



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

**Committee on University Advancement
Wednesday, September 23, 2026
9:00 AM**

Call to Order Warren McDonald, Committee Chair

Welcome and Opening Remarks Warren McDonald

Roll Call Karen Bussey

Approval of Minutes: March 25, 2026
June 10, 2026

Information Items:

A. University Advancement Updates Wesley T. Fountain
Vice Chancellor for External Affairs and University Advancement

B. External Affairs and Military Relations Updates

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 University Advancement
910-672-1685

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 Richardson.

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

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

COMMITTEE ON UNIVERSITY ADVANCEMENT

Wednesday, June 10, 2026

11:00 a.m.

The Committee on University Advancement of the Fayetteville State University Board of Trustees convened Wednesday, June 10, 2026, in the Charles W. Chesnutt Library, Board Room and via Microsoft Teams. The meeting was called to order by Trustee Warren McDonald at 11:00 a.m.

ROLL CALL

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

APPROVAL OF MINUTES

The minutes of the Committee on University Advancement Meeting held on March 25, 2026, were not voted on and will be reviewed at the September 23, 2026, meeting for approval.

UNIVERSITY ADVANCEMENT UPDATES

Mr. Wesley Fountain, Vice Chancellor for External Affairs and Military Relations and Interim Vice Chancellor for University Advancement, began his report by expressing appreciation to the Board of Trustees, Chancellor Allison, and Cabinet colleagues for their confidence and support as he serves in the interim role. He noted that he is working closely with University Advancement staff, including Ms. Linda Coley and other stakeholders, to sustain the division's positive momentum and build upon recent successes.

Vice Chancellor Fountain reported that the search for an Associate Vice Chancellor for Development is underway. He also provided a year-to-date fundraising and alumni participation update, highlighting progress over the past three fiscal years.

The university has exceeded its \$9 million fundraising goal, raising \$12,100,352 to date. This achievement represents a historic milestone and a significant year-over-year increase compared with \$1,508,040 raised year-to-date in 2024 and \$5,150,768 raised year-to-date in 2025. He noted that the continued upward trajectory reflects strengthened engagement strategies and an expanding base of philanthropic support.

Vice Chancellor Fountain further reported that alumni participation has reached 9.4%, representing 2,605 donors, surpassing the University's 8% goal and exceeding participation levels at the same point in both 2024 and 2025.



Board of Trustees Meeting Minutes DRAFT

The Senior Giving Initiative was a key factor in the university's alumni participation success. The initiative generated \$9,098 from graduating seniors, with 485 donors participating.

Vice Chancellor Fountain announced that the Fayetteville State University National Alumni Association (FSUNAA) will host its 43rd Annual Convention on June 26-27 on the FSU campus. This year's theme is "Forever a Bronco: Reconnect, Reignite, Reimagine." He also noted that the FSUNAA 2nd Annual Scholarship Gala is scheduled for June 27 in the Rudolph Jones Student Center.

Following the report, FSUNAA President Linda Coley delivered remarks and shared that her term as president will conclude on June 30. She expressed optimism that alumni participation will reach 10% by the end of the fiscal year.

Board members recognized Ms. Coley's leadership and contributions to the Association. Under her tenure, alumni giving increased significantly, among other notable accomplishments. Chancellor Allison commended Ms. Coley for her outstanding service and leadership as FSUNAA President. Trustee Joyce Adams, on behalf of the Board of Trustees, expressed appreciation for Ms. Coley's dedication and exceptional leadership, and Trustee Moore echoed those sentiments.

ADJOURNMENT

The Committee on University Advancement adjourned at 11:15 a.m.

Respectfully Submitted,

Warren McDonald, Chair
Treva Bentley, Recorder



BOARD OF TRUSTEES COMMITTEE ON UNIVERSITY ADVANCEMENT

Wesley T. Fountain
Vice Chancellor for External Affairs and University Advancement
September 23, 2026

EXTERNAL AFFAIRS

CONNECTING FSU
TO OPPORTUNITY.



