



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

COMMITTEE ON UNIVERSITY ADVANCEMENT

June 12, 2024

10:45 AM

Call to Order Gregory Pinnix, Committee Chair

Welcome and Opening Remarks Gregory Pinnix

Roll Call Karen Bussey

Approval of Minutes: March 27, 2024

Information Item:

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

Action Items:

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

Committee members: Gregory Pinnix, Jerry Gregory, Joyce Adams, Warren McDonald,
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, March 27, 2024

10:30 AM

The Committee on University Advancement of the Fayetteville State University Board of Trustees convened Wednesday, March 27, 2024, in the Rudolph Jones Student Center, Multi-purpose Room 242 and via Microsoft Teams. The meeting was called to order by Trustee Gregory Pinnix at 10:51 AM.

ROLL CALL

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

APPROVAL OF MINUTES

It was moved by Trustee McDonald and seconded by Trustee Adams that the minutes of the Committee on University Advancement Meeting held on December 13, 2023, be accepted as printed. The motion carried.

UNIVERSITY ADVANCEMENT UPDATES

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

- The university has raised \$3.6 million dollars.
- In which, over \$1.4 million has been committed.
- 1,100 alumni donors have given overall.

The Office of Alumni Affairs, under the leadership of Mrs. Carmen Harper, has been actively engaging and cultivating alumni through events and/or chapter visits. Engagement and cultivation include events at the 2024 CIAA Basketball Tournament in Baltimore, Marland, as well as chapter visits and gatherings in North Carolina and Atlanta.

There are currently thirty active alumni chapters. Nine chapters are proposed to be reinstated, fourteen are proposed new area alumni chapters, and nineteen are proposed new affiliates. The goal is to have fifty active alumni chapters/affiliates by 2026. The FSU National Alumni Association Convention will be held from June 21-22, 2024, at Fayetteville State University.

VC Bell shared updates on the Office of Career Services. The three-year goal for paid internships is 750. There are 626 paid internships to date (2021-2024). The number of paid interns across the campus is being investigated to determine what may not have been reported to Career Services. Overall intern compensation is \$2 million. For the 2023-2024 academic year, thus far, paid internships total 183. Revenue projections from internships amount to \$512,301.

University Advancement new hires are Jose Carnero, Director of Advancement Services; Doris Peirce Hardy, Director of Development; and Lillian “Angel” Parks, Associate Director of Development. Searches for the following positions are ongoing: Assistant Vice Chancellor for Career Services and Employer Relations, Assistant Director for Development, Communications Specialist, Donor Engagement Manager, and two Career Counselors.

Trustee Pinnix inquired about the extent that FSU is leveraging social media as it relates to donor giving. VC Bell said the university is working with FSU communications to maximize social media. Freewill, an external vendor, will be used for planned giving social media.

University Advancement may host a virtual alumni session before July 1 to see what they would like to see more of on social media. Trustee Pinnix suggested students communicate to alumni the impact of how their donations help. Trustee Adams recommended fundraising be offered with levels of donation sponsorships (like a golf tournament), providing incentives throughout the years - annually. VC Bell said his team is working with Mike King in Athletics to put together a golf tournament.

Trustee Gregory asked about giving within the medical community. Chancellor Allison mentioned the university has talked with the CEO of Cape Fear Valley Medical Center, and there is an upcoming meeting with Methodist University and Cape Fear Valley. Trustee Pinnix inquired if there is data that reflects what comparisons national alumni association chapters are doing. VC Bell responded that the database is being worked on to ensure comparisons will be accurate; this work may be complete in approximately six months.

ADJOURNMENT

The Committee on University Advancement adjourned at 11:33 a.m.

