



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

**COMMITTEE ON UNIVERSITY ADVANCEMENT**

**March 22, 2023**

**10:45 a.m.**

Call to Order J. Douglas English, Committee Chair

Welcome and Opening Remarks J. Douglas English

Roll Call Karen Bussey

Approval of Minutes: December 7, 2022

**Information Item:**

A. University Advancement Strategic Recommendations Timothy A. Minor  
University Advancement Consultant

B. University Advancement Updates Arielle King  
Interim Director of Development

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

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For further information, please contact:  
Samantha Holmes, Vice Chancellor and Chief of Staff  
910-672-1141

**COMMITTEE ON UNIVERSITY ADVANCEMENT**

**Wednesday, December 7, 2022**

**10:30 AM**

The Committee on University Advancement of the Fayetteville State University Board of Trustees convened Wednesday, December 7, 2022, in the Rudolph Jones Student Center, Multi-purpose Room 242. The meeting was called to order by Trustee Glenn Adams at 10:30 AM.

**ROLL CALL**

The following trustees were in attendance: Mr. Glenn Adams, Dr. Warren McDonald, and Mr. Gregory Pinnix.

**APPROVAL OF MINUTES**

It was moved by Trustee McDonald and seconded by Trustee Pinnix that the minutes of the Committee on University Advancement Meeting held on September 21, 2022, be accepted as printed. The motion carried.

**CAREER SERVICES UPDATE**

Mr. Greg McElveen, Assistant Vice Chancellor for Strategic Initiatives, introduced Mr. Derrick Dortch of the Diversa Group. Mr. Dortch is currently contracted as the senior consultant to the Office of Career Services within the Division of University Advancement.

Mr. Dortch gave an update regarding the Office of Career Services. The vision for Career Services is the key element of FSU's mission, to empower students from diverse backgrounds to launch impactful, successful career trajectories. To help accomplish this, Career Services plays a strategic role in collaborating closely with academic affairs, building career readiness skills, rapidly accelerating paid internship opportunities available, and building deeper partnerships with employers.

Career Services has organized several initiatives this semester. The Blue Helping the Blue was initiated to get established alumni involved in hiring students during FSU's Homecoming. The Cape Fear Pilot Program yielded eight FSU interns at Cape Fear Valley Medical Center. PENDO Takeover Day entailed hiring opportunities for students in the areas of marketing, finance, sales, and IT/Cyber. Trustee Pinnix, PENDO's director of sales and marketing, shared how being a Bronco helped him succeed and talked about opportunities for jobs and internships for FSU students during a fireside chat. "TRU Talk for Men: Building Blocks of Success" with Tru Pettigrew was the first in a series of talks on achieving beyond

expectations. FSU was able to participate in the Second Virtual FedEx Ground Career Expo and visit the FedEx Student Center during their student ambassador trip held in Pittsburgh, PA.

As Career Services moves forward, Mr. Dortch shared various projects that will be in the works. They include the following: implementation of the career success center, redesign of the career center and its website, continuation of the Handshake initiative (registering every student with Career Services), increased employer outreach, engagement, and events, and a career success partnership program. Other new projects will include: Every Student Application Ready Initiative and the Career Readiness / Professional Skill Development Initiative.

#### UNIVERSITY ADVANCEMENT UPDATE

Mrs. Arielle King, Assistant Director of Development, provided the University Advancement updates. The division is focused on fundraising activities through enhancing engagement efforts with internal and external constituents. To date, \$2,058,801 has been raised. Last year's fundraising totaled \$2.7M. The Bronco Giving Challenge (BGC), which supports the division's goal to increase young alumni donor giving, is currently underway through January 31, 2023. The goal is two-fold: to help FSU gain 100 new young alumni donors (under age 40) and get 100 FSU Broncos to give at least \$100 more this year than last year. The BGC falls under the Anonymous Trust Challenge Grant which began in October 2022 and focuses on increasing philanthropic dollars from alumni, specifically young alumni. Once the BGC goal is met, FSU will receive \$125,000 from Anonymous Trust.