GOVERNMENT
RELATIONS



COMMUNITY
ENGAGEMENT



ECONOMIC
DEVELOPMENT



INVESTING IN BRONCOS. TRANSFORMING LIVES.

Director of Government Relations

ADVOCACY. PARTNERSHIPS. OPPORTUNITY.

*Welcome
to the Team!*

Maria Lord

DIRECTOR OF
GOVERNMENT RELATIONS

*Advancing FSU's priorities
through strong partnerships
and strategic advocacy at
the local, state, and
federal levels.*



Role Overview

Maria Lord joins Fayetteville State University as our new Director of Government Relations. She will work with the Vice Chancellor for External Affairs and University Advancement to advance FSU's legislative priorities and strengthen relationships at the local, state, and federal levels.



Government Representation

Serves as FSU's representative to the North Carolina General Assembly, the U.S. Congress, and other governmental bodies on issues of interest and concern to the University.



Legislative Strategy

Works with the Vice Chancellor for External Affairs and University Advancement to develop and implement a legislative strategy aligned with FSU's strategic and legislative priorities.



Relationship Building

Builds and maintains strong relationships with legislators, governmental agencies, and key stakeholders to advance resources and opportunities for FSU.



Policy Monitoring and Analysis

Provides subject matter expertise on local, state, and federal affairs and public policy, with a focus on higher education issues.



Coordination and Impact

Serves as a point of coordination for governmental issues and opportunities, helping position FSU for continued growth, visibility, and success.

Leadership Opportunities

RES NON VERBA



Associate Vice Chancellor for External Affairs

POSITION OVERVIEW

The Associate Vice Chancellor (AVC) for External Affairs supports the Vice Chancellor for External Affairs and University Advancement in advancing Fayetteville State University's mission through government relations, community engagement, strategic partnerships, and economic development initiatives.



Position Status

POSITION POSTED



Government Relations

Supports state, federal, and local engagement and advocacy efforts.



Community Engagement

Builds and strengthens relationships with community and industry partners.



Strategic Partnerships

Identifies and cultivates partnerships that advance university priorities.



Economic Development

Supports initiatives that drive innovation, talent development, and economic impact in the region.

2026 Legislative Session

RECAP

RES NON VERBA



A SUCCESSFUL SESSION FOR FSU

The 2026 North Carolina General Assembly delivered on all of Fayetteville State University's legislative priorities, providing key investments and policy authorities that advance student success, campus infrastructure, and long-term growth.



Enrollment Growth Funding \$6,055,387

- \$2,496,837 tied to 2024 enrollment change
 - \$3,558,550 tied to 2025 enrollment change
- Supports continued enrollment growth and expanded opportunities for Bronco students.*



Authority to Reallocate \$2M From College of Education Project to Parking Deck Project

Legislative authority provided to move \$2,000,000 from the College of Education project (FSU21-2) to the Parking Deck project (FSU21-3), supporting critical campus infrastructure and student access.



Building Reserves \$1,332,638

- College of Education
- Provides critical resources to maintain and enhance facilities for teaching, learning, and innovation.*



Legislative Authority for Disposition of a Residential Property

Authority granted to allow the University to proceed with the disposition of a residential property, providing flexibility to optimize university assets and support future priorities.



SCIF Named Capital Project – FSU

UNC/FSU23-2 H.L. Cook Building Renovation and Addition

- Total Project Authorization: **\$10,000,000**
- Prior Appropriations: **\$4,500,000**
- FY26–27 Funds Requested: **\$5,500,000**

Advances the renovation and expansion of the H.L. Cook Building to support academic excellence and program growth.



THANK YOU

We extend our sincere appreciation to our state leaders, legislative delegation, and partners for their continued support of Fayetteville State University and our mission to transform lives and strengthen our region.

Together, we are building a stronger North Carolina.

Legislative Session Process

RES NON VERBA



Path to the 2027 Long Session

A coordinated process to advance the UNC System's legislative agenda.



Important Dates

Mark your calendar.



