

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

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

Friday, November 22, 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: None

Committee Guests Absent: Dan Ford, Hope Rush, Haven Cockerham, Karen Collins

III. Approval of Prior Meeting Minutes

A motion to approve the minutes from September 27, 2019 was made by Venessa Harrison, seconded by Kim Gatling and were unanimously approved.

IV. University Advancement Report – Ralisha Mercer, AVC for Development and Ken Sigmon, Vice Chancellor for Advancement

A. Fundraising Highlights:

- A fundraising report was shared; 3MM increase from last year in overall giving with increases in the alumni category as well as foundation; current raised to date at 7.7MM.
- The Director of Corporate and Foundation Relations position is vacant; the position has been posted.
- Successfully reached the announced campaign goal and trending towards 100MM
- Homecoming Weekend – big push from social media, banners and rally towels in October increasing giving for the month of October by over 300K from last year's numbers.

B. University Naming Levels:

- An overview of the naming process was shared.
- Naming opportunities for buildings on campus range from 650K – 22MM
- Naming spaces are also available and include classrooms, labs, auditoriums as well as spaces on the A&T Farm.
- Spaces in excess of 25 years and are being heavily renovated areas provide opportunity for renaming which generates more revenue.

- Recommendations from the Advisory Committee are submitted to the BOT Advancement Committee for then final approval by the full Board of Trustees.

C. Campaign Update/Advancement Metrics:

- At \$86MM as of October 2019 – 101% of goal!
- Decided internally to press on to 100MM with 13 months to go.
- Focusing on mid to upper level major and planned gifts, alumni chapters and mass appeals through annual giving.
- Detailed Advancement Metrics report shared.

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

- The Fiscal Year 2019-20 Strategy was shared and includes:
 - Expanding digital strategy to include graduate programs
 - Launching a redesign website and Intranet
 - Building digital campaigns into the new website
 - Expanding national and state media coverage of A&T research, academic programs and overall success
 - Bringing new vitality to local visibility
 - Enhancing campus awareness of university values and points of pride
- Ranking Success for NC A&T; numerically ranked in the U.S. News “National Universities” top tier as well as in Money Magazine as North Carolina’s “most affordable” campus.
- Special events were shared emphasizing A&T’s presence, drawing major crowds and news coverage.
- New Campus Banners around campus to help frame the campus. New designer, Nikki Pressley has brought new vitality to the university’s visual brand production.
- Television projects, like “Focus on the Future”, visits to Washington, D.C., and revamping of the university website, coming in December, will continue to increase public awareness for prospective students.

VI. University Budgetary & Legislative Priorities 2020 – Ray Trapp, Director, External Affairs

A. Budget Process

- Both chambers in recess until January 2020 (2nd week)

B. Operating Requests [same as last year]

- Funding to protect and increase doctoral research: \$7.5MM
- Cheatham-White Scholarship Increase: 50 scholarships; only received for 20; continuing to push for the initial ask of 50

- State funding to match and exceed federal funding for College of Agriculture and Environmental Sciences research and Extension programs: \$5MM
 - Support for Centers of Excellence
 - Cybersecurity
 - Advanced Manufacturing
 - Entrepreneurship and Innovation
 - Agriculture
 - Support for Center for Outreach In Alzheimer's, Aging and Community Health (COAACH)
 - Faculty and Staff Recruitment and Retention Fund
- C. Capital Requests
- New Life/Health Sciences Building: \$100MM
 - STEM Buildings Repair and Renovate: \$40MM
 - Renovate Carver Hall: \$18.5 million
 - Land Acquisition: \$5MM

VII. Closed Session – *No items to present*

VIII. Other Business – Ken Sigmon, Vice Chancellor

A. Alumni Association Assessment & Strategic Planning

- Satisfying Convention debt to the University
- Model of sustainability
- Structure
- Programs
- Strategic Plan
- Due by the end of the 1st quarter in 2020

Important Upcoming Event Announced: Giving Tuesday, December 3, 2019 – the committee, Deans and Administrators are invited to attend and meet the Aggie Call Center Students.

IX. Adjournment – With no further business, meeting adjourned at 10:08 a.m.

Recorded by:
Stephanie Crisp, Executive Assistant
University Advancement