

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

North Carolina Agricultural & Technical State University
Greensboro, NC

September 16, 2016

I. Call to Order

The committee convened at 9:00 am on Friday, September 16, 2016 in the Executive Boardroom of the Alumni Foundation Event Center with Mr. Timothy King presiding. Mr. King 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. Tim King, Chair
Dr. Harold L. Martin, Chancellor
Mr. Emerson Fullwood, Committee Member
Ms. Vanessa Harrison, Committee Member
Mr. Kenneth Sigmon, Ex-Officio

Committee Guests:

Mrs. Shirley Frye, Chair, NC A&T Real Estate Foundation

Staff:

Mr. Charles Waldrup, General Counsel, Legal
Mr. Michael Brown, Director of External Affairs

Absent:

Mr. David Barksdale, Chair of Board of Visitors
Ms. Janice Bryant Howroyd, Committee Member
Mr. Richard Lide, Chair, NC A&T Sports Hall of Fame
Ms. Pamela McCorkle-Buncum, Chair, National Alumni Association
Ms. Laura Meagher, Committee Member
Ms. Ralisha Mercer, Associate Vice Chancellor, Development
Mr. Tim Rice, Committee Member
Mr. Ponce Tidwell, Chair, Aggie Athletic Foundation Board

III. Approval of Minutes (April 22 & September 16, 2016)

Chairman King acknowledged the absence of a quorum at today's meeting, stating that no motions or voting will be able to occur. There will be a motion to approve the April 22 meeting minutes along with the September 16 minutes at the next scheduled meeting on November 18. The meeting continued with reports only.

- IV. Board of Visitor's Update – Mr. Michael Brown, Director of External Affairs – Mr. Brown** gave a brief introduction of the Board and its members. The board is chaired by Natalie Brown and Kim Gatling as vice chair and is made up of 42 members (27 current and 15 new) who serve as ambassadors and advocates for the university.
- a. Recruitment Goal – Activate alumni, connect to local influencers and decision makers, and recruit diverse local candidates.
 - b. The 1st fall meeting will be September 29 and 30, 2016.
 - c. Each member's term consists of 3 years; monthly teleconference calls will be conducted with face-to-face meetings occurring twice a year.
 - d. A&T's Board of Trustees reviews and approve topics for the board to focus on in their coming year. Such topics include student success, the campaign and engagement with alumni, enhancing student readiness for the workplace and entrepreneurship.
 - e. BOV members are donors of the university. It is from this group, that members are vetted thru their effectiveness as a board member, activities and engagement with the university to be identified and selected to become future Board of Trustee members.
- V. Vice Chancellor's Report – Mr. Sigmon** provided a report providing updates in the areas of Advancement Staffing & Structure, Fundraising Reports, Campaign Update, Trends in Philanthropy, Goals for Fiscal Year and Key Strategic Metrics.
- 1. Advancement Staffing & Structure**
 1. Vice Chancellor for Advancement
 - a. Campaign Director
 - b. Considering establishing position to manage aspects of campaign such as reports, publications, communications, principal/leadership gift portfolio, etc.
 - c. Work with VC of Advancement
 2. Alumni Relations
 - a. Director, Alumni Communications
 - i. Reposted due to lack of candidates
 - ii. Target fill date of October 15th
 - b. Asst. Director, Alumni Programs
 - i. Jeanette Evans hired September 6th
 - c. Administrative Support Associate
 - i. Sharon Lee hired May 2nd
 - d. Financial Analyst
 - i. Creating temporary position until permanent is approved
 - ii. Filled by Doris Godette
 3. Advancement Services
 - a. AVC for Advancement Services
 - i. Engaged search firm to recruit and vet initial candidates
 - ii. On-campus interviews this month; target fill date, October 1, 2016
 - b. Manager, Gifts & Records
 - i. Angie Toler resigned; increased role at NC Central
 - ii. Position posted; target fill date, October 31, 2016
 - c. Assistant Director of Donor Relations & Stewardship
 - i. Developing position description; target fill date, December 31, 2016
 - d. Prospect Manager