University System Day

April 27, 2027

10:00 AM – 1:00 PM
on the Mall



Chancellors and Mascots

11:00 AM – 12:00 PM
on the Mall for photos



BRONCOS MOVE FORWARD
TOGETHER



SAME MISSION.
GREATER IMPACT.



UNIVERSITY ADVANCEMENT

INVESTING IN PEOPLE
TRANSFORMING LIVES



EXTERNAL AFFAIRS

CONNECTING FSU
TO OPPORTUNITY

INVESTING IN BRONCOS. TRANSFORMING LIVES.

AVC for University Advancement

PEOPLE. PARTNERSHIPS. POSSIBILITIES.



Jalisha Pone, MPA, CFRM

ASSOCIATE VICE CHANCELLOR
FOR UNIVERSITY ADVANCEMENT



A Little About Me

My passion is people, purpose, and progress. I am committed to advancing Fayetteville State University's mission through philanthropy, alumni engagement, and strategic partnerships.



Fayetteville is home

My roots, family, faith, and community connections run deep here.



Higher education advancement is my lane

I love connecting people with opportunities to drive change and make a difference.



I'm a relationship-builder first

I believe the best fundraising happens when we listen well, build trust, and connect people to purpose.



I'm currently pursuing my Ed.D. at UNC Wilmington

I'm studying the people who do this work and what helps talented advancement professionals thrive and stay.



Service is important to me

I am actively involved in my church, community organizations, and initiatives that strengthen the Fayetteville community.



I believe in the power of HBCUs

and the transformational opportunities they create for students, families, and communities.



At FSU, I want to build something that lasts

Meaning stronger donor relationships, deeper community partnerships, and a culture of philanthropy worthy of the Bronco legacy.

VACANT POSITION TIMELINE



DIRECTOR OF DEVELOPMENT

Status: Search Committee Selected

Leads donor cultivation, major gift fundraising, and development strategies to secure philanthropic support and advance University priorities.

DIRECTOR OF ALUMNI AFFAIRS

Status: Search Committee Selected

Leads alumni engagement, outreach, and events to strengthen lifelong connections with the University.

DIRECTOR OF CORPORATE AND FOUNDATION RELATIONS

Status: Posting Pending

Cultivates and manages relationships with corporate and foundation partners to secure philanthropic support and advance University priorities.

DIRECTOR OF ADVANCEMENT SERVICES

Status: Position Posted

Oversees the University's constituent relationship management (CRM) system and advancement operations, including data management, reporting, gift processing, and prospect research to support fundraising and alumni engagement.

ASSOCIATE DIRECTOR OF DEVELOPMENT

Status: Position Fill – Start Date Monday, September 14th

Supports donor cultivation, stewardship, and major and annual giving efforts, while assisting with fundraising initiatives to advance University priorities.

FY26 Year in Review

People. Partnerships. Possibilities.

*A record year of philanthropic support
advancing our mission.*



TOTAL FUNDRAISING

\$12.6M



28%

INCREASE OVER FY25
(\$9.88M → \$12.6M)

Fundraising has grown nearly fivefold since FY24, reflecting broad support for FSU's mission.



CORPORATE/FOUNDATION GIVING

\$10.56M



24%

INCREASE OVER FY25
(\$8.55M → \$10.56M)

Strong and growing partnerships with corporations and foundations continue to power our mission.



CONSTITUENT GIVING

\$1.62M



22%

INCREASE OVER FY25
(\$1.33M → \$1.62M)

Generous support from alumni, friends, faculty, staff, and other constituents continues to grow.



ALUMNI PARTICIPATION

2,769 | **10.1%**
ALUMNI DONORS | PARTICIPATION



38.5%

INCREASE IN DONORS
OVER FY25
(2,000 → 2,769)

Alumni donor participation reached 10.1% in FY26, with a 38.5% increase in donors over FY25.



