



**Board of Trustees
Committee Meeting
Charles W. Chesnutt Library
Board Room**

**Committee on University Advancement
Wednesday, June 10, 2026
11:00 AM**

Call to Order	Warren McDonald, Committee Chair
Welcome and Opening Remarks	Warren McDonald
Roll Call	Karen Bussey
Approval of Minutes:	March 25, 2026

Information Items:

A. University Advancement Updates	Wesley T. Fountain <i>Vice Chancellor for External Affairs and Military Relations Interim Vice Chancellor for University Advancement</i>
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Action Items:

There are no action items to be presented at this committee meeting.

Committee members: Warren McDonald, Jerry Gregory, Brian Pearce, Frederick Nelson, and Glenn Adams

Staff Liaison: Wesley T. Fountain
Board Professional: Treva Bentley

For further information, please contact:
Wesley T. Fountain, Vice Chancellor for External Affairs and Military Relations
Interim Vice Chancellor for University Advancement
910-672-1685



**Board of Trustees
Meeting Minutes
DRAFT**

COMMITTEE ON UNIVERSITY ADVANCEMENT

Wednesday, March 25, 2026

11:00 a.m.

The Committee on University Advancement of the Fayetteville State University Board of Trustees convened Wednesday, March 25, 2026, in the Rudolph Jones Student Center, Multi-purpose Room 242 and via Microsoft Teams. The meeting was called to order by Trustee Warren McDonald at 11:02 a.m.

ROLL CALL

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

Staff persons in attendance were AVC Sandy Yates, Ms. Doris Pierce-Hardy, Mr. Caleb Heatwole, and Mr. Grover Richdardson.

APPROVAL OF MINUTES

The minutes of the Committee on University Advancement Meeting held on December 10, 2025, were unanimously approved as printed.

UNIVERSITY ADVANCEMENT UPDATES

Mr. Omar Bell, Vice Chancellor for University Advancement, presented an update on the university's year-to-date fundraising performance for the period of July 1 through March 23, comparing results across the past three fiscal years. As of FY26, the university has raised \$5,663,834 - more than double the amount secured during the same period in FY25 (\$2,340,370) - demonstrating a significant surge in philanthropic support. For reference, total fundraising for FY25 reached \$9.8 million.

Alumni participation continues to be a key driver of fundraising success. To date, 2,037 alumni donors have contributed, representing a 7.4% participation rate in FY26. This exceeds the national average, which typically ranges between 5% and 7%. The university's goal for the year is 9% alumni participation.

FSU surpassed its Giving Tuesday campaign goal of \$50,000, raising \$89,517 from 204 donors. This achievement represents nearly 180% of the original target and contributes significantly to the overall momentum of the university's annual fundraising efforts.

For the first time, University Advancement is utilizing EAB Global, Inc. to enhance its approach to donor engagement, particularly in encouraging first-time gifts. EAB's mission is to make education smarter and communities stronger, with a focus on advancement, student



**Board of Trustees
Meeting Minutes
DRAFT**

success, and retention. Other university divisions currently using EAB services include Academic Affairs, Student Affairs, and Student Success.

Calendar year-end annual giving (December–January) generated \$51,877 from 175 donors. Additionally, digital advertising performance, tracked with EAB, continues to trend positively, with steady improvements in audience engagement and conversion rates.

ADJOURNMENT

The Committee on University Advancement adjourned at 11:12 a.m.

Respectfully Submitted,

Warren McDonald, Chair
Treva Bentley, Recorder



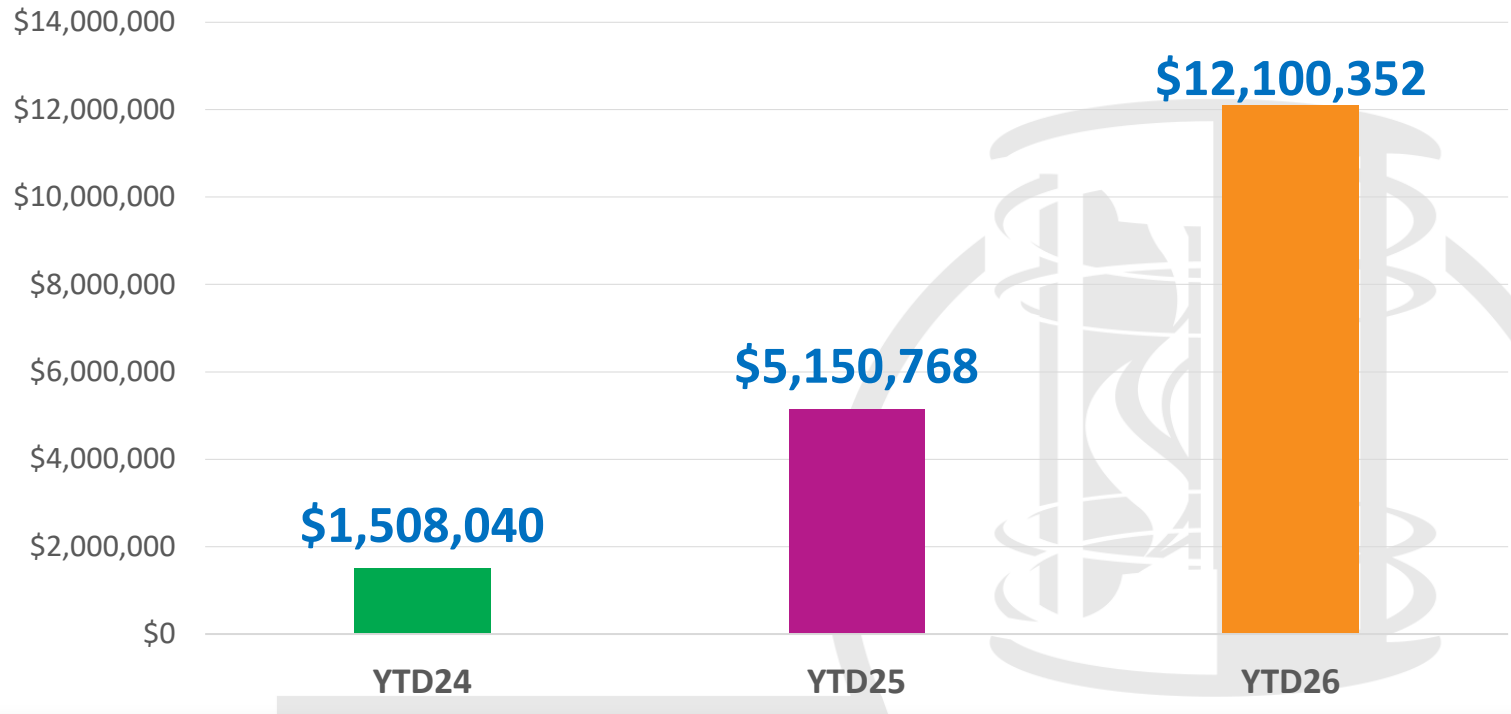
BOARD OF TRUSTEES COMMITTEE ON UNIVERSITY ADVANCEMENT