The total raised from alumni to date is \$411,040. Last year's total was \$471,541. There are 429 total alumni donors at present. Last year's alumni donors totaled 784. In addition to the BGC, many traditional and new events were added to this year's homecoming calendar to increase alumni engagement. Upcoming CIAA events during FSU's basketball tournament, along with other initiatives, will also serve as opportunities to aid in engagement growth and alumni giving efforts.

Also in progress is the Bronco 365 Giving Campaign. It is a university-wide campaign aimed at increasing unrestricted giving to immediately impact the greatest needs at FSU. Donors contributing to this campaign are encouraged to designate at least one dollar per day to the Bronco 365 Fund (annual fund).

Trustees were encouraged to help educate their constituents on the importance of supporting FSU directly; share contacts and connect division fundraisers with their networks; and continue advocating for FSU.

#### ADJOURNMENT

Trustee Adams adjourned the meeting at 10:53 AM.

Respectfully Submitted,

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

# **BOARD OF TRUSTEES COMMITTEE ON UNIVERSITY ADVANCEMENT**

**March 22, 2023**

# University Advancement Strategic Recommendations

Timothy A. Minor  
University Advancement Consultant

# Overview

The purpose of the University Advancement briefing is to provide a high-level overview of the strategic direction of the program and milestones, to provide a plan of action and set specific recommendations for enhancements within the program, and to spark further dialogue for the ongoing programs that support the strategic initiatives of Fayetteville State University and the development of a dynamic Advancement organization.

# Methodology



- Internal and External Interviews

- To assist in the discovery and documentation initiative, a series of one-on-one conversations were conducted with key internal stakeholders.



- Historical Evidence (examination of records and documents)

- A request was made for key documents and reports usually necessary and indicative of a well-organized advancement program.



- Observation (general observation and analysis of the various programs)

- Although essentially subjective in nature, the observation method of evaluation can be the most reliable. An experienced and perceptive professional can tell a great deal about an institution and its operational effectiveness by simply observing.

# Strategic Analysis (SWOT)

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>❖ Engaging Chancellor</li> <li>❖ Strong Leadership Cabinet</li> <li>❖ Dedicated Advancement staff</li> <li>❖ Alumni Affairs leadership</li> <li>❖ Best-in-class database system</li> <li>❖ Championship athletic programs</li> <li>❖ Strength of the University of North Carolina System</li> <li>❖ Physical office space</li> <li>❖ University leadership is committed to the mission</li> <li>❖ Willing partnerships with Cabinet members</li> <li>❖ High Integrity</li> </ul>	<ul style="list-style-type: none"> <li>❖ High turnover of leadership and staff</li> <li>❖ Inexperienced leadership</li> <li>❖ Advancement Services and prospect analytics is underdeveloped</li> <li>❖ Limited number of professional and staff positions</li> <li>❖ Lack of expertise and/or personnel in essential development areas</li> <li>❖ Low alumni participation rate</li> <li>❖ Inexperienced fundraisers</li> <li>❖ No clear mission and vision for Advancement</li> <li>❖ Lack of synergy among departments</li> <li>❖ Management processes are underdeveloped</li> <li>❖ Underutilized CRM</li> <li>❖ Marketing plan for annual giving and planned giving</li> <li>❖ Limited fiscal resources</li> </ul>	<ul style="list-style-type: none"> <li>❖ Chancellor's strength with external constituents</li> <li>❖ Significant new leadership</li> <li>❖ Staffing key positions</li> <li>❖ Advancement strategic planning</li> <li>❖ Loyal alumni</li> <li>❖ Cross functional opportunities internally</li> <li>❖ Economy</li> <li>❖ Corporate and foundation relationships</li> <li>❖ Donor base of support</li> <li>❖ Deans leadership</li> <li>❖ Strong athletics programs</li> <li>❖ Title III matching endowed giving</li> <li>❖ Planned giving prospects</li> <li>❖ Increase giving from alumni</li> <li>❖ Maximize the impact and partnership with the University Foundation.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Underutilized CRM</li> <li>❖ Changing economy</li> <li>❖ Increasing competition for limited philanthropic dollars</li> <li>❖ Significant new leadership and staffing</li> <li>❖ Limited foundation resources</li> <li>❖ Lack of expertise and/or personnel in essential development areas</li> <li>❖ Underdeveloped cultivated relationships with prospective major donors</li> <li>❖ Micromanagement by leadership</li> <li>❖ Ineffective campus collaboration</li> <li>❖ Career Services place within the organization</li> </ul>