Respectfully Submitted,

Gregory Pinnix, *Chair*
Treva Bentley, *Recorder*



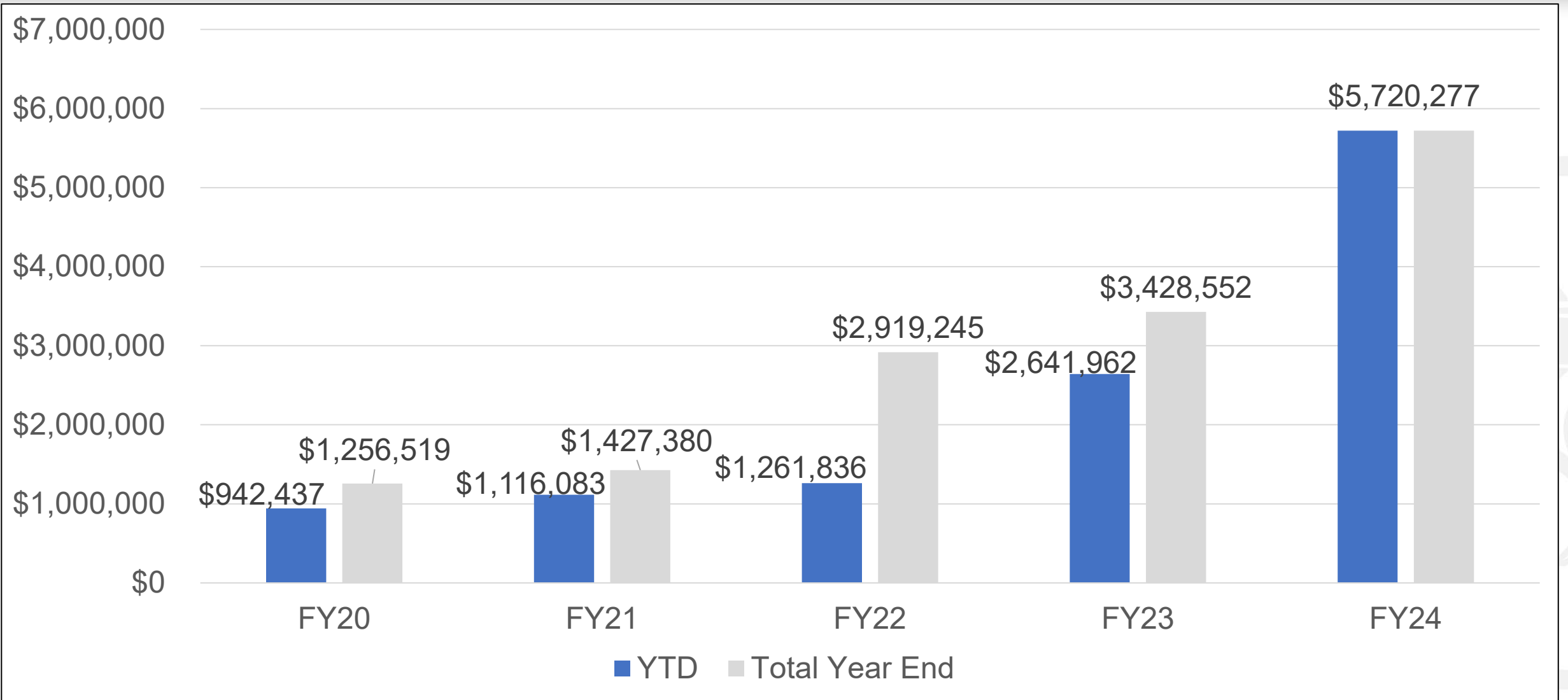
BOARD OF TRUSTEES COMMITTEE ON UNIVERSITY ADVANCEMENT

