

North Carolina Agricultural & Technical State University

BOARD OF TRUSTEES

UNIVERSITY ADVANCEMENT COMMITTEE MEETING

Meeting Minutes
February 13, 2015

Opening:

Mr. Emerson Fullwood called to order the quarterly meeting of the Board of Trustees University Advancement Committee at 11 a.m. on Friday, February 13, 2015. Mrs. Stephanie Crisp, Executive Assistant to the Vice Chancellor for University Advancement, called the roll. The roll call confirmed the following status of committee members and staff.

Trustees:

Mr. Willie Deese, Chair
Mr. Emerson Fullwood
Mrs. Patricia Miller Zollar
Mr. Kenneth Sigmon, Ex-Officio
Dr. Harold Martin, Chancellor

Committee Guests:

Ms. Claudette Bennett, President, National Alumni Association, Inc.
Ms. Teresa Davis, President, Aggie Athletic Foundation Board
Mrs. Shirley Frye, President, N.C. A&T Foundation, Inc.

Staff:

Mrs. Stephanie Crisp, Executive Assistant to Vice Chancellor, University Advancement
Mr. Charles Waldrup, General Counsel

Absent:

Ms. Janice Bryant Howroyd
Mr. Tim Rice

A. Approval of Agenda

The chair approved the agenda prior to the meeting.

B. Approval of Minutes

The board committee minutes from the November 12, 2014 meeting were approved and adopted.

C. Vice Chancellor's Report – Mr. Kenneth Sigmon provided an update on development activities in the areas of FY15 progress/goals, University Advancement planning, campaign preparations and Title III endowment matching status.

1. Fundraising Goals FY15

- a. \$15M in gifts and new commitments overall
- b. Annual Giving
 - \$2.3M annual giving goal
 - 8.5% alumni participation rate
 - \$375K in unrestricted giving
 - Student giving campaign implementation
 - Arts and Sciences leadership giving pilot
- c. Major Gifts
 - 600 prospects under management in cultivation, solicitation, stewardship, discovery
- d. Corporate/Foundation Relations
 - Top 50 prospects in systematic solicitation, cultivation, stewardship program
 - Next 50 prospects in cultivation, discovery
 - \$5 million in proposals submitted
- e. Planned Giving
 - \$1 million in new expectancies
 - Launch founding membership in Charles H. Moore Legacy Society
 - Offer charitable gift annuities, trusts

Mr. Sigmon noted that although we have set some aggressive goals for the upcoming year, a best practice model must be built to sustain the long-term goals for University Advancement. The 8.5% alumni participation rate places A&T in the top third of all UNC system institutions, with unrestricted giving as one the largest areas of growth. It's critical for alumni to be educated on the importance of making unrestricted gifts towards the university's greatest needs as well as to the areas of the university they are most connected with. Mr. Sigmon has been in talks with Ms. Claudette Bennett, President of the Alumni Association and SGA President Dorian Davis in regard to establishing a student philanthropy program.

2. Fundraising Overview

- \$3,082, 461 in gifts and commitments through January 31, 2015
- Slightly down period to period- \$210,000 or (6%)
- Majority of support derived from corporations, foundations, and other organizations at 45%
- Alumni support accounts for 33% of total
- 91% of gifts/new commitments are for current use
- 17 major gifts (.4%) account for 49% of our gifts and commitments, while 4,455 gifts account for the other 51%

Mr. Sigmon presented a table showing gifts/new commitment by constituency and type, and purpose, as well as by school/college. In addition to showing that the bulk of the university's outright gifts come from our foundations/corporations, it showed that university-wide initiatives, College of Engineering and School of Business are the recipients for the majority of gifts and pledges received.

3. Progress to Fundraising Goals- FY15 (As of 1/31/15)

a. Annual Giving

- \$2.3M annual giving goal
 - \$1.13MM (up \$131K period to period)
- 8.5% alumni participation rate
 - 3.9% with 1,882 donors
- \$375K in unrestricted giving
 - \$181K in unrestricted gifts
- Student giving campaign implementation
 - Underway with the leadership of SGA president Dorian Davis
 - Focus will be on education and participation
- Arts and Sciences leadership giving pilot
 - Launched fall issue of CAS magazine
 - Follow up this spring focused on donor upgrades

b. Major Gifts

- 600 prospects under management in cultivation, solicitation, stewardship, discovery
 - Closer to 300 managed prospects currently

The prospect research representative will be tasked with ensuring that every major gift team member has an appropriate quality and quantity of prospects in their portfolio. They will also be charged with strategizing and moving forward with these relationships.

