



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

**COMMITTEE ON UNIVERSITY ADVANCEMENT  
December 13, 2023  
10:30 AM**

Call to Order Gregory Pinnix, Committee Chair

Welcome and Opening Remarks Gregory Pinnix

Roll Call Karen Bussey

Approval of Minutes: September 27, 2023

**Information Items:**

A. University Advancement Updates Omar O. Bell  
Vice Chancellor for University Advancement  
  
Carmen Harper  
Executive Director of Alumni Affairs

**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

Board Professional: Treva Bentley

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

**COMMITTEE ON UNIVERSITY ADVANCEMENT**

**Wednesday, September 27, 2023**

**10:45 AM**

The Committee on University Advancement of the Fayetteville State University Board of Trustees convened Wednesday, September 27, 2023, in the Rudolph Jones Student Center, Multi-purpose Room 242. The meeting was called to order by Trustee Joyce Adams at 10:47 AM.

**ROLL CALL**

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

**APPROVAL OF MINUTES**

It was moved by Trustee Glenn Adams and seconded by Trustee Warren McDonald that the minutes of the Committee on University Advancement Meeting held on June 7, 2023, be accepted as printed. The motion carried.

**UNIVERSITY ADVANCEMENT UPDATES**

Mr. Omar Bell, Vice Chancellor for University Advancement, reported the division's four goals for fiscal year 2024 (FY24), according to FSU's strategic plan. The first three goals fall under strategic priority 5 - advancing the university. The last goal comes under strategic priority 2 - enhance student engagement and career development. Goals are as follows:

- (1) Increase baseline comprehensive fundraising to \$8 million.
- (2) Increase alumni support to \$1 million; corporate and foundation support to over \$6 million.
- (3) Increase alumni donor participation to a minimum of 5%.
- (4) Increase career paid internship opportunities for student and corporate partnerships.

VC Bell introduced the division's new Associate Vice Chancellor (AVC) for Development, Mrs. Sandra Yates. She is a certified fundraising executive with more than 25 years of experience as a fundraising professional. She is also a U.S. Air Force veteran.

AVC Yates' focus will include principal and major gifts programs, annual giving and campaign

planning, corporate and foundation relations, operations, policies and procedures, and recruitment and talent management.

VC Bell gave the fundraising update, which included the overall FY24 goal of \$8 million.

- The university has raised \$293.8 thousand dollars.
- In which, \$44,568 was raised from alumni and affiliates.
- 198 Alumni have given overall.
  - This total is .59% of the reachable base of 33,420 alumni.

University Advancement produced the “Giving Back to Push Forward Honor Roll of Donors” publication, listing 1,809 supporters from July 1, 2022 – June 30, 2023. The publication is also accessible on the FSU website.

The office of alumni affairs, under the leadership of Mrs. Carmen Harper, has a goal to have 50 active alumni chapters/affiliates in place by 2025. Currently, there are 30 active alumni chapters with six proposed reinstated chapters. Twelve new area chapters and seven new affiliates are also proposed. Another alumni goal is to create, foster, and activate affinity groups. Areas of interest include military affiliations, athletic teams, industry and career-specific groups like health/nursing, educators, and groups by organizations/clubs such as former band members.

Alumni engagement and cultivation events included a pre-game gathering for the FSU versus UNC Pembroke football game, FSU Night at the Fayetteville Woodpeckers baseball game, and a New Broncos Send-Off with the Raleigh-Wake Alumni Chapter. Alumni homecoming weekend information is available on the FSU website, and teaser video is on YouTube.

VC Bell shared the Office of Career Services has a three-year goal of 750 paid internships. Paid internships to date, from 2021-2023, total 525. Overall intern compensation is \$1.8 million. For the 2022-2023 academic year, there were 250 paid internships with salaries averaging \$3,500. VC Bell mentioned that an executive in DC is interested in starting a paid internship program fully remote and encouraged him to submit paperwork to participate in the program.

A total of 145 companies are providing paid internships to FSU students. Companies will soon be charged to advertise their logos. Trustee Joyce Adams asked if there is a process to participate in paid internships. VC Bell told Trustee Adams yes, and to email him her info. He will connect her to Rachel Townsend in Career Services.

Following VC Bell’s update, Trustee Glenn Adams inquired if alumni giving to local chapters is captured by the university. VC Bell responded that he is going back to chapters to educate

them regarding this matter. Chapter giving is not reflected in giving to FSU. Trustee Adams commented that the alumni giving percentage to FSU could be higher based on alumni giving to chapters.

Trustee Gregory asked about the accuracy of the alumni database. VC Bell said it is being worked on now. There are approximately 36,000 alumni donors in the database, and the Fall Appeal will aid in cleaning the database. Chancellor Allison mentioned the partnership with the UNC System should also be used with cleaning up the database. VC Bell agreed and said that the UNC shared service offered to FSU is available. The shared service also assists the division with planned giving.