TOP 3 CORPORATE/FOUNDATION DONORS

1. Anonymous Trust
2. Thurgood Marshall College Fund
3. Cape Fear Valley Health System



TOP 3 ALUMNI DONORS

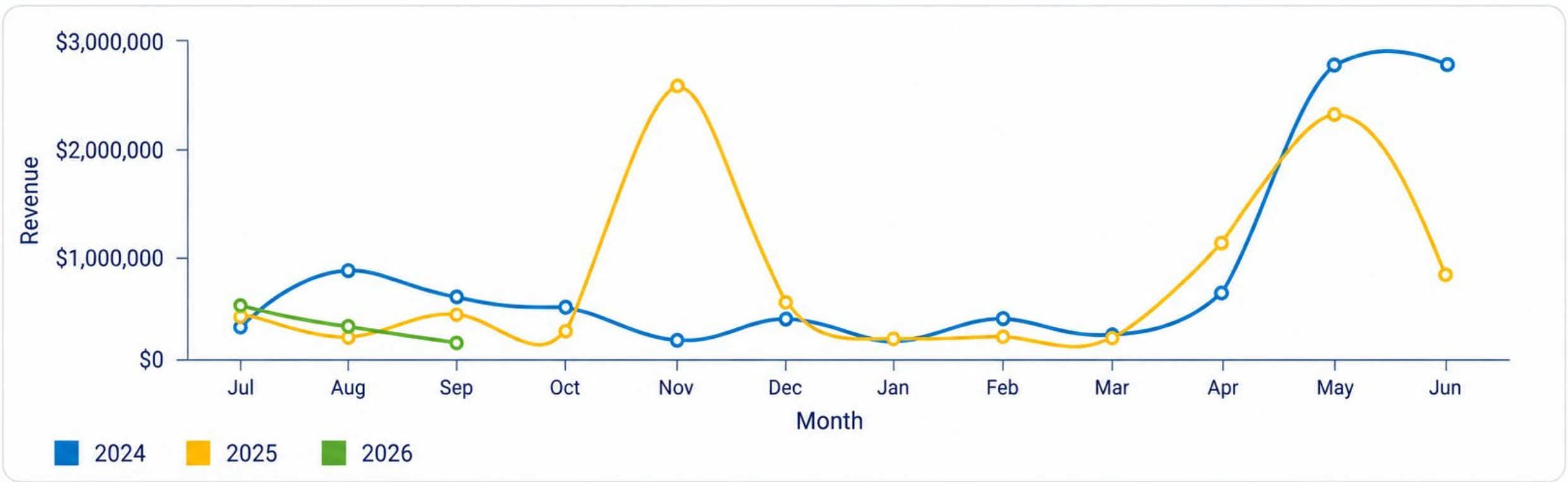
1. James R. McPherson
2. Howard D. Hopkins
3. Dr. Clarence Lloyd



TOP 3 FACULTY/STAFF DONORS

1. Gloria A. Moore-Carter
2. Wanda L. Jenkins
3. Terrance B. Robinson

FUNDRAISING REVENUE



PEAK PERFORMANCE

2025 shows a significant revenue peak in November, while 2024 reached its highest levels in May.



SEASONAL TRENDS

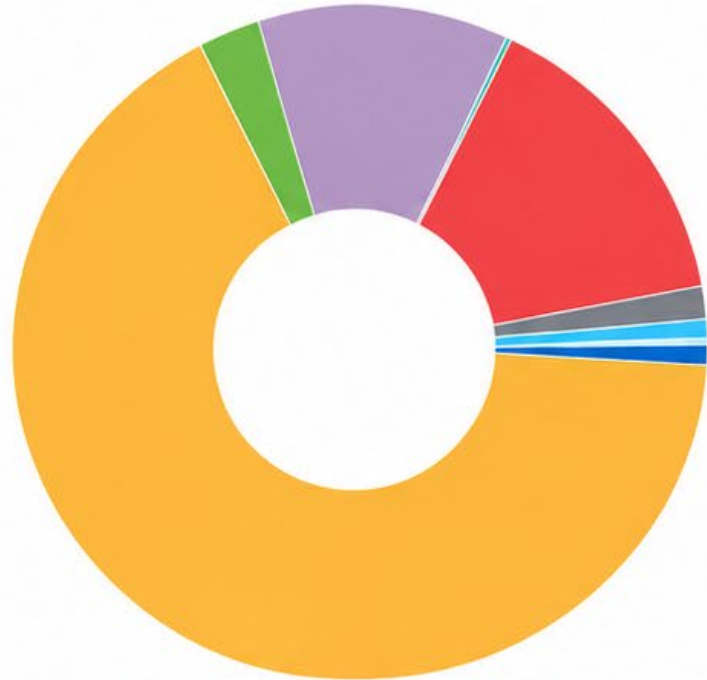
Fundraising revenue typically increases in the spring (April–May) for 2025.



