

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

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

Friday, September 27, 2019

---

**I. Call to Order**

The meeting was presided by Chairwoman Mr. Joe Parker and called to order at 9:02 a.m.

**II. Roll Call**

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

**Committee Members Present:** Joe Parker, Calvin Brodie, Kim Gatling, Venessa Harrison, Chancellor Harold Martin, and Ken Sigmon

**Committee Members Absent:** None

**Committee Guests Present:** Haven Cockerham, Karen Collins

**Committee Guests Absent:** Dan Ford, Hope Rush

**III. Approval of Prior Meeting Minutes**

A motion to approve the minutes from April 26, 2019 was made by Venessa Harrison, seconded by Kim Gatling and were unanimously approved.

**IV. University Advancement Report – Ken Sigmon, Vice Chancellor for Advancement on behalf of Ralisha Mercer, AVC, Development**

*A. Fundraising Highlights & Giving Trends:*

- Current raised to date at 14.9MM.
- Huge increase in alumni giving over FY2018, by 58%. This growth helped us surpass our alumni participation rate (APR) goal of 8.5% to reach an APR of 9.25%!
- Fiscal years 2018 and 2019 are the best two year period for Annual Giving in over a decade with average donor number growth of 10.51%
- FY 2019 was also the highest percentage increase in alumni donors versus the year before in a decade: 12.95%
- Since Chancellor Martin joined N.C. A&T in fiscal year 2009, the number of alumni donors has increased 74.76%
- Exceeded 5,000 alumni donors for the first time in known history

*B. Campaign Update:*

- Endowed scholarship funds have increased to 200, while endowed chairs and professorships remain at six.
- At \$81.6MM as of August 2019 – 96% of goal!
- Continued strength in student support and program support.
- Growth in faculty support
- Now at 17,785 donors – 12,500 of those are alumni!

- Engagement with Alumni Chapters continues:
  - The Capital Campaign Tour Team: Chancellor Martin, Ken Sigmon and Campaign co-chairs visit the various chapters to spread the news about the campaign and help drive the participation numbers.

**Next Steps in Campaign:**

- Scheduling events for public phase
  - Individuals
  - Groups
  - Alumni Chapters
    - Agenda for campaign meetings
    - Developed Chapter Briefing Guide
    - Focus on priorities of the Alumni Association
- Campaign Communications
  - Website updates
  - Features in University Publications
  - On Point with Chancellor Martin

**V. Office of External Affairs Update – Ray Trapp, Director of External Affairs**

- A committee of five were charged to increase federal presence:
  - Ray Trapp, Director of External Affairs, Erin Hart, Chief of Staff, Dr. Sanjiv Sarin, VC for DoRED, Dr. Tonya Smith-Jackson, Vice Provost and Todd Simmons, Associate Vice Chancellor, University Relations
- Mr. Trapp gave a high level overview on publications - research focused and member/staff focused; media opportunities and advocacy.
- Aggie Advocacy Day – Spring 2020

**VI. Closed Session** – General Counsel, Melissa Jackson Holloway stated the need for a motion to go into closed session pursuant to N.C. General Statute section 143-318.11(a) (2), to prevent premature disclosure of an honorary degree, scholarship, prize, or similar award.

\*Chairman Parker requested a motion to move into closed session; moved by Kim Gatling, seconded by Venessa Harrison and unanimously approved.

**VII. Open Session** – Chairman Joe Parker requested a motion to move back into open session; moved by Venessa Harrison, seconded by Calvin Brodie; unanimously approved.

\*Chairman Parker requested a motion to approve the three naming rights presented for approval by the Full Board later today; moved by Venessa Harrison, seconded by Kim Gatling; unanimously approved.

**VIII. Adjournment** – With no further business, meeting adjourned at 10:05 a.m.

Recorded by:  
Stephanie Crisp, Executive Assistant  
University Advancement