$25,006,108
University of Maine (Orono, ME)	\$25,367,292	\$18,850,252	\$14,005,421	\$19,407,655
University of New Hampshire - Main Campus (Durham, NH)	\$16,501,312	--	\$11,538,930	\$14,020,121
Indiana State University (Terre Haute, IN)	\$7,524,106	\$14,017,838	\$12,374,953	\$11,305,632
University of Texas at Arlington (Arlington, TX)	\$15,979,900	\$9,711,561	\$7,608,458	\$11,099,973
Louisiana Tech University (Ruston, LA)	\$11,727,569	\$9,750,431	\$8,600,697	\$10,026,232
Old Dominion University (Norfolk, VA)	\$10,256,465	\$7,850,717	\$8,195,270	\$8,767,484
Cleveland State University (Cleveland, OH)	\$5,264,565	\$10,293,644	--	\$7,779,105
New Jersey Institute of Technology (Newark, NJ)	\$8,442,332	\$6,378,583	\$7,660,989	\$7,493,968
University of Louisiana at Lafayette (Lafayette, LA)	\$10,818,560	\$5,563,219	\$5,355,178	\$7,245,652
North Carolina A&T State University (Greensboro, NC)	\$5,388,089	\$4,344,684	\$4,005,107	\$4,579,293
Jackson State University (Jackson, MS)	\$3,605,213	--	--	\$3,605,213
Mean	\$17,548,079	\$17,687,280	\$13,633,510	\$15,488,863
Median	\$11,273,065	\$10,022,038	\$10,069,814	\$10,563,103

Please note that the following institutions did not report: Florida Agricultural and Mechanical University (Tallahassee, FL), New Mexico State University - Main Campus (NM), South Dakota State University (Brookings, SD), and University of Idaho (Moscow, ID).

Development

VSE Alumni Giving Participation

NCAT Peer Group FY 2012 VSE Alumni Giving Participation - VSE			
Institution	# Alumni Donors	# Alumni Solicited	Alumni Giving Percentage
University of Wyoming (Laramie, WY)	8,775	30,639	28.64%
Clemson University (Clemson, SC)	20,971	118,126	17.75%
University of New Hampshire-Main Campus (Durham, NH)	8,099	52,500	15.43%
University of Maine (Orono, ME)	6,376	60,012	10.62%
North Carolina A&T State University (Greensboro, NC)	3,753	41,992	8.94%
University of Louisiana at Lafayette (Lafayette, LA)	5,382	72,991	7.37%
Louisiana Tech University (Ruston, LA)	5,287	71,924	7.35%
Old Dominion University (Norfolk, VA)	4,909	68,760	7.14%
New Jersey Institute of Technology (Newark, NJ)	3,331	49,570	6.72%
Indiana State University (Terre Haute, IN)	5,253	82,207	6.39%
University of Texas at El Paso (El Paso, TX)	5,261	92,717	5.67%
Cleveland State University (Cleveland, OH)	3,465	62,500	5.54%
University of Texas at Arlington (Arlington, TX)	4,468	95,814	4.66%
Jackson State University (Jackson, MS)	890	38,690	2.30%
Mean	6,159	67,032	9.61%
Median	5,257	65,630	7.25%

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Alumni Relations

Extraordinary Aggie Pride!

- Exceptional opportunity to reinvent the Alumni Relations program and partnership with the Alumni Association.
- Need to develop transitional staffing and program plan focusing on service to the University and service to alumni in areas such as career planning and placement, student recruitment, continuing education, student programming.

University Relations

- Comprehensive public relations and marketing approach.
- Branding efforts being refocused.
- Proactive media relations.
- A number of high quality publications.
- New strategies being employed, e.g., social media.
- Staffing in transition and being realigned with priorities.

Advancement Services

- Significant challenges with Banner Advancement related to installation approach.
- Neither University nor Advancement getting the benefits of integrated database management.
- No reconciliation of four gift processing entities with a variety of systems being used and a serious disconnect between and among them.
- Alumni records incomplete.
- Alumni engagement module not implemented.
- Stewardship is a tremendous challenge needing priority attention.

Planning

- A&T Preeminence 2020 widely embraced.
- No comprehensive case for support.
- Limited or no strategic planning in Advancement, Alumni Association, A&T Foundation, same for operational plans.
- No formal performance plans, minimal metrics.

Recommendations

- Organization
- Planning
- Staffing
- Development
- Alumni Relations
- Advancement Services
- Alumni Association
- Aggie Athletic Foundation
- NC A&T Foundation

Partnerships

- Board of Trustees' Advancement Committee and Alumni Association, Aggie Athletic Foundation, A&T Foundation
- Development and Colleges/Schools, Councils
- Development and Athletics/Aggie Athletic Foundation
- Development and Alumni Relations/Alumni Association
- Development and New A&T Foundation
- Business & Finance and A&T Foundation

Partnerships (con't)

- Alumni Relations/Association and Athletics/Aggie Athletic Foundation
- Advancement Services and A&T Foundation, Aggie Athletic Foundation, and Alumni Relations/Alumni Association

Campaign Strategy Study

- Campaign Strategy Study Committee being formed; Ralph Shelton, CSS Committee Chair, is recruiting committee members.
- Preliminary list of 75 potential interviewees identified.
- Preliminary campaign priorities being identified.
- Developing strategies to brief prospective interviewees.

Summary

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- Very considerable strengths.
- Significant challenges but these can be addressed with focus and will.
- Campus eager for campaign.
- Advancement not ready but can be by March when results of Campaign Strategy Study are known.

THANK YOU!

Q&A

Chrysalis
AMERICA'S MOST EFFECTIVE FUNDRAISER