



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

COMMITTEE ON UNIVERSITY ADVANCEMENT

December 7, 2022

10:30 AM

Call to Order J. Douglas English, Committee Chair

Welcome and Opening Remarks J. Douglas English

Roll Call

Approval of Minutes: September 21, 2022

Information/Action Item:

A. Career Services Update Greg McElveen
Assistant Vice Chancellor for Strategic Initiatives

Derrick Dortch
Diversa Group

B. University Advancement Update Arielle King
Assistant Director of Development

Committee members: J. Doug English, Valencia Applewhite, Warren McDonald, Gregory Pinnix, Glenn Adams

Board Professional: Treva Bentley

For further information, please contact:
Samantha Holmes, Vice Chancellor and Chief of Staff
910-672-1141



Board of Trustees Meeting Minutes DRAFT

COMMITTEE ON UNIVERSITY ADVANCEMENT

Wednesday, September 21, 2022

11:00 AM

The Committee on University Advancement of the Fayetteville State University Board of Trustees convened Wednesday, September 21, 2022, in the Rudolph Jones Student Center, Multi-purpose Room 242. The meeting was called to order by Committee Chair J. Doug English at 11:16 AM.

ROLL CALL

The following trustees were in attendance: Mr. Glenn Adams, Ms. Val Applewhite, Mr. J. Doug English, Dr. Warren McDonald, and Mr. Gregory Pinnix.

APPROVAL OF MINUTES

It was moved by Trustee Adams and seconded by Trustee McDonald that the minutes of the Committee on University Advancement Meeting held on June 8, 2022, be accepted as printed. The motion carried.

DIVISION UPDATE

Mr. Christopher Davis, Interim Vice Chancellor for University Advancement, provided the division update. He said the strategic re-alignment of University Advancement will be identified as “The Hard Reset”. Its mission is to engage and inspire alumni, friends, and advocates, and to encourage, enable, secure, and steward philanthropic investments to support the students and needs of FSU. The vision is to become the “best in class” University Advancement program. Staff and volunteers connected to University Advancement and alumni programs can sum up “The Hard Reset” in one word – PRIDE. Pride entails professionalism, respect, integrity, dedication, and excellence.

Division accomplishments for fiscal year 2022 (FY22) included securing over \$8M in private philanthropic support and the largest private gift in the history of FSU, establishing over 15 new endowments, and placing over 204 students in paid internship positions. The division also added four new development professionals, created a fundraiser dashboard to track progress and goal forecasting, and restructured the FSU Foundation, Inc. Board of Directors.

Strategic goals for FY23 – FY25 are increasing and diversifying financial resources; leveraging, building, and enhancing engagement efforts with internal and external constituents; committing to transparent, timely, and authentic communications; and fostering a team culture that embraces and celebrates excellence, fun, and accountability.

University Advancement’s responsibilities fall under FSU’s Strategic Priority 5, University Sustainability.

Mr. Davis said fostering a culture of sustainability is essential to the success of the university. This is accomplished by maximizing funding and aligning fundraising initiatives with university priorities. Thus, the division's goals for FY23 are to increase baseline comprehensive fundraising to \$8M; increase alumni support to \$1M with over \$6M in corporate and foundation support; increase alumni donors to a minimum of 2,000 overall; and enhance sustainability efforts by creating an annual fund program and re-establishing the planned giving program.

The Anonymous Trust Challenge Grant is an upcoming initiative slated to begin in October 2022. It will focus on increasing philanthropic dollars from alumni, specifically young alumni. Once the goal is met, FSU will receive \$125,000. Anonymous Trust has committed to the challenge for two years.

Mr. Davis ended his update by asking each Trustee to make themselves available in the coming months for a one-to-one meeting, so they can strategize on how to increase support for FSU.

Chair English asked how many alumni donors were there last year. Mr. Davis stated approximately 784. Trustee Adams commended Trustees for a 100% giving record last fiscal year and encouraged them to reach out in various ways this year. Trustee Adams and Trustee Pinnix commended Mr. Davis for the work he is doing in University Advancement.

ADJOURNMENT

Chair English adjourned the meeting at 11:39 AM.

