

UNIVERSITY ADVANCEMENT AND EXTERNAL AFFAIRS COMMITTEE

BOARD OF TRUSTEES

North Carolina Agricultural & Technical State University
Virtual Meeting via Zoom
Greensboro, NC

Friday, November 12, 2021

I. Call to Order

The meeting was presided by Chair, Mr. Joe Parker and called to order via videoconference at 9:00 a.m. He announced that the meeting would be conducted remotely pursuant to the amendments to the Open Meetings Act, which apply during states of emergency. He advised, by law, all votes are required to be taken by roll call. He reminded the members that all chats, instant messages, texts, or other written communications between members of the Board regarding the transaction of the public business during the remote meeting are deemed a public record.

II. Conflict of Interest Statement

No conflicts were reported.

III. Roll Call

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

Committee Members Present: Joe Parker, Venessa Harrison, Lynn Wooten, Ken Sigmon

Committee Members Absent: Calvin Brodie, Bhaskar Venepalli

Committee Guests Present: Chancellor Harold Martin, Hope Rush, Ulysses Cozart

Committee Guests Absent: Haven Cockerham

IV. Approval of Prior Meeting Minutes – September 24, 2021

A motion to approve the minutes from September was made by Venessa Harrison; seconded by Lynn Wooten and were unanimously approved via roll call of the committee members; motion carried.

V. University Advancement Report:

A. Chancellor's Roundtable/Homecoming Update – Ken Sigmon, Vice Chancellor for Advancement:

- Maintaining the giving, participation, and endowment growth momentum gained through The Power of DO! Campaign
- Assisting Athletics in the planning and execution of a mini-campaign for athletic priorities
- Adding additional capacity in the Corporate and Foundation Engagement Office
- Continued enhancement of donor relations and stewardship practices for both endowments and impact reporting
- Advancement's role in the university's drive to R1 research classification by working with academic leadership
- Building up the Foundation for North Carolina A&T State University

- Great attendance and experience for Homecoming despite some limitations
- Implementing the strategy for the Chancellor's Roundtable
- Focus on donor relations and stewardship – held an Endowment Townhall to communicate, educate and thank donors, recognizing the impact of their giving to the institution. Additional town halls will be scheduled going forward.

B. Fundraising Report – Ralisha Mercer, Associate Vice Chancellor for Advancement:

- For the first quarter of the fiscal year, the University has received \$9.4MM in gifts and new commitments overall as compared to \$8.9MM for the same period last year fiscal year – a 6% increase overall.
- Corporate giving has also held steady and the University has received a \$5MM unrestricted gift from Google.
- FY22 is off to an equally strong start towards a minimum target of \$20MM in new gifts and commitments for this year.

VI. Advisory Council on Alumni Relations Update – Teresa Davis, Associate Vice Chancellor for Alumni Relations

- The council has completed its work in the gap analysis for chapters and affinity groups, programming, and communications.
- The council has now been broken down into sub-groups to focus on:
- Building out specific programming and communications strategies for the next 3 to 5 years
 - Segment-focused programming & communications for:
 - Students
 - Young Alumni
 - Mid-Season Alumni
 - Seasoned Alumni
- Assessment of existing chapters; chapter network expansion
- Establishment of affinity networks

VII. New Business

Chairman Parker asked for any new business, comments or questions from the committee on today's matters; there were none.

VIII. Adjournment

The meeting adjourned at 10:28 a.m.

Recorded by:

Stephanie Crisp, Executive Assistant

NC A&T SU, University Advancement