

UNIVERSITY ADVANCEMENT AND EXTERNAL AFFAIRS COMMITTEE

BOARD OF TRUSTEES

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

Friday, September 22, 2023 10 a.m.

OPEN SESSION MINUTES

I. Call to Order

The meeting was called to order by the newly appointed Chair, Hilda Pinnix-Ragland.

II. Conflict of Interest

No conflicts were reported.

III. Roll Call

Called by Stephanie Crisp and confirmed the following:

Committee Members Present: Hilda Pinnix-Ragland, Calvin Brodie, Jini Thornton, Ken Sigmon

Committee Members Absent: George Ragsdale, Lynn Wooten

IV. *Approval of Prior Meeting Minutes – April 14, 2023

A motion to approve the minutes was made by Calvin Brodie; seconded by Jini Thornton and unanimously approved by the committee members.

V. Review of Committee Charter – Ken Sigmon, Vice Chancellor, University Advancement

- The committee reviewed its charter and made no updates; the roles and responsibilities remain relevant.

Chairwoman Pinnix-Ragland took a moment to acknowledge and introduce the following groups attending today's meeting:

- Advancement's affiliated entity representatives for the new fiscal year:
 - Mr. Ulysses Cozart, Chair, Board of Visitors
 - Mr. Darnell Glover, Chair, Aggie Athletic Foundation Board
 - Ms. Adrienne Bain, Chair, NC A&T Real Estate Foundation
- Newly appointed Advancement staff members:
 - Bridgett Williams, formerly a Development Officer for the CoST, is the new Director of Annual and Leadership Giving,
 - Joscelyne Brazile, formerly the Executive Director of Corporate and Foundation Engagement, is the new Assistant Vice Chancellor for Major Gifts and Constituent Giving
 - Frank Smith, Director of Development, College of Education
 - Kry-Sheena Stevens, Assistant Director of Annual and Leadership Giving

- Cheré Flowers, Director of Development, Hairston College of Health and Human Sciences
- Amber Adams, Director of Advancement Communication
- Wes Ardoin, Associate Vice Chancellor, Advancement Operations

VI. Vice Chancellor's Report – Ken Sigmon, Vice Chancellor, University Advancement

A. Fundraising Report for FY23 – Ralisha Mercer, AVC Development

- The committee received a report from Ralisha on fundraising for fiscal year 23 through June 30, 2023.
- The University received \$26.2MM in gifts and new commitments overall.
- Alumni giving increased by 24% and continue to stay ahead of the same period last year; making up \$5.8MM of that total.
- Corporate and foundation giving remained strong at \$8.8MM
- Ralisha also talked about the strategies Annual Giving and University Relations are taking to promote and market ways to give in support of our amazing Blue and Gold Marching Machine's Road to Pasadena – Tournament of Roses Parade in January 2024.

The committee was encouraged to support the band's participation in this national event.

B. Giving Program – Tamisha Keith, Director of Gift Planning, University Advancement

- Tamisha gave an overview of Planned Giving, highlighting the benefits of planned giving and various gift types where donors can leave a legacy by making a long-standing gift that directly impacts the university's success.

VII. Giving USA Update – Ken Sigmon, Vice Chancellor, University Advancement

- Ken gave highlights on the state of philanthropy in the U.S.
 - In 2022, it declined from almost \$517 billion to just over \$499 billion
 1. This is only the fourth year over year decline in giving since the survey began.
 - Of that amount, 64% came from individuals and \$70 billion (13%) went to education.
 - Some of the headwinds causing the decline include:
 1. Inflation at a forty-year high
 2. Continued rise in interest rates
 3. Global geopolitical issues
 4. Ongoing war in Ukraine

5. National political issues and upcoming election

- Ken highlighted some of the strategies University Advancement adopts to minimize these headwinds.

VIII. NC A&T Brand Report – Todd Simmons, Associate Vice Chancellor, University Relations

- Todd presented a portion of the University Brand Report, which had to be interrupted due to the limited time remaining in the meeting and the listed closed session item on the agenda still needing to be presented. He will bring his report back to us in the November 10 meeting.

IX. New Business

No new business.

X. *Closed Session

Deputy General Counsel, Sheena Cobrand, read the language for a motion to go in to closed session pursuant to the North Carolina General Statute section 143-318.11 (a) (2). Chairwoman Pinnix-Ragland invited a motion to move in to closed session, motion made by Calvin Brodie, seconded by Jini Thornton and unanimously approved.

XI. *Open Session

Chairman Pinnix-Ragland asked for a motion to approve the items disclosed in closed session and to be presented later this afternoon to the full board for approval; motion made by Calvin Brodie, seconded by Jini Thornton and approved unanimously by the committee members present.

XII. *Adjournment

Chairwoman Pinnix-Ragland asked for a motion to adjourn; motion made by Calvin Brodie, seconded by Jini Thornton; the meeting adjourned at 11:06 a.m.

Recorded by:
Stephanie Crisp, Executive Assistant
NC A&T SU, University Advancement

*Motions made by the committee

NEXT SCHEDULED MEETING: November 10, 2023