Omar O. Bell
Vice Chancellor for University Advancement
June 12, 2024

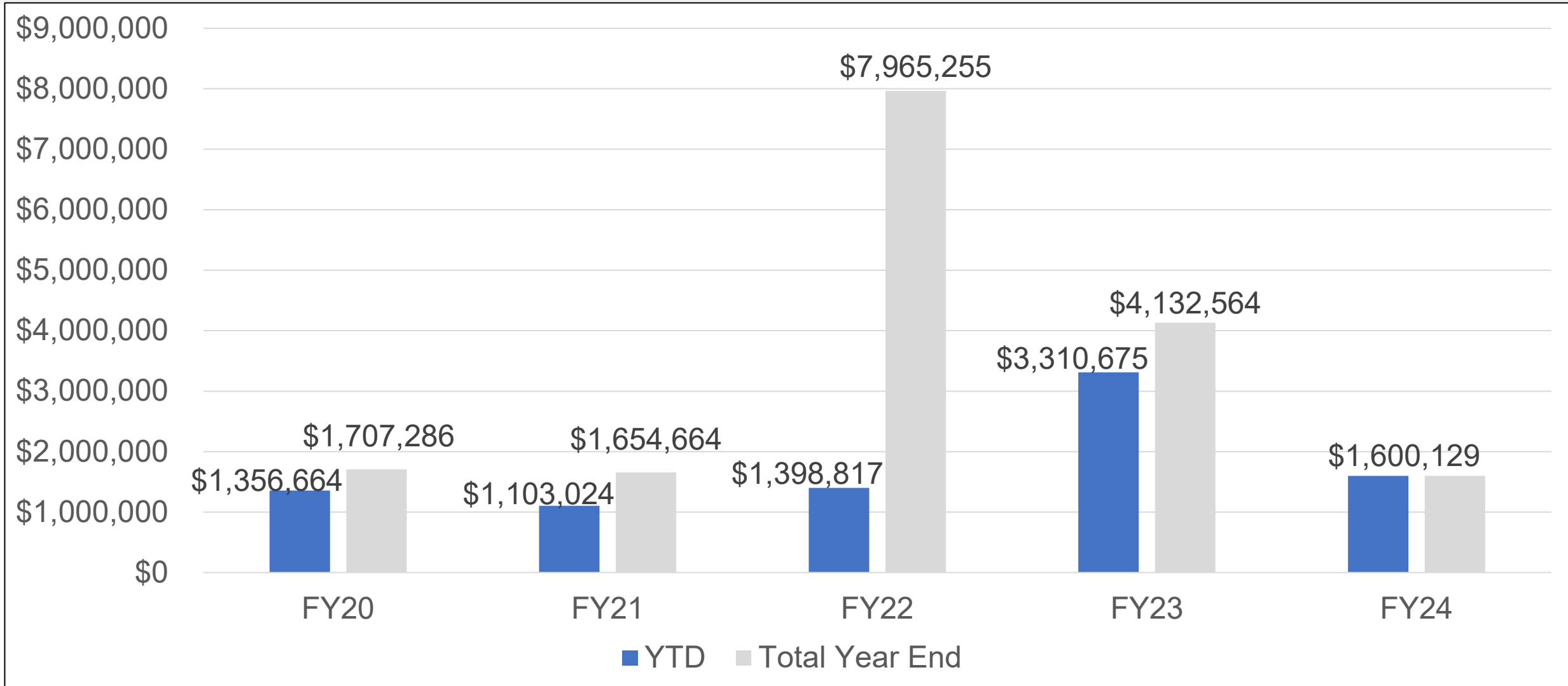
FY24 TOTALS...AND COUNTING

- FY24 Revenue Total (as of May 28th): **\$5,720,277**
- FY24 Committed Total (as of May 28th): **\$1,600,129**
- FY24 Alumni Donors (as of May 28th): **1,094**

