



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

**COMMITTEE ON UNIVERSITY ADVANCEMENT
WEDNESDAY, September 21, 2022
11:00 AM**

AGENDA

Call to Order J. Douglas English, Committee Chair
Welcome and Opening Remarks J. Douglas English
Roll Call
Approval of Minutes: June 8, 2022

Information Item:

A. University Advancement Update Christopher L. Davis
Interim Vice Chancellor for Advancement

Action Items: No action items presented

Committee members: J. Doug English, Valencia Applewhite, Warren McDonald, Gregory Pinnix, Glenn Adams
Staff Liaison: Christopher L. Davis
Board Professional: Treva Bentley

For further information, please contact:
Christopher L. Davis, Interim VC for University Advancement
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UNIVERSITY ADVANCEMENT COMMITTEE
WEDNESDAY, June 8, 2022
10:30 a.m.

The University Advancement Committee of the Fayetteville State University (FSU) Board of Trustees convened Wednesday, June 8, 2022, in the Rudolph Jones Student Center Room 242. Committee Chair Mr. John English presided, and the meeting was called to order at 10:30 a.m.

ROLL CALL

The following Committee Trustees were in attendance: Glenn Adams, Doug English, Warren McDonald, and Greg Pinnix.

APPROVAL OF MINUTES

It was moved by Trustee McDonald and properly seconded by Trustee Adams that the minutes of the University Advancement Committee Meeting held on March 23, 2022, be accepted as distributed. The motion carried.

DIVISION UPDATE

Interim Vice Chancellor Chris Davis announced that Arielle King '09, was hired as the Assistant Director of Development, and that other important hires are in the process.

He provided an update on FY22 fundraising. Davis also shared a comparison between FY21 fundraising and the projected FY22 fundraising.

Mr. Davis then shared alumni giving in FY22 compared to FY21 and talked about our alumni participation rate.

He shared how important these rates are in fundraising, especially when soliciting corporate support and how they are factored into university rankings. Mr. Davis shared his plan to increase these rates next FY through increased engagement and a revamped annual giving program.

Mr. Davis also discussed where we stand with giving from corporations, foundations, and other organizations. He explained the reasons behind lower giving levels this FY and how current giving projections have them surpassing last year's totals. Mr. Davis spoke of goals as it relates to overall fundraising, alumni giving, and increasing the alumni participation rate.

Mr. Davis re-emphasized the importance of career readiness through experiential education and employment opportunities and shared an update on where we are with paid internships and graduate employment.

He closed by sharing with the committee how we could help in their efforts. Mr. Davis encouraged us to

- Continue supporting FSU financially
- Connect FSU with our network
- Continue to be an advocate for FSU
- Hire FSU students as interns and employees

There was productive and constructive dialogue between the trustees about strategies that we could employ to further assist the university and get the financial support FSU needs.

ADJORNMENT

It was moved and properly seconded to adjourn the meeting at 11:00 a.m. The motion carried.

Respectfully Submitted,

Mr. John Doug English, Chair

Ms. Michelle Hocker, Recorder

Division of University Advancement

Christopher L. Davis

Interim Vice Chancellor for University Advancement

Division Overview

Strategic Re-Alignment of University Advancement “The Hard Reset”

Mission: To engage and inspire alumni, friends, and advocates, and to encourage, enable, secure, and steward philanthropic investments to support the students and needs of FSU.

Vision: To become a “best in class” University Advancement program

Division Overview



Our Values - Staff and volunteers connected to University Advancement and Alumni programs can sum up our values in one word - **PRIDE**.

PROFESSIONALISM: As Advancement and Alumni representatives of FSU, we exemplify the highest standards of our profession in our work, expertise, and conduct.

RESPECT: In everything we do, we demonstrate consideration of the needs of our alumni, advocates, donors, the campus community, and each other.

INTEGRITY: We are fair, honest, and ethical in our work and straightforward and sincere in our interactions with others.

DEDICATION: We are dedicated to responsibly stewarding the important relationships our alumni, advocates, and donors have with FSU and inspiring a culture of meaningful engagement and philanthropy that brings forth transformative change.

EXCELLENCE: We strive for excellence in ourselves by being innovative in our actions, passionate about our work, supportive of our colleagues, and devoted to professional development and personal growth.

FY22 – Division Accomplishments

- **Secured over \$8 million in private philanthropic support**
- Secured the largest private gift in the history of FSU
((\$5.8M Gift from Anonymous Trust))
- **Established over 15 new endowments**
- Added 4 new development professionals to the team
 - Team of 3 in April 2022
- **Over 204 paid internship placements**
- Established baseline fundraising numbers, created metrics, and implemented a wealth screening process to identify top donor prospects
- **Created a fundraiser dashboard to track progress and goal forecasting**
- Restructured FSU Foundation Board

FY23 - FY25 Strategic Goals – TLCC



To increase and diversify financial resources



Leverage, build and enhance engagement efforts with internal and external constituents



Commit to transparent, timely, and authentic internal and external communications



Culture: Foster a team culture that embraces and celebrates excellence, fun, and accountability

Division Goals – FY23

Strategic Priority 5 | University Sustainability

Fostering a culture of sustainability is essential to the success of this university. This is accomplished by maximizing funding and aligning fundraising initiatives with university priorities

Goal 1: Increase baseline comprehensive fundraising to \$8 million

Goal 2: Increase Alumni support to \$1 million; Corporate and Foundation support to over \$6 million

Goal 3: Increase alumni donors to a minimum of 2,000 overall

Goal 4: Create an Annual Fund program and re-establish Planned Giving program to enhance sustainability efforts

Anonymous Trust Challenge Grant

- Campaign will begin in October
- Focus on increasing philanthropic dollars from alumni
 - Specific focus on young alumni
- Once the goal is met, FSU will receive \$125,000



We need

YOU!



QUESTIONS