



**Board of Trustees
Committee Meeting
Rudolph Jones Student Center
Room 242**

COMMITTEE ON UNIVERSITY ADVANCEMENT

June 7, 2023

11:00 AM

Call to Order	J. Douglas English, Committee Chair
Welcome and Opening Remarks	J. Douglas English
Roll Call	Karen Bussey
Approval of Minutes:	March 22, 2023
Information Item:	
A. University Advancement Updates	Omar O. Bell Vice Chancellor for University Advancement
	Carmen Harper Executive Director of Alumni Affairs

Action Item:

There are no Action Items to be presented at this Committee meeting.

Committee members: J. Doug English, Joyce Adams, Warren McDonald, Gregory Pinnix, Glenn Adams

Board Professional: Treva Bentley

For further information, please contact:
Omar O. Bell, Vice Chancellor for University Advancement
910-672-1337



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COMMITTEE ON UNIVERSITY ADVANCEMENT

Wednesday, March 22, 2023

10:45 AM

The Committee on University Advancement of the Fayetteville State University Board of Trustees convened Wednesday, March 22, 2023, in the Rudolph Jones Student Center, Multi-purpose Room 242. The meeting was called to order by Trustee J. Doug English at 10:45 AM.

ROLL CALL

The following trustees were in attendance: Mr. Glenn Adams, Mrs. Joyce Adams, Mr. J. Doug English, Dr. Warren McDonald, and Mr. Gregory Pinnix.

APPROVAL OF MINUTES

It was moved by Trustee Adams and seconded by Trustee McDonald that the minutes of the Committee on University Advancement Meeting held on December 7, 2022, be accepted as printed. The motion carried.

UNIVERSITY ADVANCEMENT STRATEGIC RECOMMENDATIONS

Mr. Timothy Minor, University Advancement Consultant, gave a high-level overview of the strategic direction of the Division of University Advancement's program and milestones. He has worked in the UNC System for 26 years. He worked with FSU during his UNC tenure and began consulting for the university in December 2022.

Mr. Minor provided recommendations to enhance the division and spark further dialogue for ongoing programs that support the strategic initiatives of FSU and the development of a dynamic advancement organization. His overview included general observation and analysis of the various programs to get a perspective about the institution and its operational effectiveness.

Information gained from a strategic analysis comprised strengths, weaknesses, opportunities, and threats within the organization. An engaging chancellor (from a fundraising perspective), a strong leadership cabinet, dedicated advancement staff, and alumni affairs leadership are strengths.

Weaknesses include a high turnover of leadership and staff, inexperienced leadership, a

limited number of professional and staff positions, and a lack of synergy among departments. Opportunities are the acquisition of significant new leadership, corporate and foundation relationships/partnerships, and Title III matching endowed giving. Threats consists of an underutilized customer relationship management database and the need for significant new leadership and staffing.

Strategic direction and goals highlighted that will ultimately lead to the campaign readiness assessment once critical staff is hired were operational excellence, organizational dynamics, increasing private philanthropy, alumni engagement, and providing a comprehensive career services program.

Chancellor Allison mentioned the vice chancellor turnover within the division has been challenging. Mr. Minor was brought on to do a high-level assessment considering the instability challenges have caused. Trustees were asked for their engagement regarding fundraising, as a lot of engagement depends on geographics. The university wants to do better in reaching out with measures in place. Communications continue in this regard.

Trustee English inquired if FSU's planned giving program is managed through the UNC System. Mr. Minor said yes, and he helped create the NC Planned Giving LLC to assist all UNC institutions during his role in UNC's Advancement Office. Ms. Kinna Clark is the UNC contact for planned giving. FSU will hire someone to oversee this area; however, Mrs. Arielle King, Interim Director of Development, is currently FSU's point of contact.

UNIVERSITY ADVANCEMENT UPDATES

Mrs. Arielle King provided an update on fundraising engagement to date. Overall, the University continues to make progress toward achieving the FY23 division goals shared during the last committee meeting. To date:

- The University has raised \$3.07 million dollars overall.
- In which, \$540,057 was raised from Alumni.
- 740 Alumni have given overall.

University Advancement continues to engage donors and alum through the Bronco Giving Challenge, which has yielded an increase in alumni giving, new young alumni (under age 40) donors, and 100% giving of the FSU Foundation, Inc. Board of Directors this fiscal year.

A donor/scholarship recipient breakfast is scheduled for May 2023 and revamping of FSU's legacy (planned) giving program is forthcoming. Trustee Adams stated the FSU Board of Trustees also had 100% giving this fiscal year.

Mrs. Carmen Harper gave an update on alumni engagement. Pre-game gatherings were held to engage local alumni and friends of FSU, to cultivate and encourage university support and



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involvement. During the 2023 CIAA Basketball Tournament, activities and events were held to further engage alumni. They included a Welcome Center, All CIAA Party, and the Annual Chancellor's Scholarship Brunch. Over \$15,000 was raised for student scholarships.