- i. Target postdate November 1, 2016; target hire date January 1, 2017
- 4. Development
 - a. Associate Vice Chancellor of Major Gifts and Annual Giving
 - i. P. Kevin Williamson hired; start date September 19th
 - b. Director of Gift Planning
 - i. Al Barnett hired this summer
 - c. Sr. Director of Development – COBE
 - i. Carletta Simmons selected (former Director of Annual Giving)
 - d. Director, Annual Giving
 - i. LaShawndra White named as Interim Director
 - ii. Position posted/interviewing; target hire date, September 23, 2016
 - e. Assistant Director, Annual Giving
 - i. Position posted/interviewing; target hire date, September 30, 2016
 - f. Manager, Call Center
 - i. LaShawndra White continuing to fill until temporary is named
 - ii. Expect to post for hire on October 1, 2016
 - g. Development Officer
 - i. Position posted and in recruitment; target hire date October 1, 2016
 - h. Director of Development
 - i. Awaiting HR approval; target hire date of October 15, 2016
 - i. Development Officer
 - i. Transferring position from Arts & Sciences to UA
 - ii. In HR workflow – Ann Beamon is incumbent; target date October 1, 2016

2. Fundraising & Campaign Reports – A comparison of 2015 and 2016 shows a 30% increase in overall gifts with raising almost \$9.4M, short of a \$10M goal. Gifts and new commitments by purpose raised \$2.6M in endowments and \$6.7M in current use.

- 1. Key drivers of giving include total giving, alumni giving, gifts, planned giving, endowment giving and major gifts.
- 2. Trends in Giving USA 2016 Annual Philanthropy Report for 2015 (see presentation)
- 3. Alumni Giving Research
 - a. Cygnus Applied Research surveyed more than 21,000 donors
 - b. 6,200 were college graduates who give to charity but have never donated to institutions they attended
 - c. Sixty-seven percent who had graduated or attended college said they have made at least one gift to an institution where they studied
 - d. Only 20 percent of those donors said their most generous gift went to their alma mater!
 - e. Sixty-eight percent of alumni who had extracurricular interests and affiliations made a gift
 - f. Donors with degrees from multiple institutions tend to be generous to all, but 62 percent give priority to their undergraduate institution
 - g. Nearly 47 percent of alumni who give say they have remained connected to their college in some way
 - h. Compared to 14 percent of those who don't give!

- i. Why non-givers don't give
 - i. My school doesn't need it as much as other not for profits – 47%
 - ii. I can afford to but consider other causes more worthy – 39%
 - iii. My college already benefited from my expensive education – 20%
 - iv. My income is insufficient – 12%
 - v. I haven't been asked – 8%
 - vi. Won't consider until my student debt is paid – 8%
- j. What would increase the likelihood of non-giving alumni contributing to their college within the next five years?
 - i. Higher net income – 27%
 - ii. Could designate my gift – 26%
 - iii. Sufficient reduction in student loans – 9%
 - iv. Someone I admired asked – 6%
 - v. Nothing would change my mind – 26%

3. FY17 Goals

- Increase Philanthropic Support by Achieving fundraising target of \$15 million
- Emphasis on leadership/principal gift phase of campaign, growing annual giving, instituting more robust major and planned gift programs
- Added emphasis on gifts to endowment to support the University's strategic goal of \$75 million
- Recruiting and Retaining Competent Staff
- Create and Enhance Development Communications to Promote Giving
- Focus on materials, channels, messages, etc.
- Establish a Culture of Data Recording for Development Purposes
- Develop and Promote a Suite of Alumni Programming
- Effectively Market the Programs, Services, and Products of OAR and NAA
- Implement Alumni Engagement Tracking System
- Implement a Comprehensive Model for Best Practices Management for NAA
- Financial, operational, etc.
- Roll Out Enhanced Donor Relations, Stewardship, and Compliance Program
- Completion of Donor Giving/Endowment Reconciliation Process
- Design and Implement a Comprehensive Data Integrity Strategy
- Create and Institute a Robust Prospect Management System

4. Key Strategic Metrics:

- Advancement Services
 - » Gift Processing – Timeliness and accuracy rates
 - » Data Integrity – Percentage of contactable alumni, percentage of data completeness and accuracy
 - » Donor Satisfaction – As measured by regular survey instrument
- Alumni Relations
 - » Engagement – Average engagement scores, percentage of alumni actively engaged, number of hours committed to university service
- Development