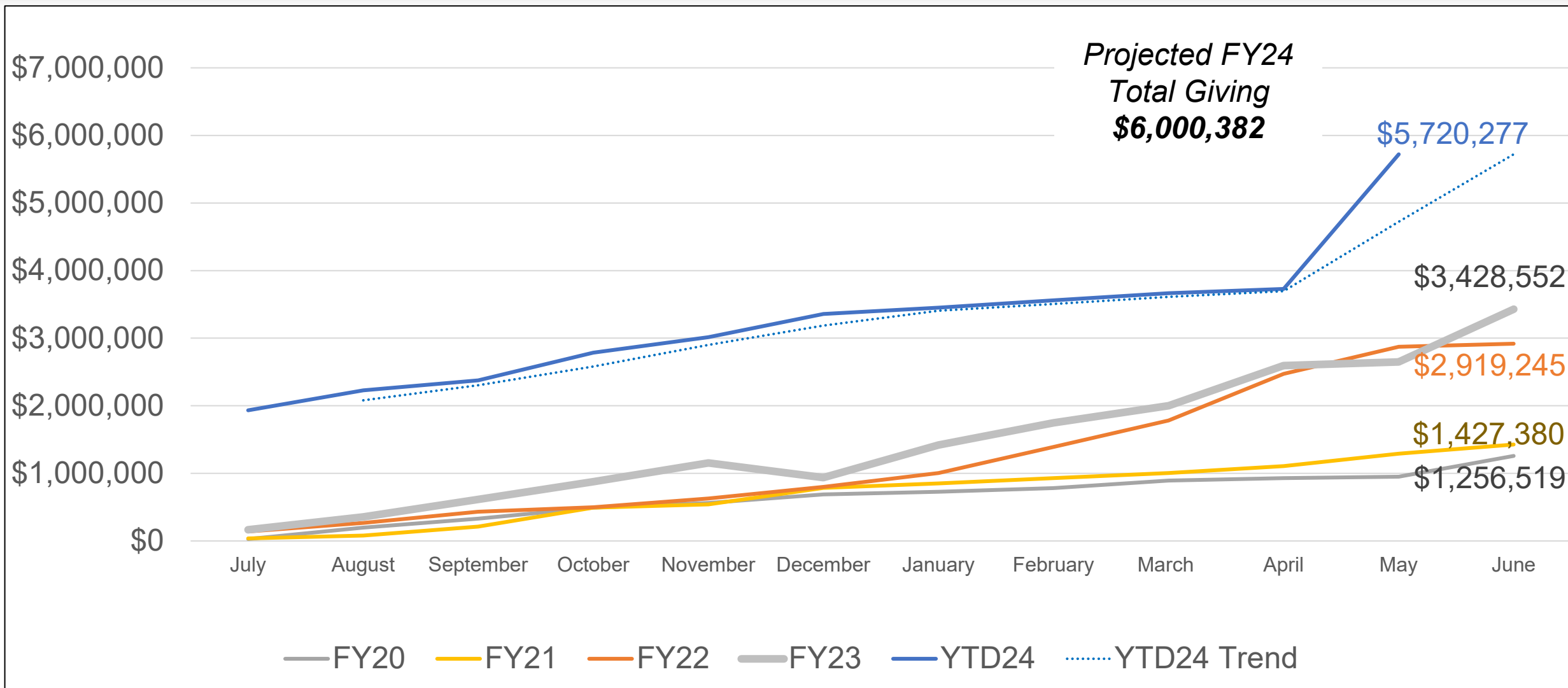
5-YR REVENUE COMPARISON



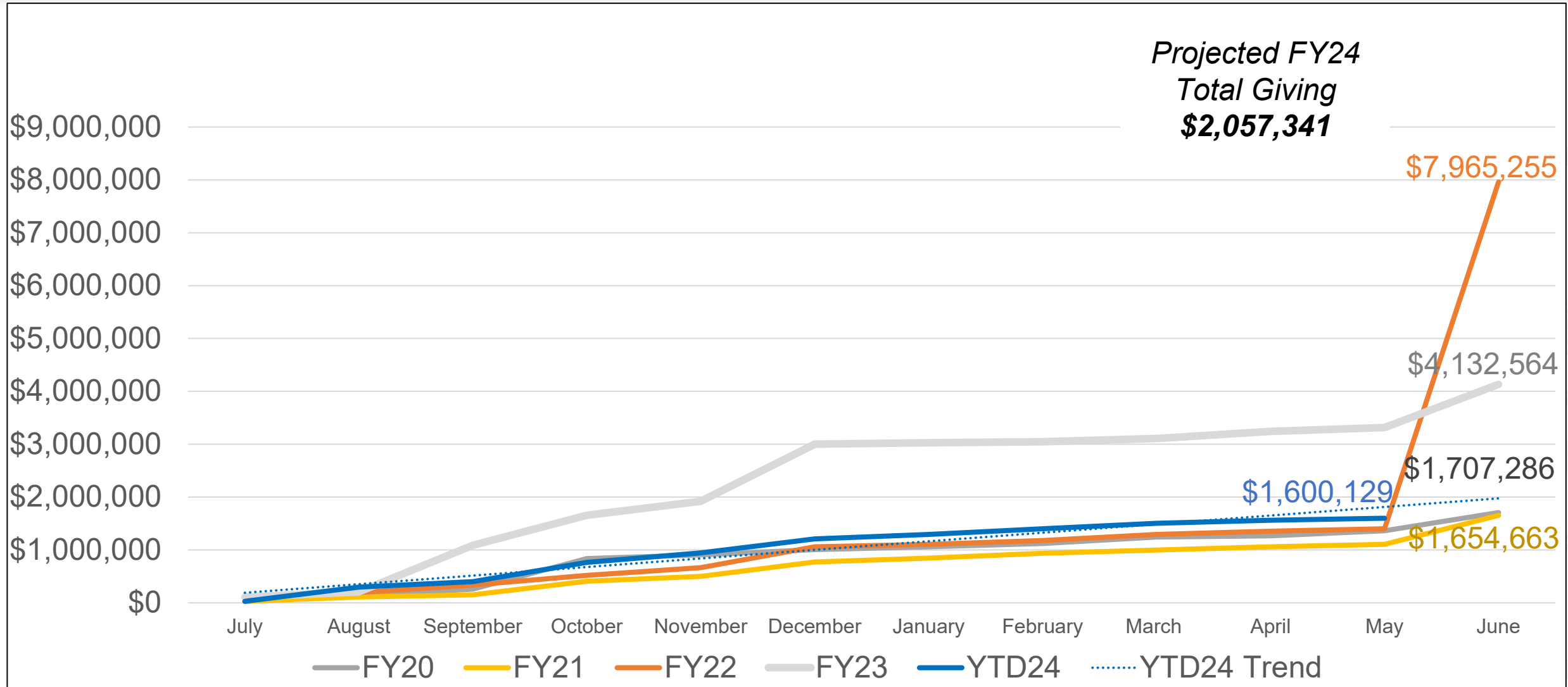
5-YR COMMITMENT COMPARISON



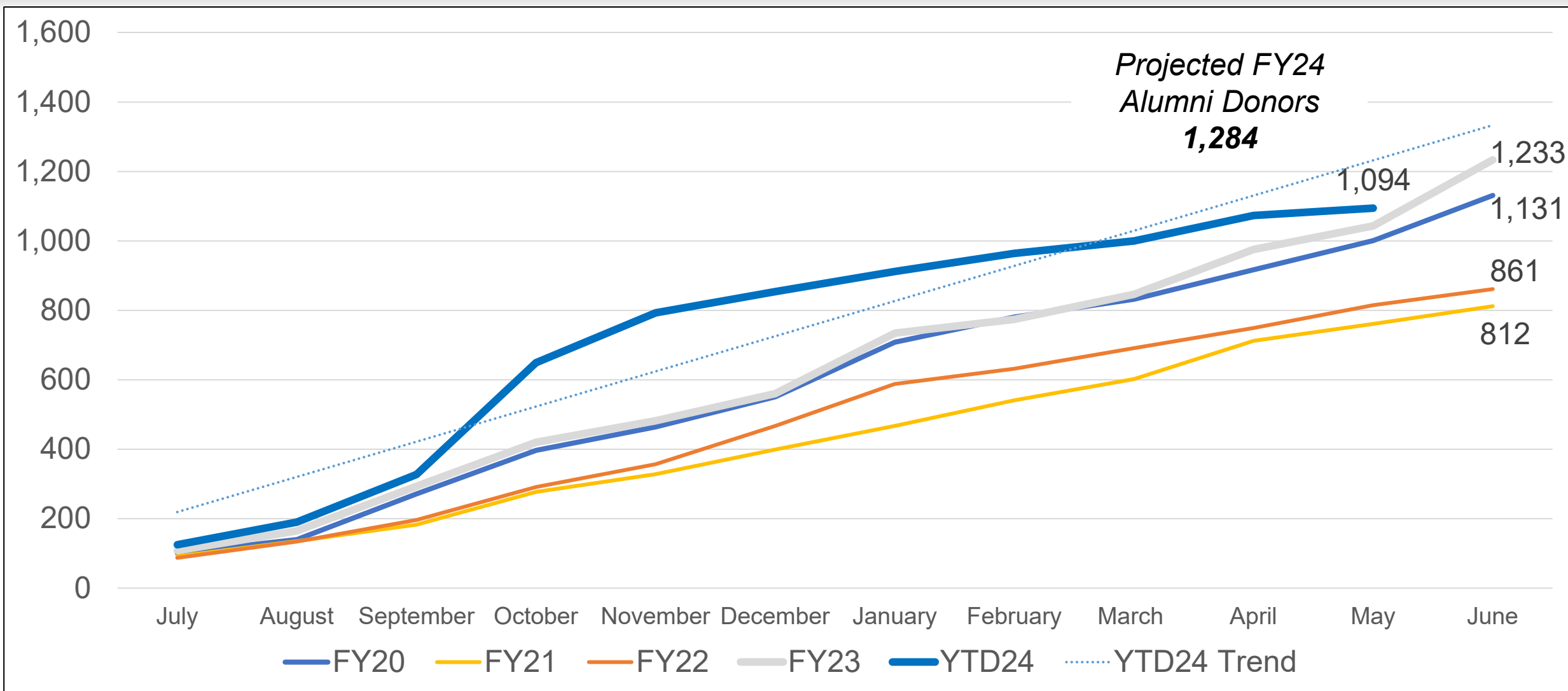
5-YR MONTHLY REVENUE COMPARISON



5-YR MONTHLY COMMITTED COMPARISON



5-YR ALUMNI DONOR COMPARISON



OFFICE OF ALUMNI AFFAIRS

Carmen Harper
Executive Director

ALUMNI & STUDENT ENGAGEMENT

Events & Activities

Scholarship & Donor Recognition Dinner

Graduation Preparation (3-Sessions)

Asheville, NC Alumni Mixer

Charlotte, NC Delta Alpha Alumnae Mixer

