

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

North Carolina Agricultural & Technical State University
Greensboro, NC

February 16, 2018

I. Call to Order

The committee convened at 9:00 am on Friday, February 16, 2018, in the Executive Boardroom of the Alumni Foundation Event Center. In the absence of Chairwoman Vanessa Harrison, Mr. Joe Parker called the meeting to order.

II. Roll Call

The roll call confirmed the following committee members present:

Committee Members:

Mr. Joe Parker, Acting Chair

Mr. Calvin Brody

Dr. Harold L. Martin, Chancellor

Ms. Laura Meagher

Mr. Kenneth Sigmon, Vice Chancellor, University Advancement

Committee Guests:

Ms. Shirley Frye, Real Estate Foundation Board of Directors

III. Approval of Minutes

Without a quorum, the November 2017 meeting minutes will be tabled until the next scheduled board meeting April 27, 2018.

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

Campaign Update:

- Surpassed 65% of goal and nearing decision on public phase
- Now up to 114 new endowed scholarship funds
- 5 new endowed faculty positions
- Deferred gift pipeline closing in on \$5MM
- Almost 15,000 donors to date
- Over 10,000 alumni donors

Next Steps:

- Continue with volunteer leadership/principal gift identification, cultivation, and solicitation and continue to identify new potential donors.
- Extend deployment of constituent development team and increased engagement of deans in fundraising - particularly alumni.
- Work with Campaign Cabinet to assess final goal and announcement of public phase of campaign in fall 2018.
- Developing communication and engagement strategies for public phase

Metrics of Advancement:

Key Performance Indicators will be tracked on an annual basis and include:

- Endowment/Student Ratio
 - Dividing the value of endowments by the number of enrolled students
- Production/Student Ratio
 - Dividing the annual total for gifts and new commitments by the number of enrolled students
- Annual Production – Gifts and New Commitments
 - This can be affected by large non-repeatable gifts or timing of gifts
- Average Annual Production – Three Year Average
- Net Production – Gifts and New Commitments
 - Subtracts total actual costs of Advancement division from total production
- Cost per Dollar Raised
 - Dividing total annual production by total actual costs of Advancement division
- Production per FTE Fundraisers
 - Dividing total annual production by total actual FTE fundraising staff
 - Can vary depending on type of fundraising
- Number of Alumni Donors and Annual Change in Alumni Donors
 - This is an annual countable number of alumni donors with percent change year over year
 - Affects participation rates, as well as long term growth of giving
- Ratio of \$1K - \$24.99K Gifts/\$25K+ Gifts – Major Gift Pipeline
 - [Chart provided]

Tax Reform Update:

Charitable Deductions

- The doubling of the current standard deduction will significantly reduce taxpayers who itemize (from roughly 30 percent to 5 percent), effectively eliminating the charitable deduction for 95 percent of Americans

Athletics

- The new tax law removes that 80% deduction entirely; any contributions that are linked to the right to purchase season tickets will no longer be considered charitable donations

Response

- Will continue to shift our messages toward the need and impact of philanthropic giving and less on the tax deductibility.
- Include language on AAF gifts to reflect the change and inform donors to seek the advice of their tax advisor.
- Await further clarification or technical changes regarding the legislation

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

- Celebration Bowl Impact

- Major impact with nearly 2M viewers
- 26K attended the game held at the Mercedes-Benz Stadium
- Social media boosts
- New freshman applications are up by 11%
- According to SB Nation, A&T was the football team for NC in 2017
- Social Media Growth
 - Total audience for top 3 platforms are at 109K followers
 - Also branching out via Snapchat to reach more high school students
- Broadcast, Cable and Public Radio Campaigns via Spectrum News statewide
 - 5-week campaign on Spectrum News targets viewers in Charlotte, Raleigh-Durham and Greensboro/High Point/Winston-Salem Feb. 5 – March 18
 - WXII-12 campaign begins as part of NBC Winter Olympics coverage, continues through March 25
 - A&T will be featured in WXII’s “World Class Business Leader” Campaign
- Presence at Piedmont Triad International Airport & in the Triad
 - Stand alone and LCD Displays
 - New Lit Billboards
- Creative Services
 - New partners will assist with range of marketing communications needs
 - Selected in December, began research and discovery meetings in January
 - Crafting college messaging platforms for Engineering, Business and Education
 - New digital campaign in the works with Admissions
- Redesign of University Website
 - Reenergize and refresh
 - Completed by Fall 2018
- On Point: Chancellor’s Newsletter
 - Extending A&T brand nationally through digital media
 - Launched in October, podcast gaining subscribers – now 12 episodes in iTunes store
 - New - University’s Magazine

VI. Other Business –

- **SAVE THE DATE** – Celebrity Calling Night, Tuesday, April 10, 2018
 - Select members of BOT/BOV and the Chancellor will have food, fun and friendly competition with the students of the Aggie Call Center. This will be an opportunity to make some thank you calls to past and current donors and to raise money.

VII. Adjournment – With no further business, Mr. Parker adjourned the meeting, ending at 10:09 a.m.

Recorded by:
Stephanie Crisp, Executive Assistant
University Advancement