# Strategic Direction and Goals

The strategic goals and recommendations highlight a broad set of areas in which University Advancement will focus its efforts as it strives to achieve its vision and mission. Clear goals, objectives and outcome measures are presented together with action items that are critical to the strategic management process that will ultimately lead to the campaign readiness assessment once critical staff is hired and integrated into their new role at an organization.

- #1 Operational Excellence
- #2 Organizational Dynamics
- #3 Increasing Private Philanthropy
- #4 Alumni Engagement
- #5 Provide a Comprehensive Career Services Program

# Strategic Direction 1: Operational Excellence



Goal 1: Assemble and maintain a cadre of highly qualified and effective human resources.  
(Human Resources)

Goal 2: Establish and enhance integrated operating processes, procedures and systems within an effectively organized Division.  
(Systems, Processes, Procedures and Structure)

Goal 3: Obtain required fiscal resources within an appropriately structured budget.  
(Fiscal Resources and Budgeting)

# Strategic Direction 2: Organizational Dynamics



Goal 1: Facilitate effective human interactions within the organization.

(Trust, Team Building, Professionalism, Communications)

Goal 2: Increase Division effectiveness through inter-and intra-Divisional leadership.

(Leadership)

Goal 3: Enhance and develop knowledge, skills and abilities of staff

(Leverage)

# Strategic Direction 3: Increasing Private Philanthropy

Goal 1: Develop and implement an effective prospect management program.

Goal 2: Develop and maintain an effective donor relations program.

Goal 3: Create planned & legacy giving program that focuses on beneficiary designations (e.g. bequests, appreciated securities, gifts of whole life insurance, gifts of retirement plans, and IRA Rollovers)

Goal 4: Enhance major and principal gifts program

Goal 5: Enhance and develop knowledge, skills, and abilities of academic and administrative leaders.

# Strategic Direction 4: Alumni Engagement

Goal 1: Cultivate a vibrant and robust community that engages alumni purposefully, personally, and professionally.

Goal 2: Prepare students to become engaged alumni.

Goal 3: Adopt industry-wide standards and best practices, coordinated across the University, to improve the measurements for alumni engagement and satisfaction

# Strategic Direction 5: Provide a Comprehensive Career Services Program



- Goal 1: Engage in a comprehensive study with The Diversa Group, led by consultant Derrick Dortch, to create a strategic plan to design and implement ambitious, growth-oriented career services program and identify best in practice alignment within the Fayetteville State University enterprise.
- Goal 2: Career Preparedness: Promote students' career preparedness through career advising, counseling, programming, and instruction.
- Goal 3: Experiential Opportunities: Provide and expand experiential learning opportunities for students.
- Goal 4: Student Success: Increase employment, graduate and professional school opportunities for students.

# QUESTIONS

# University Advancement Updates

Arielle King  
Interim Director of Development



# Fundraising Update



**\$8Million**

Overall Fundraising  
Goal FY2023

**\$3,073,994.02**

Total Funds Raised to  
Date (*As of March 7, 2023*)

Alumni and Affiliates: \$540,026.76 (740 donors)

Faculty/Staff Overall Giving: \$65,260.20

Corporations and Foundations: \$1,536,321.61



# Bronco Giving Challenge

## Goals:

- 100 Alumni donors giving \$100 more than what they gave last year
- 100 New Young Alumni (under age 40) with no prior history of giving
- Full participation of the FSU Foundation Board this fiscal year