Charlotte, NC: HBCU Gathering at the Wells Fargo Championship

Class of 1974 Golden Bronco Celebration

Sampson County Alumni Mixer

OFFICE OF ALUMNI AFFAIRS



CLASS OF 1974 GOLDEN BRONCO SOCIETY

64 Golden Broncos participated in the Spring Commencement Ceremony.

Over 100 attended the Welcome Reception.

Class of 1974 Endowed Scholarship
Goal is \$50,000 by Homecoming 2024.



UPCOMING ALUMNI ENGAGEMENT LOCATIONS

Columbia, SC: Alumni Mixer & Donor Cultivation

Dallas, TX: Alumni Mixer & Donor Cultivation

Charleston, SC: Alumni Mixer & Donor Cultivation

New York, NY: Alumni Mixer & Donor Cultivation

Augusta, GA: Alumni Mixer & Donor Cultivation

Chicago, IL: Alumni Mixer & Donor Cultivation

OFFICE OF CAREER SERVICES

Omar O. Bell
Vice Chancellor

FSU PAID INTERNSHIPS

- **3-YEAR GOAL: 750 PAID INTERNSHIPS**
- **TOTAL PAID INTERNSHIPS TO DATE (2021-2024): 932**
- **TOTAL PAID INTERNSHIPS 2023-2024 ACADEMIC YEAR: 388**
- **OVERALL INTERN COMPENSATION: \$5.6M**
- **REVENUE PROJECTIONS FROM INTERNSHIPS: \$2.5M**

QUESTIONS