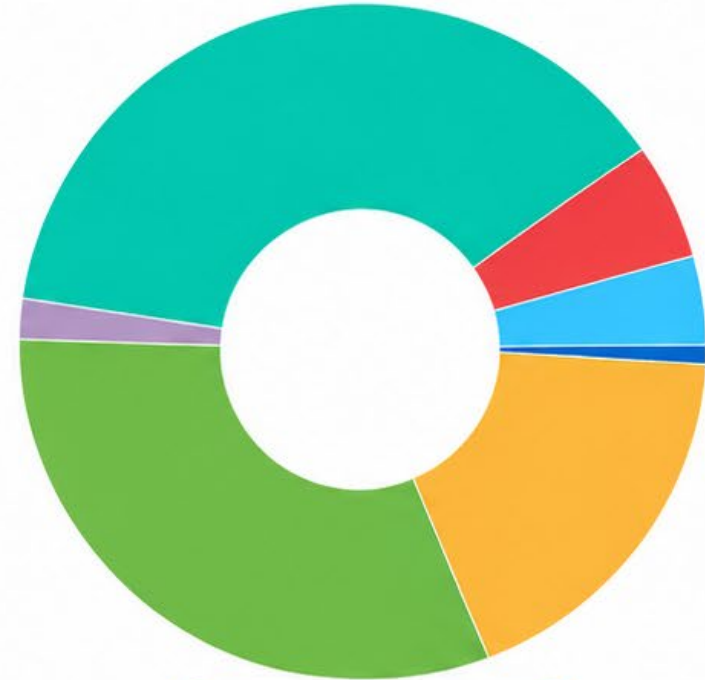
YEAR-TO-DATE

2026 activity (July–September) shows early giving consistent with prior years.

GIFTS BY CONSTITUENT CODE



GIFTS



REVENUE





ALUMNI HOMECOMING EVENTS

More events to be added, stay tuned!



OCT
15
THURSDAY

Alumni & Friends Welcome Center

12:00 PM – 5:00 PM

Pre-Register for a special gift!
<https://tinyurl.com/Alumni-WC>



OCT
16
FRIDAY

Alumni & Friends Welcome Center

10:00 AM – 5:00 PM

Pre-Register for a special gift!
<https://tinyurl.com/Alumni-WC>



OCT
16
FRIDAY

Golden Bronco Society Brunch

More Info Coming Soon!



OCT
17
SATURDAY

Tailgate

Swag will be provided while supplies last. More info coming.



OCT
17
SATURDAY

Classes in Reunion Lunch & Photos (RJSC Lobby & Amphitheatre)

11:00 AM – 1:30 PM (For alumni whose graduation year ended in 1 or 6)



For the latest Homecoming information, visit the official Fayetteville State University Homecoming webpage.

**EVENT SCHEDULE • PARADE • PARKING & SHUTTLES
TAILGATING • GAME TICKETS • ALUMNI EVENTS • SAFETY**

**SCAN THE QR CODE OR CLICK HERE FOR MORE
INFORMATION**



**SCAN FOR
HOMECOMING DETAILS**
uncfsu.edu

Thank you for your continued partnership and support.

Together, we are advancing Fayetteville State University and creating a brighter future for our students, alumni, and community.



ADVOCACY & POLICY

Building support
for FSU's mission.



COMMUNITY ENGAGEMENT

Strengthening
partnerships for
greater impact.



PHILANTHROPY & INVESTMENT

Fueling opportunities
for students and
programs.



QUESTIONS?

We welcome your questions
and feedback.

