

North Carolina Agricultural & Technical State University

BOARD OF TRUSTEES

UNIVERSITY ADVANCEMENT COMMITTEE MEETING

Meeting Minutes

April 17, 2015

Opening:

Committee Chair, Willie Deese, called to order the quarterly meeting of the Board of Trustees University Advancement Committee at 11:00 a.m. on Friday, April 17, 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

Mr. Tim Rice

Mrs. Patricia Miller Zollar

Mr. Kenneth Sigmon, Ex-Officio

Dr. Harold L. Martin, Chancellor

Committee Guests/Staff:

Ms. Claudette Bennett

Ms. Rosetta Clay, AVC for Alumni Relations and Executive Director of Alumni Association

Mrs. Shirley Frye

Ms. Laura Meagher

Mr. Charles Waldrup, General Counsel

Mrs. Stephanie Crisp, Recorder

A. Approval of Agenda

The chair approved the agenda prior to the meeting.

B. Approval of Minutes

The board committee minutes from the February 13, 2015 meeting were approved and adopted.

C. Vice Chancellor's Report - Mr. Kenneth Sigmon provided a strategic priorities report in the following areas: FY2015 Fundraising Reports, 125th Anniversary Fundraising Planning, Division Updates and Alumni Engagement.

1. Fundraising Overview
 - a. \$4,582,926 in gifts and commitments through March 31, 2015
 - b. Majority of support derived from corporations, foundations, and other organizations at 49%, up from 45%
 - c. Alumni support accounts for 36% of total, up from 33%
 - d. 90% of gifts/new commitments are for current use (vs. 91%)
 - e. 28 major gifts (less than 1%) account for 48% of our gifts and commitments, while 6,208 gifts account for the other 52%

2. 125th Anniversary Fundraising
 - a. Anniversary Goal
 - i. Raise \$125,000 for scholarship support
 - ii. Augment by a matching challenge of \$125,000 for a grand total of \$250,000
 - b. Solicitation Methods
 - i. Direct Mail Appeals
 - ii. Aggie Call Center
 - iii. Peer to Peer Campaigns
 - iv. Student Giving Campaign
 - v. 24-Hour Giving Campaign
 - vi. Chancellor's Video
 - vii. Social Media
 - viii. Mobile Giving
 - ix. Sponsorships
 - x. Restaurant/Local Business Day

3. University Advancement Updates
 - a. Personnel
 - i. AVC for Development
 - ii. AVC for Advancement Services
 - iii. Director of Donor Relations & Stewardship
 - iv. Director of Gift Planning
 - b. Budget
 - i. Developing Campaign Budget
 - ii. Concern for Governor's Budget
 - iii. Leveraging General Administration
 - c. Title III
 - i. All impacted donors have been notified
 - ii. Fielded calls from several donors

iii. Impact to current commitments minimized

4. University Advancement Updates – Campaign Planning
 - a. Volunteer Structure
 - i. Ongoing recruitment of key volunteers
 - ii. Already engaged BOV Campaign Cultivation Committee
 - b. Internal Infrastructure
 - i. Advancement Services and Development team
 - ii. Policies and procedures
 - c. Refine Case for Support
 - i. Initial tier to match up with working goal
 - ii. Secondary tier to align with additional college and school priorities
 - d. Principal/Leadership Gifts
 - i. Identification and strategies
 - e. Campaign Counting
5. Campaign Planning – Gift Table and Prospects – Ken presented a table showing a detailed account of the number of gifts needed, gift size, gift amount, category total, cumulative percent of goal, number of rated alumni prospects and number of rated non-alumni prospects.
6. Alumni Engagement

D. Other Business – There were no other business to discuss.

E. Adjournment – The meeting was adjourned at 12:00 p.m.

Minutes submitted by: Stephanie Crisp

Approved by:

Willie Deese, Chair

Date