Respectfully submitted, Treva Bentley

BOARD OF TRUSTEES COMMITTEE ON UNIVERSITY ADVANCEMENT

December 7, 2022

University Advancement Office of Career Services

Derrick T. Dortch
Senior Consultant to the Office of Career Services

Career Services Vision

- Key element of FSU's Mission: Empower Students from Diverse Backgrounds to Launch Impactful, Successful Career Trajectories
- To help accomplish this, Office of Career Services plays much more strategic role
 - Collaborating closely with Academic Affairs
 - Building career readiness skills
 - Rapidly accelerating paid internship opportunities available
 - Helps students pay bills and get credit at the same time
 - Internships key to open future doors of opportunity
 - Building deeper partnerships with employers

What We've Done This Semester




FAYETTEVILLE
STATE UNIVERSITY
CAREER SUCCESS CENTER

FSU ALUMNI WE NEED YOUR HELP!

If your organization is hiring let us help you hire talented FSU Students into internships and full-time positions to meet your needs.

Contact us at:
910-672-1205 | careerservices@uncfsu.edu



FSU Alum is hiring

WANTS YOU FSU!

PENDO IS HIRING


- ✓ **MARKETING**
- ✓ **FINANCE**
- ✓ **SALES**
- ✓ **IT/ CYBER**

QUALIFICATIONS

- BCBE, CHST, & CHSS MAJORS
- SOPHOMORES, JUNIORS, SENIORS
- INTEREST IN INNOVATIVE TECHNOLOGY

PENDO TABLING IN BCBE, LSA AND RJSC 11 AM-1 PM

PENDO FIRESIDE CHAT W/SPECIAL GUEST TRUSTEE GREG PINNIX
OCTOBER 27, 2022
2 PM - 4 PM @ SEABROOK AUD
CLICK ON QR CODE TO REGISTER



FAYETTEVILLE STATE UNIVERSITY'S ALUM AND BOARD OF TRUSTEE MEMBER AND PENDO'S DIRECTOR OF SALES & MARKETING GREGORY A. PINNIX WILL BE ON CAMPUS TO TALK ABOUT HOW BEING A BRONCO HELPED HIM SUCCEED. HE WILL ALSO SHARE OPPORTUNITIES FOR JOBS AND INTERNSHIPS FOR FAYETTEVILLE STATE UNIVERSITY STUDENTS.



TRU Talk for Men: Building Blocks for Success

FIRST IN A SERIES OF TALKS ON ACHIEVING BEYOND EXPECTATIONS

TRU PETTIGREW

*Former Rapper & Marketing Executive
Now National Speaker and
Member of NBA's Minnesota Timberwolves Leadership Team*

Will be at Fayetteville State University

NOVEMBER 15TH 2022 | 2PM
RUDOLPH JONES STUDENT CENTER, Rm 242



Sponsored by the Chancellor's Office and the Division of Student Affairs
CLICK HERE or on the QR Code to Register

