

# UNIVERSITY ADVANCEMENT

Board of Trustees Retreat  
August 1, 2014



**North Carolina Agricultural and Technical State University**



## Staffing

- Seven Positions Became Vacant
  - » VC Advancement, AVC Development, Dir. Adv. Services, Dir. St. & Com. Rel., Dir. Dev. COE, Dir. Donor Rel., Mgr. Prospect Research.
- Six Positions Vacant for All/Most of Year
  - » AVC Alumni Relations, 3 Alumni Staff, Dir. Corp./Fdn. Rel., Major Gifts Officer.



# Development

## Cash

- FY 14      \$6,810,259 (*slight decline in donors, 5,168 to 4,913*)
- FY 13      \$6,955,879
- FY 12      \$5,766,306



# Development

## Commitments

- FY 14      \$6,682,991
- FY 13      \$9,060,674 (*\$2.77 million GSK/Merck/Black*)
- FY 12      \$7,028,471 (*\$1,025,000 deferred*)



# Development

## Accomplishments—Campaign Readiness

- Top prospects assigned to Chancellor, strategies developed and implement.
- Refined, prioritized major gift prospect assignments for DO's.
- All Deans identified philanthropic priorities, drafted development plans.
- Annual giving increased call center average gift 27%, fulfillment 10%; direct mail 78%, and began leadership gifts focus.
- Approval for the allocation of a 1% management fee to the Endowment.
- Strategy study priority proposals identified.
- Completed Foundation assessment.



# Development

## FY'14-15 Priorities—Infrastructure Enhancements

- Quality staff appointments (VC Advancement, AVC Development).
- Comprehensive development plan including Colleges/Schools, AAF, Alumni Association.
- Systematic major gifts program with metrics.
- Coordinated alumni-led annual giving drive.
- Proactive planned gift program, enhanced marketing, training and seminars.
- Two new foundations, current one repurposed.



# Advancement Services

## Accomplishments—Campaign Readiness

- Reporting enhanced.
- Top prospects profiled.
- Major gift systems implemented.
- Initial stewardship issues addressed and assessed.



# Advancement Services

## FY'14-15 Priorities—Infrastructure Enhancements

- Appointment of AVC, Dir. Donor Relations, Prospect Researcher.
- Enhanced stewardship.
- Significant progress on top 5 projects:
  - » Data integrity
  - » Lost alumni
  - » Alumni engagement module
  - » Prospect research
  - » Prospect management





# Alumni Relations

## Accomplishments—Campaign Readiness

- Drafted AA strategic plan, by-laws and articles of incorporation.
- Hired AVC Alumni Affairs.



# Alumni Relations

## FY'14-15 Priorities—Infrastructure Enhancements

- Formalized communications strategy, relationship with AA, increased alumni engagement.
- Program implementation.
- Hire Dir. Communications, Dir. Alumni Programs.



# QUESTIONS