## Outcome:

- **175** Alumni gave more than \$100 over last year
- **109** New Young Alumni gave for the first time
- **100%** of the FSU Foundation Board gave in FY 2023
- FSU earned an additional **\$125,000** from the Anonymous Trust Grant

# Upcoming Projects

## Stewarding Our Donors

- Donor/Scholarship Recipient Brunch
  - Date: May 6, 2023
  - Recognizing outstanding students and showing appreciation to our donors

## Revamping our Legacy

- Legacy (planned) giving revamp
- Educating our donors on their planned/deferred gifts options
- Currently working with UNC System Office on a strategic refresh for our planned giving program

# QUESTIONS

# University Advancement Updates

Carmen Harper  
Executive Director of Alumni Affairs

# Alumni Engagement: Alumni & Friends Pre-Game Gatherings



FSU vs. VUU  
Richmond, VA



FSU vs. St. Aug  
Raleigh, NC



FSU vs. BSU  
Bowie, MD



FSU vs. WSSU  
Winston-Salem, NC



FSU vs. JCSU  
Charlotte, NC

# Alumni Engagement

## *CIAA Basketball Tournament*

### CIAA Activities & Events

#### Welcome Center

- February 22 – February 24, 2023

#### Thursday, February 23, 2023

- ALL CIAA Party with (11) CIAA Schools

#### Friday, February 23, 2023

- Blue Haze Alumni Day Party
- FSU & VSU After the Game Joint Party

#### Saturday, February 25, 2023

- Annual Chancellor's Scholarship Brunch
- **Raised over \$15,000 for Student Scholarships**



# Alumni Engagement & Chapter Formation



FSUNAA CHARLOTTE ALUMNI CHAPTER  
12th ANNUAL SCHOLARSHIP GALA  
Present....  
**Sneaker Soirée  
Bronco Style**

Speaker  
President Lester McCorn  
(Clinton College)

DJ WIL  
(DJ)

Mistress Of Ceremony  
Melanie Pratt  
(Radio One-Praise 100.9)

Jimmie Gillyard  
(Photographer)

Groove Masters  
(Live Band)

Saturday, April 22, 2023 6:30 PM

Get Your Ticket Today  
\$70 Per Ticket  
\$700 VIP Table (10 Seats Limited)  
Sonesta Charlotte Executive Park  
5700 Westpark Drive Charlotte, NC 28217

Cash App \$fsunaacharlotte zelle fsunaacharlottechapter@gmail.com

THE DC FAYETTEVILLE STATE UNIVERSITY  
ALUMNI ASSOCIATION IN CONJUNCTION WITH THE NATIONAL ALUMNI CHAPTER PRESENTS

**DC FSU BRONCOS  
2023 SPRING FLING  
SCHOLARSHIP  
FUNDRAISER**

April 29, 2023 | 8 p.m. - 12 a.m.

NATIONAL GOLF CLUB AT  
**TANTALLON**  
1300 ST. ANDREWS DRIVE, FORT  
WASHINGTON, MD 20774

PRICE: \$100

DRESS: DRESS TO  
IMPRESS WITH A TOUCH  
OF ROYAL BLUE

COCKTAILS: CASH BAR

MUSIC: DJ DAVE

NICHOLAS PERKINS  
KEYNOTE SPEAKER  
FSU GRADUATE

SPECIAL APPEARANCE:  
KELVIN DUKES  
AMERICA'S GOT TALENT

- **Annual Giving End of the Year**
  - 33,000 Alumni
- **Class of 1973 Golden Graduation**
  - Commencement & Reunion
- **Alumni Area/Chapter Visits**
  - Columbia, SC
  - Spartanburg/Greenville, SC
  - Philadelphia, PA (Reinstate)
  - New Jersey,(Reinstate)
- **FSUNAA Quarterly Meeting (March 24-25, 2023)**
  - Richmond, VA



# QUESTIONS