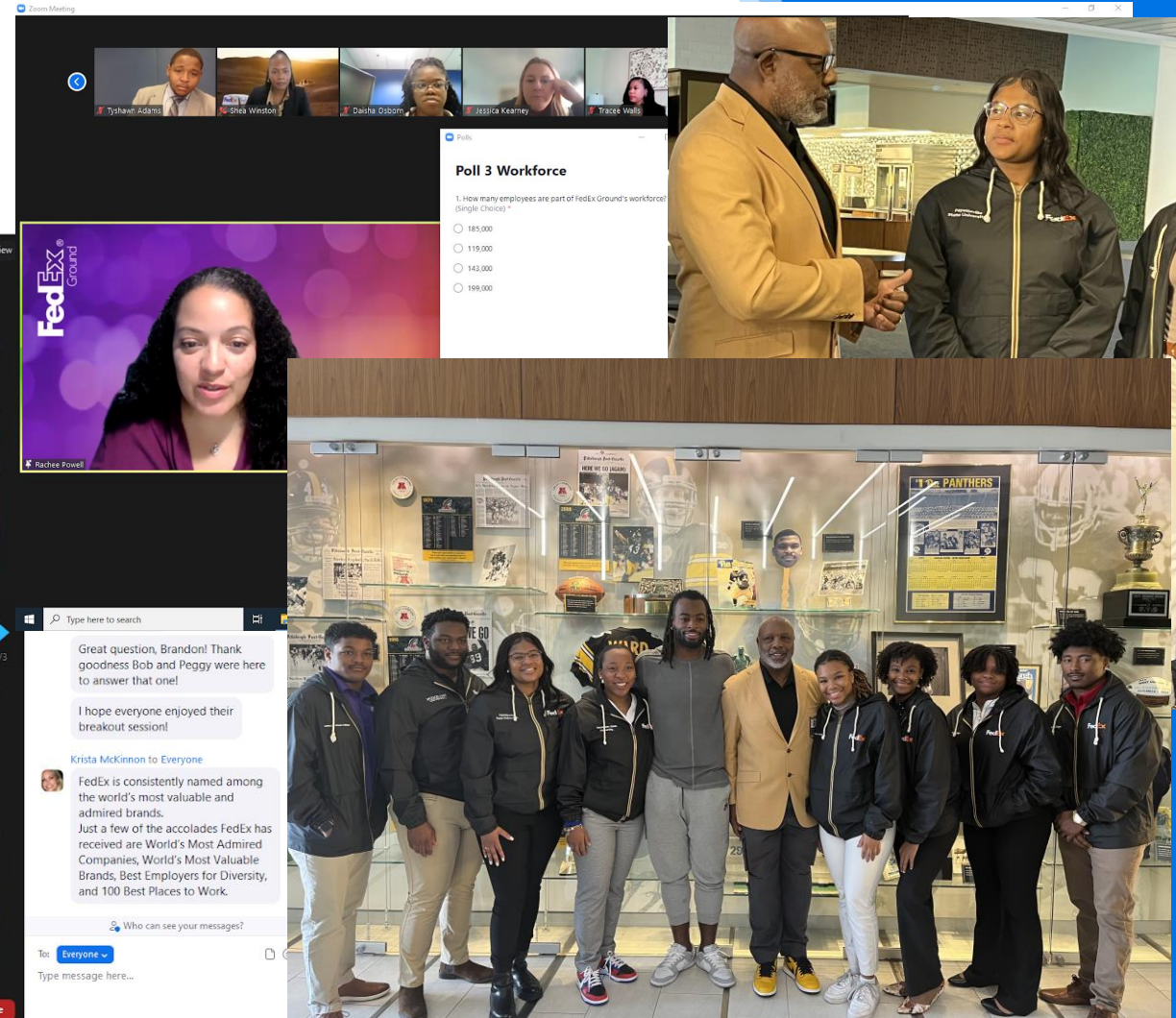
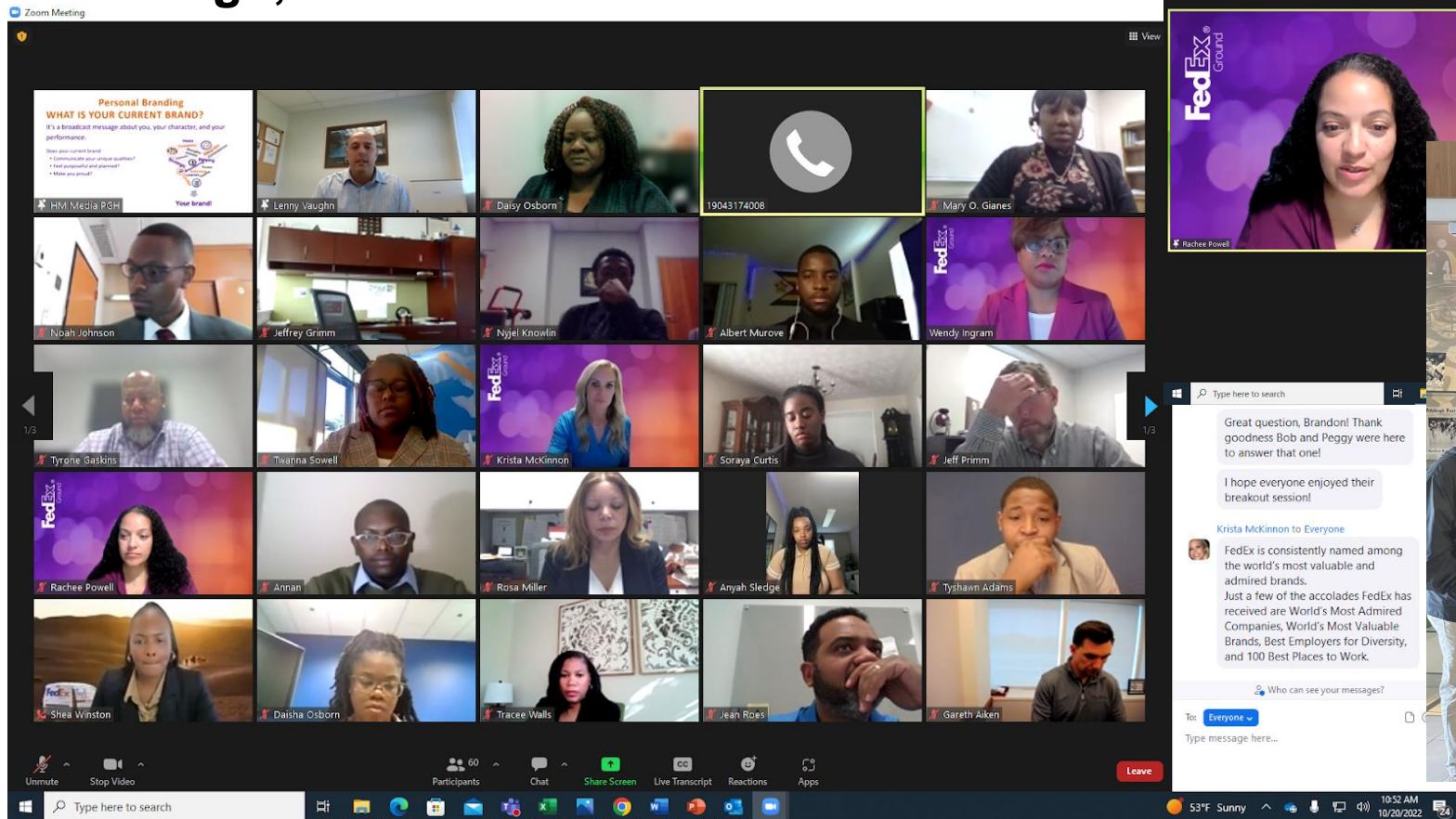
For More Information Contact: Derrick T. Dortch, Office of Career Services
Phone: 910-672-1205 or Email: ddortch@uncfsu.edu

