

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

North Carolina Agricultural & Technical State University
Greensboro, NC

November 17, 2017

I. Call to Order

The committee convened at 9:00 am on Friday, November 17, 2017, in the Executive Boardroom of the Alumni Foundation Event Center. In the absence of Chairwoman Vanessa Harrison, Ms. Laura Meagher called the meeting to order.

II. Roll Call

The roll call confirmed the following committee members present:

Committee Members:

Ms. Laura Meagher, Acting Chair

Mr. Calvin Brody

Dr. Harold L. Martin, Chancellor

Mr. Joe Parker

Mr. Tim Rice

Mr. Kenneth Sigmon, Vice Chancellor, University Advancement

Committee Guests:

Ms. Pamela M. Buncom, Chair, NC A&T Alumni Association

Ms. Nicole Pride, Chief of Staff, Office of the Chancellor

Mr. Todd Simmons, Associate Vice Chancellor, University Relations

Mr. Ray Trapp, Director of External Affairs, Office of the Chancellor

III. Approval of Minutes

The motion to approve the September 15, 2017 meeting minutes was made by Mr. Rice and seconded by Mr. Parker. The motion was unanimously carried; the minutes were approved.

IV. University Advancement Report – Mr. Ken Sigmon, Vice Chancellor

Fundraising Reports:

- Gifts and New Commitments remain on pace as last year
- Campaign totals surpass the 60% of goal and nearing decision on public phase
- 103 new endowed scholarships
- 5 new endowed chairs and professorships
- Over 14,000 donors to date; almost 10,000 are alumni donors
- 73% of our volunteer boards have made commitments to the university

Mr. Sigmon confirmed work will continue with the Deans and their assigned development officer in managing portfolios to drive major giving by the volunteer

boards. Advancement is also working with University Relations on a communication strategy for the campaign.

Tax Reform Update:

Leadership continues to monitor tax reform on the table at the national level, particularly since the House recently passed their version of the bill.

- The bill includes elimination of the estate tax, limitations on charitable deductions, restructuring of current tax brackets, and changes to the standard deduction.
- All of these could have negative implications for charitable giving by as much as \$13 billion annually.
- Professional organizations such as CASE, NACUBO, and AGB are all lobbying for incentives for charitable giving to not only remain but be enhanced through a universal charitable deduction.
- We will continue to provide updates as tax reform efforts progress.

V. 2018 Legislative Priorities – Mr. Ray Trapp, Director of External Affairs

- Protect and increase doctoral research funding: \$7.5 million
 - Currently awarded 2.5M recurring in the 2017-19 budget; pursuing an increase to place the university in line with what other universities currently receive. This is critical because of the universities focus on STEM, Undergraduate and Graduate research.
- Cheatham-White Scholarship Increase: 50 Scholarships
 - 20 scholarships (15 in state; 5 out of state) were awarded last budget year
- State funding to match federal funding for College of Agriculture and Environmental Sciences Research and Extension programs: \$2 million
 - Although there is a requirement from the federal government to receive a 1:1 state match. A&T does not currently receive a match; whereas, a counterpart receives 60:1 state match.
 - Will continue to seek investments to ensure support for research
- Center for Energy Research and Technology \$400K
 - Continue the center's focus on technologies that support North Carolina goals in environmental quality and promote STEM education
- Land Acquisition: \$2M
 - Continue to seek funding for land acquisition that will expand our campus and help us build substantially on our mission of being a top-tier research institution.
- Renovate Carver Hall: \$15M
 - This will accommodate continued growth in the College of Agriculture and Environmental Sciences developing new sources of research to attract and engage the highest caliber of students.
- Faculty and Staff Recruitment and Retention Fund
 - Continue to attract and retain top faculty and staff by establishing performance incentives, recruitment and retention compensation policies.

Ms. Pride shared that a pamphlet to market the legislative priorities has been created and will be shared at the full board meeting later this afternoon.

VI. University Brand Report – Todd Simmons, Associate Vice Chancellor, University Relations

- Organizing for Impact
 - Created and distributed a new brand guide for visual, usage and expression of A&T brand elements
 - New Social Media Guidelines – to allow departments and leaders get active, stay active and expand their networks on the most influential platforms
 - Refreshed the university’s home page – New “slider” introduced
 - RFP will go out for bid to redesign the entire A&T website
 - Focus on prospective and current students, with faculty/staff material moved to an Intranet environment
 - Developments in University Relations
 - New Media Relations Director, Tiffany Jones
 - New Social Media Manager, Tonya Dixon
 - Completing search for New Staff Writer and beginning search for Photographer/Videographer
- Branching out in new areas
 - Hosted Business of Manufacturing in the Triad
 - Partnership with Triad Business Journal
 - 150 in attendance; many were first time guests
 - Media Relations – Aiming Higher
 - Media training underway – first faculty training in September
 - National Media relations work began last week in Washington, DC
 - Reframing crime coverage, safety
 - News coverage unfairly stains A&T’s reputation with unrelated crimes in the area
 - An apology statement was given by the City of Greensboro
 - University Relations will continue to hold media accountable
- Turning up the volume in the marketplace
 - Various ads and billboards are being run and placed to market A&T. The magazines such as:
 - Triad Business Journal, Our State, HBCU Research Magazine and News & Record.
 - Halftime ad for upcoming game will be aired nationally on ESPN3 – now in production as a 1 minute spot to air on cable, broadcast outlets in NC and online.
 - Building Visibility, Rich Dialogue
 - Very successful and received well by the student body and community; more events to come in the spring
 - Greatest Homecoming on Earth
 - Morning show segments expanded out to 2 other major triad shows
 - Features of the homecoming are placed in various ads such News & Records and Our State

- Evidence of followers continue to expand each year

VII. ACTION ITEM: Corbett Renaming Proposal – Earl Hilton, Athletic Director

- Mr. Hilton proposed standardizing the name of the Corbett Building, the campus sports center; historically known for many names. The naming proposed is the Ellis F. Corbett Sports Center which captures the athletic use of the facility as well as academic classes. There is minimal cost which will include changing the sign on the building and updating the university's website.
- Mr. Rice made a motion recommending to the BOT Full Board the adoption of this resolution; seconded by Mr. Parker; all were in favor; the renaming passed for consideration by the full board.

VIII. Other Business –

- Mr. Sigmon gave an update of the Aggie/Eagle fundraising challenge currently running between A&T and North Carolina Central University as a fun and unique challenge to raise money for each of the universities. Currently, A&T leads 219 to Central's 163. For every \$100 raised, adds a point to each institution's score. All committee members were encouraged to go online and make a donation or stop by the stations that will be set up at the football stadium Saturday, November 18. The deadline for the fundraiser is midnight November 18.
- Chair of the Board of Trustees, Mr. Timothy King, suggested a Celebrity Calling Night. This is a night where the committee members make calls soliciting donations for the university. Tentatively scheduled in spring 2018.
- Mr. Sigmon committed, in the next BOT Advancement and External Affairs meeting in February 2018, to talk thru metrics of the Advancement team.

IX. Adjournment – With no further business, Ms. Meagher adjourned the meeting, ending at 9:54 a.m.

Recorded by:
Stephanie Crisp, Executive Assistant
University Advancement