Continued efforts to enhance alumni engagement and alumni chapter formation is underway. FSU currently has 28 alumni chapters (also known as affinity groups) and 13 alumni chapters forthcoming.

Mrs. Harper concluded her update informing Trustees of two upcoming alumni chapter events. The Charlotte Alumni Chapter will hold its 12th Annual Scholarship Gala on April 22nd. The DC Alumni Chapter will hold its 2023 Spring Fling Scholarship Fundraiser on April 29th featuring FSU alumnus Nicholas Perkins. Mr. Perkins owns Fuddrucker's franchises worldwide and received the first honorary doctorate degree from Fayetteville State University. The DC alumni chapter event is sold out.

ADJOURNMENT

Trustee J. Doug English adjourned the meeting at 11:33 AM.

J. Doug English, *Chair*
Treva Bentley, *Recorder*

BOARD OF TRUSTEES COMMITTEE ON UNIVERSITY ADVANCEMENT

June 7, 2023

University Advancement Fundraising Update

Omar O. Bell
Vice Chancellor

Fundraising Update



Overall Fundraising Goal FY 2023:	\$8 Million
Total Funds Raised To Date (as of May 15, 2023):	\$3,302,853.75
Alumni and Affiliates: (974 donors)	\$570,053.20
Faculty/Staff Overall Giving:	\$65,603.83
Corporations and Foundations:	\$1,602,030.22

Fiscal Year End At-A-Glance...

What We Have Done Well

- Raised Over \$200K in 2 months with minimal staff.
- Increased Alumni Engagement and Donations.

Where We Can Improve

- Faculty and Staff Giving
 - As of May 15th, Faculty and Staff Giving only makes up **2%** of our total donations this fiscal.
 - Encourage colleagues to participate in Payroll Deduction.

Kick Off Summer with a Gift to FSU!!



Fayetteville State University's **Day of Giving** June 15, 2023

We encourage you to give to our Bronco 365 Annual Fund, increasing unrestricted funds that help the immediate needs of university programs.

More Details to be Announced in the Upcoming Weeks

QUESTIONS

University Advancement Alumni Update

Carmen Harper
Executive Director of Alumni Affairs

Office of Alumni Affairs 3 Pillars



- **Engagement:** Alumni, Friends, Parents, Faculty and Staff
- **Involvement:** On-Campus & Off-Campus Events and Activities
- **Investment:** Donor Support, Internship Partners & Volunteerism

Alumni Engagement

Charlotte Alumni Chapter Sneaker Soiree



The Charlotte Alumni Chapter raised \$12,000 towards their Chapter's Endowed Scholarship.

Alumni Engagement

DC Alumni Chapter Spring Fling



Keynote Speaker: Nicholas Perkins, '03 with FSU Staff

Maynard Smith, '82: President of the DC Alumni Chapter presenting FSU with a Check to the Links of Maryland for \$5,000



FSU Graduation Preparation Sessions

The Office of Alumni Affairs assisted the 2023 Graduates in preparing for Commencement.



The Class of 2023 Giving & Update Challenge kicked off during the May commencement rehearsal.

The university received multiple Class of 2023 Alumni Updates & First Time Donations!



Class of 1973: Golden Broncos!



Thirty (30) Golden Broncos participated in the 2023 Commencement Ceremony.

- Raising over \$8,000 towards the Class of 1973 Endowed Scholarship
- Making progress toward completing their pledge agreement of \$25,000 by Homecoming 2023.

Other Alumni Involvement

1. Professional Development

- a. Served on the UNC System Symposium Committee
- b. Attending the UNC System Symposium
- c. Top 3 in the Leader Board for Engagement

2. FSUNAA

- a. Bi-Weekly Meetings with Linda Coley, National President
- b. Preparing to introduce the New FSUNAA Logo
- c. Implement the Policies and Procedures Handbook for Operations

3. 2023 Homecoming & Reunion Prep

- a. Working with the Class of 1953 – 2018

What's Next? Area & Chapter Visits!

1. Orlando, FL: Alumni Chapter Event
2. Asheville, NC: Area Alumni Visit & Event
3. Columbia, SC: Area Alumni Visit & Event
4. Jacksonville, FL: Alumni Chapter Visit & Event
5. Augusta, GA: Area Alumni Visit & Event

QUESTIONS

University Advancement Career Services Update

Omar O. Bell
Vice Chancellor

FSU Paid Internships



PAID INTERNSHIP REPORT

<u>Goal of Internships by 6/30/23</u>	Current Status of Internships
250	182 as of 5/24/23 Additional 20 paid internships from SECU Foundation to be reported by June 13, 2023
Internships Needed for Goal	Employers
68	57

Salary Range for Paid Internships: \$12 - \$34 per hour

QUESTIONS