Fayetteville State University's programs are open to all students, faculty and staff regardless of sex, gender or sexual orientation.



What We've Done

Second Virtual FedEx Ground Career Expose & FedEx Student Career Ambassador trip to Pittsburgh, PA



Where We're Going?

1. Career Success Center Implementation
2. Career Center Redesign / Career Site Redesign
3. Every Student Application Ready Initiative
4. Career Readiness / Professional Skill Development Initiative
5. Register Every Student with Career Services
6. Increased Career Events, Experiences, & Engagement
7. Industry Career Guide - FSU Alumni assisting students
8. Blue Helping the Blue Campaign – Jobs/Paid Internships
9. Full College/Faculty Engagement with Career Services
10. Increased Employer Outreach, Engagement & Events
11. Career Success Partnership Program

LET'S TALK BUSINESS

MEETING YOUR DIVERSE HIRING NEEDS



FAYETTEVILLE STATE UNIVERSITY IS HONORED TO HELP YOUR ORGANIZATION SUCCEED BY PROVIDING THE BEST DIVERSE TALENT IN THE NATION TO MEET YOUR NEEDS. PLEASE CONTACT US BY CLICKING THE QR CODE OR EMAILING THE



FSU CAREER SERVICES TEAM AT
CAREERSERVICES@UNCFSU.EDU

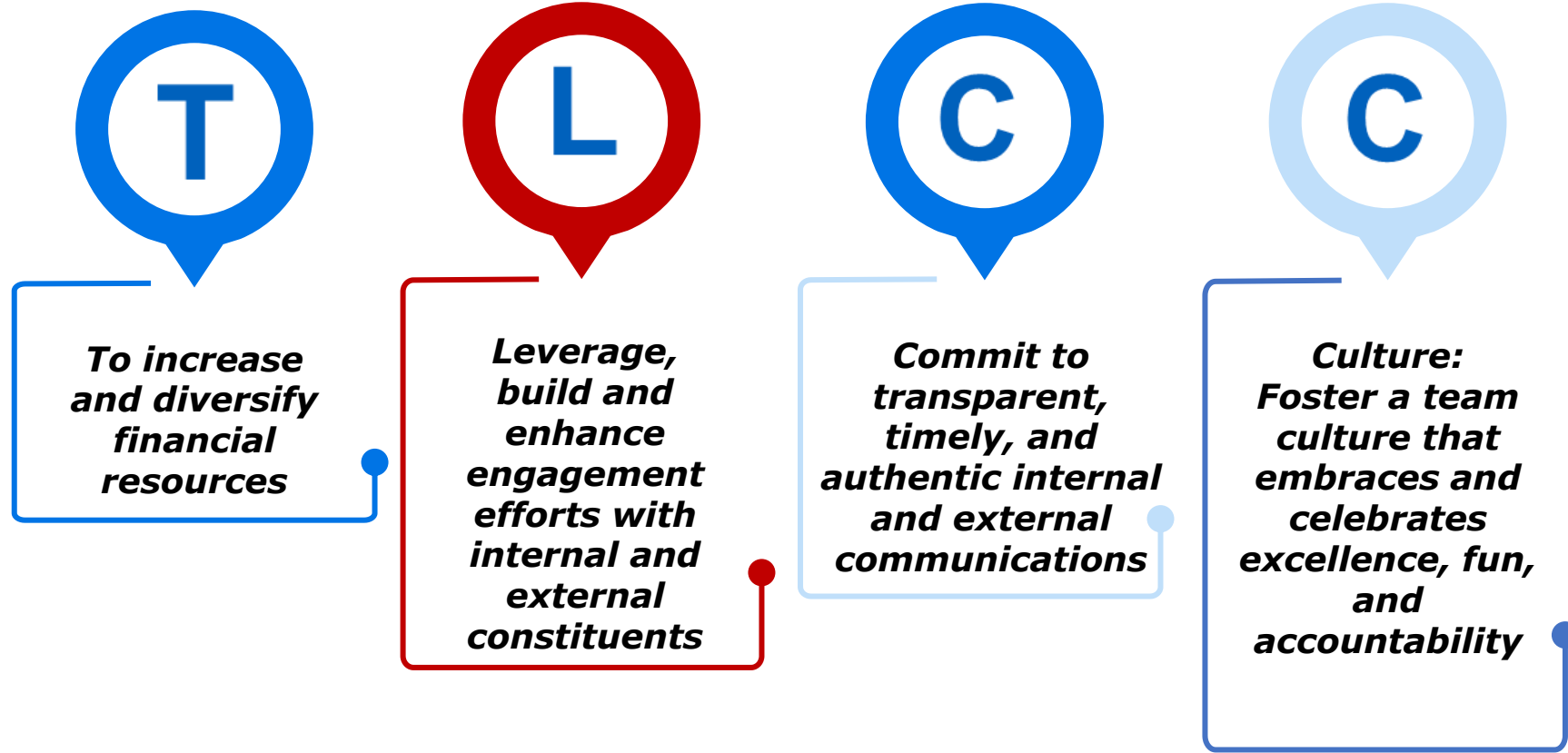


QUESTIONS

University Advancement Updates

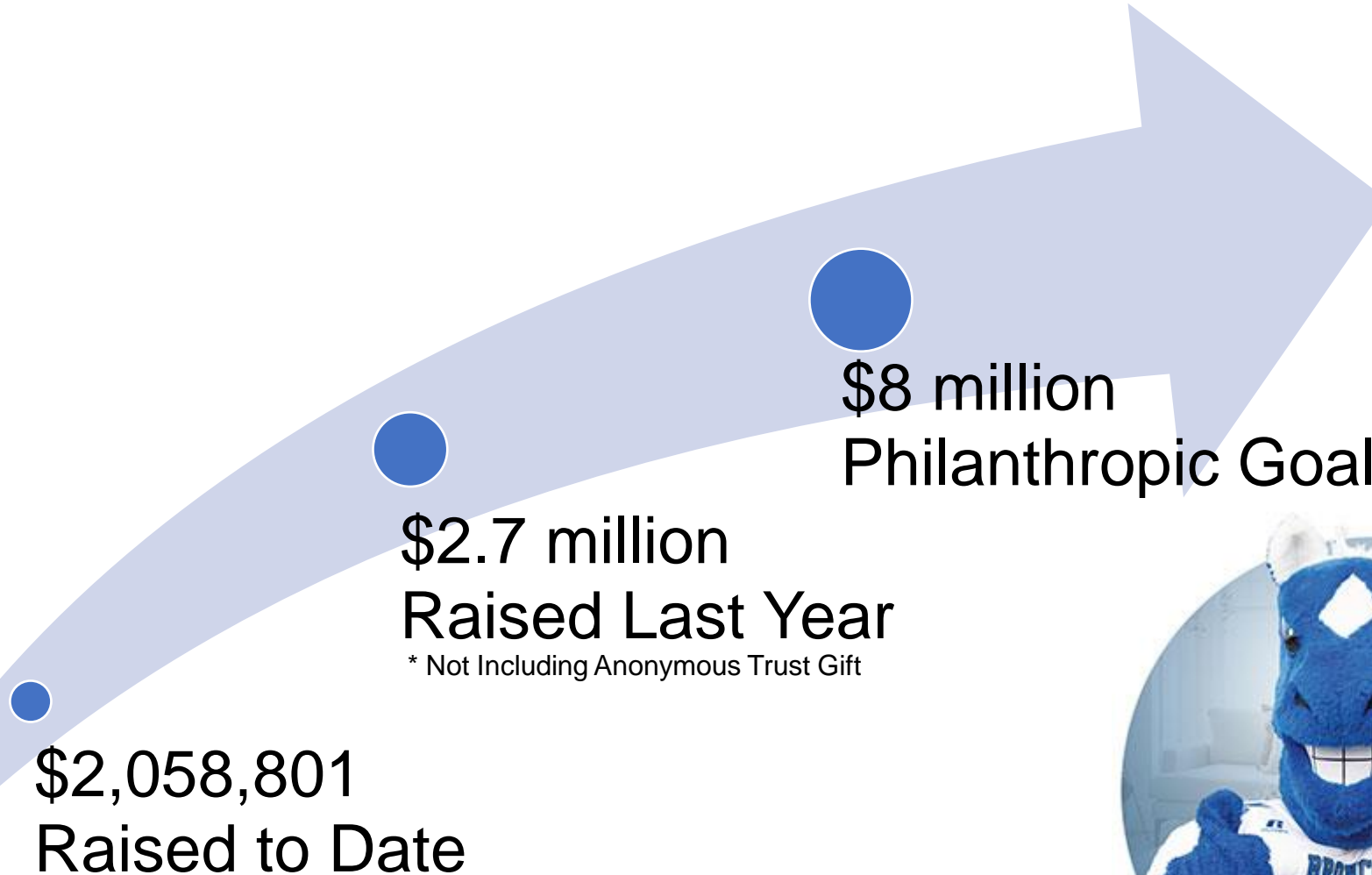
Arielle King
Assistant Director of Development

Snapshot of Fundraising Engagement



Overall Fundraising Progress

On the path to exceed last year's total dollars raised.



* Not Including Anonymous Trust Gift



Alumni Giving

Bronco Giving Challenge supports goal to increase young alumni donor giving.



