

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

North Carolina Agricultural & Technical State University  
Greensboro, NC

November 18, 2016

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**I. Call to Order**

The committee convened at 9:00 am on Friday, November 18, 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 following committee members, guests and staff present:

**Committee Members:**

Mr. Tim King, Chair  
Ms. Laura Meagher, Committee Member  
Mr. Tim Rice, Committee Member  
Dr. Harold L. Martin, Chancellor  
Mr. Kenneth Sigmon, Ex-Officio

**Committee Guests:**

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

**Staff:**

Ms. Ralisha Mercer, Associate Vice Chancellor, Development  
Mr. Charles Waldrup, General Counsel, Legal

**Absent Committee Members & Guests:**

Ms. Natalie Brown, Chair, Board of Visitors  
Ms. Janice Bryant Howroyd, Committee Member  
Mr. Emerson Fullwood, Committee Member  
Ms. Vanessa Harrison, Committee Member  
Mr. Richard Lide, Chair, NC A&T Sports Hall of Fame  
Ms. Pamela McCorkle-Buncum, Chair, National Alumni Association  
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, confirming no motions or voting can occur. There will be a motion to approve the

April 22, September 16 and November 18 meeting minutes at the next scheduled meeting, February 18, 2017. The meeting continued with reports only.

**IV. Office of Alumni Relations/National Alumni Association Progress – Ms. Teresa Davis, Interim Associate Vice Chancellor, Alumni Relations/Executive Director, National Alumni Association**

- a. Mission – is to cultivate loyalty and tradition, and foster mutually beneficial lifelong relations between the university, alumni, students and friends of the Aggie family.
- b. Vision – The National Alumni Association is the driving force that engages and inspires alumni, students, and friends of the Aggie family to maintain a lifelong commitment of service to the university and our global communities.
- c. Goals:
  - Assess and improve daily operational infrastructure of the Alumni Association.
  - Develop and implement a comprehensive array of rewarding programs and activities that increases overall alumni engagement with the association and university.
  - Partner with university and community entities to generate revenue to support the sustainability of the Alumni Association.
  - Cultivate a relationship between students and alumni through consistent engagement.
  - Build brand awareness of the Alumni Association’s mission through a comprehensive communications plan.
  - Promote the success of university research achievements to encourage support through giving and recognition.
- d. Alumni Relations Organization Chart
  - Interim AVC for Alumni Relations/ED NAA – Teresa Davis
    1. Manager of First Impressions (Admin. Support) – Sharon Lee
    2. Business Officer (Temp) – Doris Godette
    3. Director, Alumni Programs – Crystal Williams
      - a. Asst. Director, Alumni Programs – Jeanette Evans
    4. Director of Alumni Communications – Vacant (actively searching)
- e. National Alumni Association Board of Directors
  - Pamela McCorkle Buncum, Board Chair
  - Dr. Judy Rashid, Vice Chair
  - Sonja Matthews-Mooney, Secretary
  - Dr. Winser Alexander, Treasurer
  - Dexter Mullins, Parliamentarian
  - Members include: Dr. Claudette Bennett, Wayne Kimball, Jr., Bonita Gayle Graves, Helen Butler-Duncan, Jermel Miller, Marc Williams, Karen Collins, Darryl Towns, Joe Parker, Dr. Clay Gloster, Jr., Chuck Burch, Jr., Western Regional Director, Ulysses Cozart, Jr., NC Regional Director, Rev. Irv Moore, Jr., Midwest Regional Director

- *There are vacancies for the following board seats: Northeast Regional Director (now filled), Southeast Regional Director (now filled), Student Alumni Association representative (elections for officers will convene soon)*

f. Transition to Integrated Model

- From the Past, Current to the Future
  1. Culture
    - a. Complete buy-in of unified model
  2. Operations
    - a. Alumni Relations office fully staffed
    - b. Solid partnership between staff and volunteers
    - c. Focused and engaged chapters
  3. Governance
    - a. Sustained, deep leadership pool
    - b. Stabilized financial process and controls

g. Engagement:

- Alumni Aggie Certified Recruiters – focused effort to certify trainers in recruiting students on behalf of the university
- Homecoming volunteers are at an all-time high
- Outreach Programs – driving the “Party with a Purpose” with community partners
- Young Alumni Council (re-introduced) & Aggie Student Alumni Association – committees to educate students on how to become great alums thru various traditions and engagement
- National Black College Alumni Hall of Fame awarded the Atlanta Chapter as the “Largest Chapter of Year”; DC Chapter – recognized for various projects as it relates to the 30 days of giving in April 2016
- Homecoming Affirmation Service – partnered with Mount Zion Baptist Church, bringing greater involvement in that portion of Homecoming

**V. Vice Chancellor’s Report** – Mr. Sigmon’s report include updates in the areas of Fundraising Reports, Campaign Update/Next Steps and Structured for Success.

**1. Fundraising & Campaign Reports** *(as of October 31, 2016)*

- At 42% of the 85MM goal
- Target for next calendar is to be well over 50MM or higher
- Campaign Benchmarks
  - a. 75 new Endowed Scholarship Funds
  - b. 4 new Endowed Chairs & Professorships, totaling 21
- Deferred Commitments - \$1,133,488
  - a. Number of Campaign Donors – 11,637 [Alumni (8271), Friends (2503), Corp/Fdtn (863)]
- Board Solicitation Strategy
  - a. Establish Cabinet/Board Point of Contacts – Completed
    - i. Ken Sigmon – Campaign Cabinet, Board of Trustees

- ii. Ralisha Mercer – BOV, NAA, Real Estate Foundation
  - iii. Kevin Williamson – College Advisory Boards
  - iv. Earl Hilton/Shamika Pyfrom – AAF, Hall of Fame
  - b. Communication from Campaign Chairs by 11/8/16
  - c. Set Targets for each individual member and board overall by 12/15/16
  - d. Teleconference with Board Chairs, Deans and POC's by 1/15/17
  - e. Solicitation of Board Chairs by 2/28/17
  - f. Board Education/Prospect Identification/Distribute Volunteer Handbooks
  - g. Solicitation of Board Members by 12/31/17
  - h. Follow up calls with Board Chairs/Deans/POCs – Until complete
- 2. Structured for Success**
- Cycle of Giving
    - a. Identifying (new prospects)
    - b. Engaging (donors around areas of interest)
    - c. Cultivation (current and prospective donors)
    - d. Solicitation (annual, major/special and planned gifts)
    - e. Stewardship (current donors)
- 3. Introduction of staff who will help drive the solicitation process**
- Ralisha Mercer, Associate Vice Chancellor, Development
  - Kevin Williamson, Assistant Vice Chancellor, Major Gifts/Annual Giving (September 2016)
  - LaShawndra White, Director of Annual Giving
  - Al Barnett, Director of Gift Planning
  - Carletta Simmons, Director of Development
  - Justin Lewter, Director of Development (December 2016)
  - Ann Beamon, Director of Development
  - Tamara Ziglar, Director of Development

**VI.** Other business – no other business to discuss.

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

Minutes submitted by: Ms. Stephanie Crisp, Executive Assistant  
University Advancement

Approved by: \_\_\_\_\_  
Mr. Timothy King, Chair Date