



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

**COMMITTEE ON UNIVERSITY ADVANCEMENT
December 11, 2024
11:10 AM**

Call to Order Gregory Pinnix, Committee Chair

Welcome and Opening Remarks Gregory Pinnix

Roll Call Karen Bussey

Approval of Minutes: September 25, 2024

Information Items:

A. University Advancement Updates Omar O. Bell
Vice Chancellor for University Advancement

Action Items:

UA-1: Facilities Renaming Dr. Juanette Council
Vice Chancellor for Student Affairs

Committee members: Joyce Adams, Jerry Gregory, Warren McDonald, Gregory Pinnix,
Kimberly Jeffries Leonard

Staff Liaison: Omar O. Bell
Board Professional: Treva Bentley

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

COMMITTEE ON UNIVERSITY ADVANCEMENT

Wednesday, September 25, 2024

11:15 AM

The Committee on University Advancement of the Fayetteville State University Board of Trustees convened Wednesday, September 25, 2024, in the Rudolph Jones Student Center, Multi-purpose Room 242 and via Microsoft Teams. The meeting was called to order by Trustee Greg Pinnix at 11:17 AM.

ROLL CALL

The following trustees were in attendance: Mr. Gregory Pinnix, Mrs. Joyce Adams, Dr. Warren McDonald, and Dr. Kimberly Jeffries Leonard.

APPROVAL OF MINUTES

It was moved by Trustee McDonald and seconded by Trustee Joyce Adams that the minutes of the Committee on University Advancement Meeting held on June 12, 2024, be accepted as printed. The motion carried.

UNIVERSITY ADVANCEMENT UPDATES

Mr. Omar Bell, Vice Chancellor for University Advancement, provided an update on fundraising engagement.

- The university raised \$9.3 million dollars in fiscal year 2024 (FY24).
 - Over \$6.6 million in cash | Over \$2.6 million committed.
- Overall FY24 alumni donor participation reached 5.3%.
- FY25 total raised to date is \$3.5 million dollars.
 - This total is about \$1 million ahead of last year's total for this period.

The Office of Alumni Affairs will focus on engagement, communication, and chapter visits. The FY25 goal for alumni participation is 7%. The FSU Future Alumni Association has been revived and an executive board established. Helping students understand they are alumni in the making is a priority.

The Office of Development, under the leadership of Associate Vice Chancellor Sandy Yates, now has three frontline fundraisers. The fundraisers are Doris Pierce Hardy (director), Angel Parks (associate director), and Caleb Heatwole '21 (assistant director). The gift processor, Tiffani Baker, ensures incoming gifts to the university get to their designated destination.

Jose Carnero is the director of advancement services. Grover Richardson is the prospect researcher.

The strategic focus for the division entails the following:

- Staff metrics – raising dollars; strengthening relationships for increased participation
- Data analytics – improving automation; holding focus groups
- Building qualified portfolios – strategic solicitations; ongoing visits and engagement

In advancing the university, staff will work to make planned giving marketing stronger, invite constituents to be a part of FSU happenings not just give, send out an annual fall appeal, strive to increase alumni participation to 7%, and continue donor mining.

ADJOURNMENT

The Committee on University Advancement adjourned at 11:43 a.m.

Respectfully Submitted,

Gregory Pinnix, Chair
Treva Bentley, Recorder



BOARD OF TRUSTEES COMMITTEE ON UNIVERSITY ADVANCEMENT

Omar O. Bell
Vice Chancellor for University Advancement
December 11, 2024

CASH & COMMITMENTS COMPARISON

YTD 24 Total Raised	\$3,556,024
Cash	\$2,888,115
Commitments	\$667,909
Alumni Participation	2.3%

YTD 25 Total Raised	\$4,278,779
Cash	\$2,401,896
Commitments	\$1,876,883
Alumni Participation	2.5%

HOMECOMING TOTALS '25

Total Homecoming Giving	\$778,909
Total Homecoming Gifts	1,709
Total Homecoming Donors	1,179
Total New Donors	482
Total New Alumni Donors	121

ALUMNI ENGAGEMENT & CULTIVATION: HOMECOMING UPDATES

**14 Alumni Classes celebrated
Milestone Reunions ~ Combined
Contributions over \$140,000!**



FSUNAA's Mr. or Miss Contest
Total Raised: \$143,167.25
Winner: Ms. Donna Pressley
Raised: \$76,255.25

FUTURE ALUMNI ASSOCIATION

SEPTEMBER 2024

Mr. and Miss FAA Contest
[1st Philanthropic event]
Raised: **\$2,269**

UPCOMING 2025

February – Etiquette Event



OCTOBER 2024

Homecoming Parade
A.U.T.O.S. Trunk or Treat



FAA Membership: 40 Broncos

ALUMNI ENGAGEMENT METRICS UPDATE

FY24 & FY25 COMPARISON

**As of November 8, 2024*

FY24 Engagement

Alumni Total Giving – \$324,595

Alumni Total Donors – 629

Participation – 2.2%

FY25 Engagement

Alumni Total Giving – \$329,393

Alumni Total Donors – 645

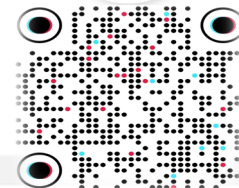
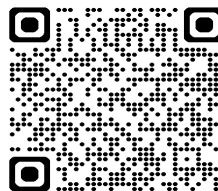
Participation – 2.4%



NEW Facebook Page Engagement Metrics

Created July 2020 – 0 Followers

Currently – 704 Followers





OFFICE OF DEVELOPMENT

Sandy Yates
Associate Vice Chancellor

STRATEGIC FOCUS

Raising Money

- Raised over \$500,000 from Homecoming
- Sent two solicitations (Monthly Schedule Established)



Strengthening Relationships

- Stewarded Alumni Association Chapters with Development
- Team Visits and Engagement On-going
- Conducted 3 Planned Giving Presentations



STRATEGIC FOCUS

Strengthening Relationships

- Stewarded Classes of '64, '74, & Golden Broncos during Homecoming

Data Analytics

- Conducted 6 Focus Group Sessions

Building Qualified Portfolios

- On-going



QUESTIONS



ACTION ITEM:

A-1 FACILITIES RENAMING

Dr. Juanette Council
Vice Chancellor for Student Affairs