BRONCO GIVING CHALLENGE

OCTOBER 3RD - JANUARY 31ST

Goal #1- Help FSU gain 100 new young alumni donors under the age of 40.

Goal #2- 100 FSU Broncos giving at least \$100 more this year than last year.

USE YOUR CELL PHONE CAMERA TO SCAN THE GIVING QR CODE



- Total Dollars Raised From Alumni To Date: \$411,040
 - Last Year's Total: \$471,541
- Total Alumni Donors To Date: 429 (Goal for FY23 – 2,000)
 - Last Year's Total: 784

WITH YOUR HELP, WE WILL RECEIVE \$125,000 FROM THE ANONYMOUS TRUST TO SUPPORT FSU!

Text the code word FSU to 41444 to give on your mobile device using your credit or debit card.

How You Can Continue to Support



BRONCO
365 GIVING
Dollar A Day Campaign
Every Donor, Every Dollar

What is the Bronco 365 Giving Campaign?
FSU's university wide giving campaign to increase unrestricted giving to immediately impact the greatest needs at FSU.

Why is this campaign needed?
Because unrestricted, annual support helps create a margin of excellence that differentiates a good academic experience from a great one.

Can you support any area of the university?
Yes! But to make an immediate impact on the most pressing needs of FSU, please designate your gift to the Bronco 365 Fund (Annual Fund).

How much should I give?
Every dollar, every donor, every gift – of any size – makes a difference!

Please Support FSU with as little as \$1 a day today!



- Participate in FSU's *Dollar A Day Campaign*
- Help educate your constituents on the importance of supporting FSU directly
- Share contacts and connect us with your network
- Continue to be an advocate for FSU

QUESTIONS