Our 300 prospects will be managed in a donor-centric format. What this means is that we will have a conversation with them to determine their interests based on their experiences at A&T and let that guide what happens next. The goal is to get these individuals on campus and have them explore the areas that resonate with them.

c. Corporate/Foundation Relations

- Top 50 prospects in systematic solicitation, cultivation, stewardship program
 - Top 50 currently in cultivation cycle
- Next 50 prospects in cultivation, discovery
 - Next 50 prospects in discovery phase
- \$5 million in proposals submitted
 - Identified proposals of \$2.7MM currently

d. Planned Giving

- \$1 million in new expectancies
 - Only four estates that in the gift planning pipeline currently with unknown final values (\$150K conservative estimate)
- Launch founding membership in Charles H. Moore Legacy Society
 - Society established and current members identified
 - Next steps to be determined once Director of Donor Relations and Stewardship is hired
- Offer charitable gift annuities, trusts
 - Working with General Administration on potential agency relationship to offer annuities and trusts

e. Conclusions

- To dependent on smaller gifts for current use and not for building endowments
- Only 17 gifts of \$25K or greater (although it makes up half of total giving)
- Alumni giving makes up too little of our giving total compared to corporations and foundations
- Opportunities for growth in school and college totals
- Missing opportunity for planned giving
- Points directly to the need for building the major and planned gift programs and infrastructure to support it
 - Direct support for of schools and colleges
 - Primary focus on major gifts (\$25K+) from individuals
 - Leads to greater top line dollars and investment in endowment

4. University Advancement Planning

a. Our Goal

- To build a best practice program that seeks to engage alumni, friends, and organizations in meaningful ways that invite the opportunity to connect their philanthropic passions with institutional priorities that support A&T Preeminence 2020 outcomes and do it in a way that makes it a rewarding and repeatable experience for our donors.

b. Alumni Relations

- Connect alumni back to A&T
- Connect alumni to each other in their own communities

c. Annual giving

- Give every alumnus a chance to participate
- Leadership annual giving

d. Prospect Development

- Research – proactive and reactive
- Management – portfolios and pipeline

e. Major Gift Team

- Assigned to colleges and schools as primary development partner for academic leadership
- Primary focus on individual major gifts

f. Corporate and Foundation Relations

- Holistic approach
- Direct and indirect support

In a holistic approach, the Advancement team would serve as the point of contact for any relationships a corporation/foundation wishes to have with A&T. Rather than just focus on what they can provide monetarily, we will discuss ways in which the university can help them achieve their business objectives. A direct approach would involve us managing these relationships and providing support for those that are specific to a particular unit on campus.

g. Gift Planning

- Marketing of planned gift opportunities and vehicles
- Direct and indirect support

h. Donor Relations and Stewardship

- Acknowledgement, recognition, impact, engagement
- Focus on groups of donors and individuals

5. Campaign Planning

a. Volunteer Structure

- Ongoing recruitment of key volunteers
- Scheduling campaign meetings, identifying prospects, and making assignments

b. Internal Infrastructure

- Advancement Services and Development team
- Policies and procedures

c. Refine case for support

- Initial tier to match up with working goal
- Secondary tier to align with additional college and school priorities

d. Principal/Leadership Gifts

- Identification and strategies

e. Gift Table and Prospects

- Awaiting results of wealth screening and alumni population
- Reporting

6. Title III Endowment Matching Funds

- a. Working to identify scope of the impact
 - Reconciliation of accounts
 - Number of endowed funds
 - Dollar amounts

- b. Personal communication to those affected

- c. Follow up with affected donors
 - Determine next steps for each donor
 - Focus on not losing commitments
 - Expect to have finalized by March 31

The Department of Education has discontinued the use of Title III funds to match scholarship endowments. This results in nearly \$1.3M of potential Title III funds being left on the table from Title III funds to match these endowments. There needs to be greater collaboration between the Treasurer’s Office, Foundation, and Advancement to ensure that we’re all on the same page. Reaching out to donors to accommodate them throughout this transition is a top priority.

Following Mr. Sigmon’s presentation, Dr. Waldrup said a motion is needed to go into closed session pursuant to N.C.G.S 143-318.11(a) (6) to consider the qualifications, competence, performance, character, fitness, conditions of appointment, or conditions of initial employment of an individual public officer or employee or prospective public officer or employee; or to hear or investigate a complaint, charge, or grievance by or against an individual public officer or employee. Mr. Fullwood motioned to move into closed session. The motion was seconded by Ms. Zollar and passed.

D. CLOSED SESSION

E. Open Session – After going back into open session, there was no other business to discuss.

F. Adjournment – The meeting was adjourned at 12 p.m.

Minutes submitted by:

Stephanie Crisp

Approved by:

Willie Deese, Chair

Date