

**UNIVERSITY ADVANCEMENT AND EXTERNAL AFFAIRS COMMITTEE
BOARD OF TRUSTEES**

North Carolina Agricultural & Technical State University
Greensboro, NC

April 22, 2016

I. Call to Order

The committee convened at 9:00 am on Friday, April 22, 2016 in the Executive Boardroom of the Alumni Foundation Event Center with Mr. Emerson Fullwood presiding. Mr. Fullwood called the meeting to order followed by roll call.

II. Roll Call

The roll call confirmed the status of the following committee members, guests and staff:

Committee Members:

Mr. Emerson Fullwood (*acting Chair*)
Mr. Tim King, Committee Member
Dr. Harold L. Martin, Chancellor
Mr. Tim Rice, Committee Member
Mr. Kenneth Sigmon, Ex-Officio

Committee Guests:

Ms. Teresa Davis, President, Aggie Athletic Foundation Board

Staff:

Ms. Nanyamka Ferrelly, Associate Vice Chancellor, University Relations
Ms. Ralisha Mercer, Associate Vice Chancellor, Development
Mr. Andrew Perkins, Assistant Vice Chancellor, Facilities
Mr. Charles Waldrup, General Counsel, Legal

Absent:

Mr. David Barksdale, Chair of Board of Visitors
Mrs. Shirley Frye, President, N.C. A&T University Foundation Board
Ms. Vanessa Harrison, Committee Member
Mrs. Janice Bryant Howroyd, Committee Chair
Mr. Richard Lide, Chair of NC A&T Sports Hall of Fame
Ms. Laura Meagher, Committee Member

III. Approval of Minutes (February 19, 2016)

Corrections were made in the minutes. The following corrections were identified:

- 1) A motion was made to approve the minutes by Mr. Emerson; Mr. Rice moved to approve and Mr. King properly seconded. The minutes were approved as presented.

IV. **Vice Chancellor's Report** – Mr. Sigmon provided a report providing updates in the areas of FY16 Fundraising Reports, Campaign Update, 125th Anniversary Fundraising and Events and Division Updates.

1. FY16 Fundraising Reports

- a. As of March 31, 2016, \$5.4M were raised in new gifts and commitments, a slight increase from last year. Alumni giving is also up from the previous year to \$1.8M from \$1.6M. Deferred planned gifts is up significantly compared to last year. In discussions currently to reach our goal for this year of \$7.5M. The focus will be for our Major Gift Team to get a better idea of how to project forward and create pipeline reports that will include revenue projection.
- b. Discussions are happening to build a better program on the importance of building and growing endowments thru planned and major gifts. New gifts and commitments by purpose are at a 70/30 split; 70% current use and 30% Endowment. The overwhelming support has been for students and programs. Gifts and new commitments by size shows an increase in giving by our 1st time donors during the 125th effort for scholarship support.
- c. Unique ways of acknowledging, thanking and educating donors for their gift; showing them the impact with videos to begin the conversation about continuing and even increasing their gift, will be become a practice of the unit.
- d. The Campaign report indicates campaign production and priorities are increasing. Currently in the silent phase and early stages at \$31M. Campaign benchmarks reported 60 new endowed scholarships and 4 new endowed professorships.

2. Campaign Update

- a. The campaign cabinet approved the campaign policy on Campaign Gift Acceptance and Reporting Standards at their first meeting in January 2016. The campaign gift policy outlines the types of gifts that will be counted in the campaign.
- b. A draft of the Volunteer Handbook has been reviewed by University Relations with edits, approved by the cabinet and will be prepared to go to print.
- c. Next meeting of the Campaign Cabinet will be on May 17th. They have begun to identify and engage with donor prospects
 - i. Campaign Cabinet and others to identify prospects and consider campaign gift
 - ii. Building portfolio of cabinet identified prospects and strategies
 - iii. Engaging local community organizations for campaign gift

3. 125th Anniversary Fundraising

- a. The anniversary goal is to:
 - Raise \$1,250,000 overall for scholarship support during the Anniversary year
 - Raise \$125,000 from first time donors only for scholarship support

- Support the 125th Anniversary Scholarship Gala through establishment and identification of potential sponsorship opportunities
- b. Overall scholarship support total to date is \$2,270,252.
- c. First-Time Donor Scholarship Support came from alumni and other donors surpassing each of their goals.
- d. Secured over \$200K in high level sponsorships
- e. Equally generous support from internal stakeholders and key organizations
- f. General ticket sales round out the remaining seats
- g. Sold out early and currently have a waiting list

4. Advancement Update

- a. AVC for Alumni Relations
 - i. Rosetta Clay departing June 17th
 - ii. Will name interim and begin search in May
- b. AVC for Advancement Services
 - i. Shea Renfro resigned
 - ii. Reposted and in recruitment
 - iii. Working with search firm to identify candidates
- c. Director of Gift Planning
 - i. In recruitment
 - ii. Interviews this week
- d. Director of Major Gifts
 - i. In recruitment
 - ii. Interviews early May
- e. Directors of Development (2)
 - i. In recruitment
 - ii. Interviews next week

5. Advancement Staffing

- a. Sr. Director of Development
 - i. Candidate selected
 - ii. Awaiting HR final approval for offer
- b. Director, Alumni Communications
 - i. Dave Hunt resigned
 - ii. Position to be reposted this month
- c. Asst. Director, Alumni Programs
 - i. New position with funding in place
 - ii. To be posted this month
- d. Administrative Support, AVC for Alumni Relations
 - i. Position offered and candidate accepted
 - ii. Sharon Lee to begin duties May 2nd

6. Endowment Reconciliation

- a. Currently reviewing over 200 endowed funds
- b. Effort between Advancement, Business and Finance, Foundation, Alumni Association
- c. Reviewing donor giving, Title III matches, market value

- d. Impacts future initiatives involving endowment reporting, giving societies, full utilization of endowed funds

7. **Title III**

- a. Awarded matches totaling over \$900,000 this fiscal year
- b. Impacted 40 funds ranging in value from \$2,000 up to \$250,000

8. **Academic Restructuring**

- a. Assessing impact, identifying priorities and establishing timelines
- b. Impacts: donor records, gift/fund designations, endowments, reports

V. **125 Hours of Giving Campaign**

a. Overview

i. What is the 125 Hours of Giving Campaign?

- 1. A completely online giving campaign
- 2. An opportunity to demonstrate support of the university's 125th anniversary with giving
- 3. Focus on raising scholarship dollars
- 4. Campaign will commence at 7 p.m. on Sunday, April 17 and conclude at 11:59 p.m. on Friday, April 22

ii. Goal

- 1. Participation Goal: 650 Donors
- 2. Average gift of \$125
- 3. Dollar Goal: \$80,000

iii. Next Steps

- 1. Accept event invitation on Facebook
- 2. Make your gift
- 3. Share the campaign with others
- 4. Use the hashtag #NCAT125GIVE

VI. Other business – There was no other business to discuss.

VII. Adjournment – The meeting was adjourned at 10:07 a.m.

Minutes submitted by: Stephanie Crisp

Approved by:

Dr. Bertram Walls, Chair

Date