

**UNIVERSITY ADVANCEMENT/EXTERNAL AFFAIRS COMMITTEE OF THE
BOARD OF TRUSTEES**

North Carolina Agricultural and Technical State University
Greensboro, NC

November 20, 2015

Meeting Minutes

The University Advancement and External Affairs Committee convened at 11:00 a.m. on Friday, November 20, 2015 in the Executive Boardroom of the Alumni Foundation Event Center with Mr. Tim Rice presiding. Mrs. Stephanie Crisp, Executive Assistant to the Vice Chancellor for University Advancement, called the roll and confirmed the following status of committee members and staff:

Present:

Ms. Teresa Davis
Mrs. Shirley Frye
Ms. Venessa Harrison
Mr. Timothy King
Dr. Harold L. Martin, Chancellor
Ms. Laura Meagher
Mr. Tim Rice
Mr. Kenneth Sigmon, Ex-Officio

Absent:

Mr. David Barksdale
Ms. Janice Bryant Howroyd, Chair
Mr. Emerson Fullwood
Mr. Richard Lide

Staff:

Ms. Ralisha Mercer, Associate Vice Chancellor for Development
Mr. Charles Waldrup, General Counsel
Mrs. Stephanie Crisp, Recorder, University Advancement

The meeting was called to order by Mr. Tim Rice followed by the roll call. A motion to approve the minutes from September 11, 2015 was moved and properly seconded by Ms. Laura Meagher and Mr. Tim King. Mr. Rice yielded the meeting to Mr. Ken Sigmon for the following updates:

A. Vice Chancellor's Report – Mr. Kenneth Sigmon provided a strategic priorities report in the following areas: FY2016 Fundraising Reports, Campaign Planning Updates, 125th Anniversary Fundraising Progress/Gala and National Fundraising Trends.

1. FY16 Fundraising Reports

- a. Slightly up to \$2.6MM as of the end of October
- b. Revamping our internal reports to make them more readable so they can provide us with greater insight on how to shape our development program
- c. Lack of a planned giving program is causing us to miss out on key opportunities in reaching the aging population. The position is in the process of being established.
- d. The university's current endowment is estimated at \$47,000. We are raising the same amount of funds each year, but are not growing the endowment. We must continue to build relationships for current use funds and grow our endowment at the same time. Our future major gifts officer will focus on securing gifts from our alumni population.
- e. Gifts of \$25,000+ make up over half our revenue, although they comprise less than half of our total giving percentage.

2. Campaign Planning

- a. Volunteer Structure
 - i. Ongoing recruitment of key volunteers
 - ii. Campaign cabinet to meet in early January
- b. Internal Infrastructure
 - i. Advancement Services and Development team
 - ii. Ralisha Mercer, AVC for Development
 - iii. Shea Renfro, AVC for Advancement Services
 - iv. Major Gift Team and Planned Giving Officer
- c. Principal/Leadership Gifts
 - i. Identification and strategies through campaign cabinet
 - ii. Engagement of Chancellor

The campaign cabinet committee will be charged with bringing in principal and leadership gifts and ensuring that Chancellor Martin engages with the correct people in order to bring these gifts about. Most successful campaigns rely on gifts of \$25,000+. In addition to making their own gift of this amount, all members of the campaign cabinet committee will identify and engage with others who can do the same.

We are currently in the silent phase of the campaign. There is a working goal of \$85MM; however, the goal will be finalized as we move into the public phase. We have raised nearly \$28MM to date which puts us at about 33% completion. There is a goal of \$5MM for program support, \$55MM for student support, \$15MM for faculty support and \$10MM for facility support.

The campaign will count gifts made from July 1, 2012 – June 30, 2020. This timeline allows us to tie the campaign into Preeminence 2020, and include donors who make gifts prior to the official start of the campaign. It is critical that we come out of this campaign with a more sustained rate of annual giving.

Our campaign for this campaign is to attract 143 gifts from first time donors for scholarship support. This is an extremely tough group to reach out to since they have not been properly stewarded in the past. If we do a good job at stewarding and cultivating them then we can turn them into regular donors.

In terms of alumni giving, it takes an average of ten years for alumni to begin giving back to the institution. In the ten years that pass following graduation, they will likely to experience significant life changes that may cause them to move onto supporting other philanthropic activities?

There is a need for us to hire additional development staff in order to reach these donors. We need to educate our current students on the importance of giving in a pre-alumni environment. There is also the need to create more channels for alumni communication/engagement. We do not want our alumni to feel that the only time they hear from us is when we ask them for money.

3. 125th Anniversary Fundraising

a. Anniversary Goal

- i. Raise \$1,250,000 overall for scholarship support during the anniversary year
- ii. Raise \$125,000 from first time donors only for scholarship support
 1. Augmented by a matching challenge of \$125,000 for a grand total of \$250,000.
- iii. Support the 125th Gala through establishment and identification of potential sponsorship opportunities

Our campaign benchmark is to attract 143 gifts from first time donors for scholarship support with each of them giving an average

of \$85.47 for a total of \$12,222. This is an extremely tough group to reach out to since they have not been properly stewarded in the past.

There are seven different sponsorship packages for the 125th Anniversary Gala. BOT members can begin raising funds for the Gala now.

4. National Trends in Giving – Mr. Sigmon shared Giving USA: The Annual Report on Philanthropy; a yearly report produced by Indiana University’s Lilly Family School of Philanthropy. First published in 1956, Giving USA is the longest running, most comprehensive report on philanthropy in the United States.
 - a. 15% of all giving comes from private foundations whereas close to 90% comes from individuals in some form or fashion. There is also significant growth in gifts from donor advised funds and charitable foundations.
 - b. Lots of corporations and organizations have their own foundations. The real money lies with these individuals and the foundations they have established. It would be in our best interests to spend time with these individuals. Our major gifts team will spend time with these individuals and ask them about what kind of gift they would like to make and tie in their experiences at A&T along with the lasting legacy they wish to leave here.
 - c. Corporate giving rebounded from the Great Recession in 2014. Individual giving grew in large part due to the growth in the stock market, while foundation giving grew slightly.
 - d. In terms of sheer volume, religious organizations dominate the market with education coming in second. However, there has been growth in the arts/humanities.

5. Other remarks from Mr. Sigmon and Chancellor Martin

We need to look into our data to see which corporations our students end up working for and whether these corporations are giving back to the university. We also need to improve the quality of our data to include such information as an alum’s job title and place of employment. This will be part of an ongoing collaboration between University Advancement, Alumni Relations and Career Services.

We must look at the value of building relationships and stronger Advancement, Development, and Alumni Relations functions, and booster groups. A significant amount of time has been spent looking into all aspects and impediments of the university’s ability to build stronger relationships with our alumni that will cause us to see increased financial contributions from these individuals. We must communicate more strategically with our alumni and engage them in such topics as the successes of the university, football games and the restructuring of the Advancement office. We must take out the proper time to educate our alumni donors about the importance of philanthropy. A Director of Alumni Communications was recently hired who will be in charge of creating newsletters, direct mail and other pieces of information that will be targeted toward our alumni base.

B. Other Business – There was no other business to discuss.

C. Adjournment – The meeting was adjourned at 9:56 a.m.

Minutes submitted by: Stephanie Crisp

Approved by: _____ Date _____
Janice Bryant Howroyd, Chair