

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

North Carolina Agricultural & Technical State University
Alumni Foundation Event Center, Executive Boardroom
Greensboro, NC

Friday, February 22, 2019

I. Call to Order

The meeting was presided by Chairwoman Venessa Harrison and called to order at 9:00 a.m.

II. Roll Call

The roll was called by Stephanie Crisp and confirmed the following:

Committee Members Present: Venessa Harrison, Calvin Brodie, Tim King, Chancellor Harold Martin, Joe Parker, and Ken Sigmon

Committee Members Absent: Tim Rice, Laura Meagher

Committee Guests: Kim Gatling, Ponce Tidwell, Haven Cockerham

III. Approval of Minutes

A motion to approve the minutes from November 16, 2018 was made by Tim King, seconded by Joe Parker and unanimously approved.

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

A. Fundraising Highlights:

- Currently on average with where we were last year in gifts and new commitments at \$6MM
- Over the same period last year, Alumni gifts and pledges are up to \$3MM
- Realized and deferred planned gifts to date from alumni are up 49 percent over last year

Campaign Update:

- Endowed scholarship funds have increased to 169 during the campaign period to date, while endowed chairs and professorships remain at six.
- At \$70MM as of December 2018 – 81% of goal!
- Continued strength in student support and program support; some growth in faculty support.
- \$6MM in deferred gifts.

Next Steps in Campaign:

- Scheduling events for the public phase will be done by individuals, groups, campus and alumni chapters
- Campaign Communications
 - Website updates
 - Features in university publications

- On Point with Chancellor Martin

End of Year Stewardship:

- Consolidated giving statement that was sent to all donors in 2018
- Customized based on giving and personalized
- Discussed athletic giving under new tax law

Donor Recognition

- Outlines new recognition societies
- Annual, consecutive, lifetime, and planned
- Designed to promote and recognize a lifetime of support

Endowment Report – Front and Back Covers

- Designed to be an education, information, and appreciation piece
- Includes a personalized statement for each endowment
- Will eventually be sent to all donors that have given endowed gifts
- Only sent to those whose endowments have been reconciled
- Expect to have all reconciled before next cycle in January 2020

Ms. Hilda Pinnix-Ragland questioned board member participation, in terms of their giving. Mr. Sigmon affirmed that the university has better than average participation among all of its boards. Mr. Sigmon offered to include board giving in his report at the next scheduled quarterly meeting in April 2019.

V. Athletic Development Update – Shamika Pyfrom, Executive Director for Aggie Athletic Foundation; Eric Hart, Associate Athletic Director/Executive Director for Major Gifts; Ponce Tidwell, Chair, AAF

Aggie Athletic Foundation Updates

- The AAF's creation merged from legacy organizations formerly known as "The Victory and Aggie Club
- Fundraising efforts over the past 4 years has increased each year; calendar year 2018 ended in \$900K in revenue, as well as over 1,000 donors.
- Stewardship events continue to increase giving from alumni and students

2019 AAF Major Gift Activities – Mr. Eric Hart, Associate AD/ED for Major Gifts

2019 Major Gift Activities include:

- First Pitch Baseball Banquet Recap
- N.C. A&T State University Volleyball Team – Italy 2020

- Endowment conversations continue with a goal of Five with the intentions of increasing annually
- The Aggie Dome Concept and Proposal (future “Indoor Multi-Sport Player Development Complex”)

AAF Executive Board Updates - Mr. Ponce Tidwell, Chair, AAF

- The initial 5 year strategic plan has expired; now in the process of developing a new plan (3-5 years) to include staffing, individual donor support and sponsorship revenue
- Ongoing engagement and board development
- Nominations for new executive board members in progress; New members term begins July 1, 2019

2019-2020 AAF Goals

- Goal #1 – Annually raise \geq \$1M in private contributions to the AAF
- Goal #2 – Increase AAF distribution to athletic department to \$500,000
- Goal #3 – Increase AAF membership from 1000 to 1200 members
- Goal #4 – Establish five endowed scholarships to support athletic department
- Goal #5 – Seek naming opportunities for two athletic department facilities

VI. Planned Giving – Al Barnett, Director of Gift Planning

Highlights

- To date, the office has created a pipeline of over \$7MM in commitments to the university and has inducted over 50 new members into the Charles H. Moore Society, our legacy society.
- 90 new endowments created
- Expansion of Life Income Gift offerings through the NC Gift Planning, LLC
- Launch of A&T branded Donor Advised Fund in April 2019
- Segmented digital reach close to 30,000
- Addition of “Plannual” Giving approach
- A presentation outlining new initiatives to include partnering with Kaspick and TIAA to offer charitable trusts and annuities, as well as the Aggie Charitable Giving Fund, a university branded donor advised fund was shared.

- VII. Closed Session** – Ken Sigmon made a motion to go into closed session pursuant to N.C. General Statute section 143-318.11(a)(2), to prevent the premature disclosure of an honorary degree, scholarship, prize, or similar award; seconded by Tim King and unanimously approved.

VIII. Open Session – Motion to move back into open session made by Chairwoman Venessa Harrison, seconded by Tim King and unanimously approved.

- A motion to approve the item presented in closed session was made by Joe Parker, seconded by Tim King and unanimously approved. The item will also be presented as part of the full board’s closed session items later this afternoon.

IX. Adjournment – Chairwoman Venessa Harrison applauded the efforts of the staff and encouraged them to continue the good work they are doing. With no further business meeting adjourned; ending at 10:13 a.m.

Recorded by:
Stephanie Crisp, Executive Assistant
University Advancement