

North Carolina Agricultural & Technical State University

BOARD OF TRUSTEES

ADVANCEMENT AND EXTERNAL AFFAIRS COMMITTEE

Meeting Minutes
Alumni-Foundation Event Center
Executive Boardroom
September 11, 2015
9:00 a.m. – 10:00 a.m.

Opening:

Committee member and acting Chair, Emerson Fullwood called the quarterly meeting of the Board of Trustees University Advancement & External Affairs Committee meeting to order in the absence of our Chair, Janice Bryant-Howroyd, who could not be in attendance due to an emergency. He welcomed the new Trustees giving remarks of the progress made at the university and the expectation of even more progress in the area of Advancement under the leadership of our new Vice Chancellor, Kenneth Sigmon. Mrs. Stephanie Crisp, Executive Assistant to the Vice Chancellor for University Advancement, called the roll. The roll call confirmed the following committee members and staff as being present:

Trustees:

Ms. Vanessa Harrison
Mr. Emerson Fullwood
Mr. Tim King
Ms. Laura Meagher
Mr. Tim Rice
Mr. Kenneth Sigmon
Dr. Harold Martin
Mr. David Barksdale
Ms. Teresa Davis
Mr. Richard Lide
Ms. Shirley Frye

Committee Guest and Staff:

Cathy Murphy, Deputy General Counsel
Nicole Pride, Chief of Staff
Charles Waldrup, General Counsel

A. Approval of the Agenda

The chair approved the agenda prior to the meeting

B. Approval of Minutes

The board committee minutes from the April 17, 2015 meeting were approved and adopted.

C. Vice Chancellor's Report – Mr. Kenneth Sigmon provided a strategic priorities report in the following areas: FY15 Fundraising Results and Analysis, FY16 Targets and Objectives, Campaign Planning Update and the 125th Anniversary Fundraising Planning.

I. **For fiscal year 2015, the University received \$7.2MM in gifts and new commitments.**

- Overall giving was up by \$300K over fiscal year 2014.
- Alumni giving accounted for 30 percent of gifts and new commitments.
 - Slightly more than 3,800 alumni made gifts, representing a 7.8% participation rate.
- Corporate, foundation, and organizational giving totaled 59 percent of gifts and new commitments.
- Ninety percent of gifts and new commitments were for current use.
- 49 major gifts (less than 1 percent of gifts) accounted for 44 percent of total giving.

II. **University Advancement is moving forward on its annual and strategic targets and plans for a campaign and beyond:**

Fundraising Targets

- The overall goal for new gifts and commitments for the year is \$10MM.
- The Annual Giving program expects to raise \$2.7MM, with \$2MM of that total coming from alumni.
 - Annual Giving has set a target of 8.5% participation for the year.
- Corporate and Foundation Relations has set a goal of successfully submitting \$4MM in proposals during the year.
- With a renewed gift planning function, we expect to raise \$1MM in planned gifts.

Personnel Priorities

- Paige Amick has been named Director of Donor Relations and Stewardship.
- Our offer to a candidate for Associate Vice Chancellor for Development has been extended and accepted.
 - The candidate will be starting within a month and we expect to be able to formally announce it next week.
- On campus interviews for Assistant Vice Chancellor for Advancement Services have wrapped up and we are moving forward on an offer next week to the top candidate.

- Once the top leadership is in place, we will be prepared to hire the rest of the development team, from college and school assigned gift officers to gift planning.
- III. **Campaign planning continues around a working goal for the campaign of \$85MM. A final goal will be established around the public phase launch.**
- Currently, campaign funding priorities include:
 - \$55M for student support
 - \$15MM for faculty support
 - \$10MM for facilities and technology
 - \$5MM for programs
 - Recruitment of the campaign cabinet is well underway and the first meeting of that group will happen within a month.
 - The counting period for the campaign will include the past three years and conclude at the end of 2020.
- IV. **The University will be conducting a mini campaign to raise funds in celebration of the institution's 125th Anniversary.**
- The overall goal is to raise \$1.25MM in new scholarship support during the year.
 - Additionally, in an effort to drive our participation numbers up, we have set a goal of raising \$125,000 from first time donors during the year.
 - This amount is to be matched by a challenge gift of \$125,000, for a grand total of \$250,000.
 - We have one donor committed to make a challenge gift and are still looking for one more donors to make the other half of the challenge gift.
 - We will also be seeking sponsorships and attendees for the 125th Anniversary Gala, a fundraising event for scholarships.
 - We will be rolling out sponsorship packages, table sponsorships, and individual ticket sales soon.
- V. **The Office of Alumni Relations and the National Alumni Association continue to evolve with an emphasis on alumni engagement.**
- A new Board of Directors has been seated and new officers have been elected and will be formally installed at their first official meeting tomorrow.

VI. In a recent reversal to earlier policy changes at the U.S. Department of Education we can once again provide Title III matching monies for endowed scholarships.

- We will once again notify those donors whose endowments are impacted and then work with Business and Finance to prioritize and match endowed scholarships to the extent possible, based on the funds allocated annually.

VII. Adjournment – The meeting adjourned at 9:59 a.m.

Minutes submitted by: Stephanie Crisp

Approved by:

Janice Bryant Howroyd, Chair

Date