#### **ACTION ITEM**

Approval of the Policy on Naming University Facilities and Programs was sought by VC Bell. The policy establishes criteria for naming permanent physical facilities, outdoor and interior areas and spaces, as well as administrative and academic units, endowments, and programs in recognition of donors who have made significant gifts supporting the mission of the university.

Upon discussion of the policy, there was consensus to remove the word “typically” in the first line of section VI - B (Gifts). Also, Attachment A (Levels of Contributions) will be further discussed before approving.

It was moved by Trustee Glenn Adams and seconded by Trustee McDonald to approve the Policy on Naming University Facilities and Programs excluding Attachment A (Levels of Contributions) and removing “typically” in section VI – B (Gifts). The motion carried.

#### **ADJOURNMENT**

Trustee Joyce Adams adjourned the meeting at 11:32 AM.

Respectfully Submitted,

Joyce Adams, *Acting Chair*  
Treva Bentley, *Recorder*



# **BOARD OF TRUSTEES COMMITTEE ON UNIVERSITY ADVANCEMENT**

**Omar O. Bell**  
**Vice Chancellor for University Advancement**  
**December 13, 2023**

# FUNDRAISING UPDATE

Overall Fundraising Goal FY 2024:	\$8 Million
Total Funds Raised To Date (as of November 7, 2023):	\$829,319.41
Alumni and Affiliates: (680 Alumni donors)	\$200,967.33
Faculty/Staff Overall Giving:	\$43,671.81
Corporations and Foundations:	\$259,303.79





# OFFICE OF ALUMNI AFFAIRS

**Carmen W. Harper**  
**Executive Director of Alumni Affairs**

# OFFICE OF ALUMNI AFFAIRS 3 PILLARS

- Engagement: Alumni, Friends, Parents, and Community
- Involvement: On-Campus & Off-Campus Events and Activities
- Investment: Donor Support, Internship Partners & Volunteerism







# ALUMNI ENGAGEMENT CHAPTER VISITS & PRE-GAME GATHERINGS

- Greensboro, NC
- Bluefield State University
- St. Augustine University
- Shaw University
- CIAA Football Championship

# OFFICE OF ALUMNI AFFAIRS 2023 HOMECOMING & REUNION RECAP

FSU engaged over 30,000 Alumni over the homecoming week, including:

- 20 Events
- 425 Registered Alums across all HC Alumni & Friends Events
- 80 Volunteers
- 215 Registered for the Shuttle Services



# OFFICE OF ALUMNI AFFAIRS 2023 HOMECOMING & REUNION RECAP

- 14 Classes / 7,321 Alumni
- **2023 Reunion Giving Total: \$193,139.98 / 721 Donations**
- Over 100 Alumni Attended the 2023 Reunion Lunch
  - Class of 1953: \$2,100.00 / 2 Donations
  - Class of 1958: \$103.00 / 4 Donations
  - Class of 1963: \$100,000.00 / 104 Donations
  - Class of 1968: \$1,275.00 / 5 Donations
  - Class of 1973: \$50,000.00 / 181 Donations
  - Class of 1978: \$7,974.02 / 72 Donations
  - Class of 1983: \$ 6,863.00 / 31 Donations
  - Class of 1988: \$5,731.00 / 45 Donations
  - Class of 1993: \$5,229.76 / 83 Donations
  - Class of 1998: \$5,266.70 / 51 Donations
  - Class of 2003: \$1,724.38 / 45 Donations
  - Class of 2008: \$2,739.40 / 33 Donations
  - Class of 2013: \$2,198.00 / 30 Donations
  - Class of 2018: \$1,935.72 / 35 Donations



# ALUMNI ENGAGEMENT WHAT'S NEXT?

- Asheville, NC: November 30, 2023
- Atlanta, GA: December 15-16, 2023
- Charlotte, NC: January 20, 2024
- Raleigh, NC: February 24, 2024
- Miami, FL: March 2024
- Phoenix, AZ: March 2024



# OFFICE OF CAREER SERVICES

Omar O. Bell  
Vice Chancellor

# FSU PAID INTERNSHIPS

- **3-YEAR GOAL: 750 PAID INTERNSHIPS**
- **TOTAL PAID INTERNSHIPS TO DATE (2021-2023): 549**
- **TOTAL PAID INTERNSHIPS 2023-2024 ACADEMIC YEAR: 119**
- **OVERALL INTERN COMPENSATION: \$1.8M**
- **REVENUE PROJECTIONS FROM INTERNSHIPS 2023-2024 ACADEMIC YEAR: \$314,975**

# QUESTIONS