**Wesley T. Fountain
Interim Vice Chancellor for University Advancement
June 10, 2026**

UNIVERSITY ADVANCEMENT STATUS REPORT



Year-to-Date Giving Last 3 Years July 2025-June 2026



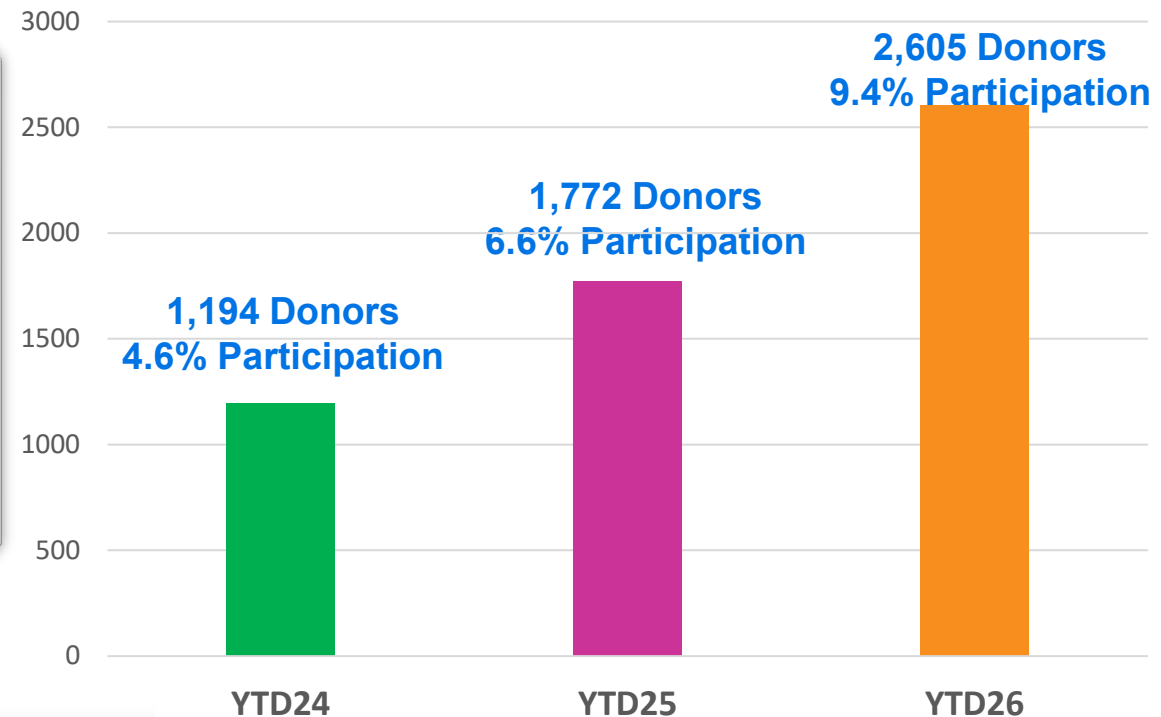
STRATEGIC PRIORITIES **5**

Advancing the University

ALUMNI PARTICIPATION



Alumni Donors July 2025-June 2026



STRATEGIC
PRIORITIES **5**

Advancing the University

GRADUATING CLASS GIVING



GRADUATE TOTALS



DONORS

485



TOTAL

\$9,098



NATIONAL ALUMNI ASSOCIATION

43rd FAYETTEVILLE STATE UNIVERSITY
NATIONAL ALUMNI ASSOCIATION
Convention

A silhouette of a bronco rearing up in front of university buildings under a sunset sky.

FOREVER A BRONCO
RECONNECT • REIGNITE • REIMAGINE
JUNE 26-27, 2026

The logo for the Fayetteville State University National Alumni Association, Inc., featuring a circular emblem with a horse and the text "FAYETTEVILLE STATE UNIVERSITY National Alumni Association, Inc." around it.

FAYETTEVILLE STATE UNIVERSITY
NATIONAL ALUMNI ASSOCIATION, INC.

2ND ANNUAL
SCHOLARSHIP
Gala

JUNE 27, 2026 | 7 PM TO 12 AM
RUDOLPH JONES STUDENT CENTER
692 W. T. BROWN DR, FAYETTEVILLE, NC 28301

BLACK TIE EVENT

QUESTIONS

