



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

COMMITTEE ON UNIVERSITY ADVANCEMENT

June 11, 2025

11:05 AM

Call to Order Gregory Pinnix, Committee Chair

Welcome and Opening Remarks Gregory Pinnix

Roll Call Karen Bussey

Approval of Minutes: March 26, 2025

Information Items:

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: 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, March 26, 2025

11:05 AM

The Committee on University Advancement of the Fayetteville State University Board of Trustees convened Wednesday, March 26, 2025, 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 11:12 a.m.

ROLL CALL

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

APPROVAL OF MINUTES

It was moved by Trustee Joyce Adams and seconded by Trustee Jerry Gregory that the minutes of the Committee on University Advancement Meeting held on September 25 and December 11, 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.

- Targeted engagement strategies have included continued donor visits, reaching out to alumni via social media, focus groups with alumni, and solicitations (campaign or general).
- Giving comparisons over a three-year period reflects the following:
 - The total raised year-to-date (YTD) in 2023 was \$5.2 million dollars.
 - Total raised YTD 24 was \$4.9 million dollars.
 - Commitments totaled \$1.4 million dollars; cash totaled \$3.5 million dollars.
 - FY25 YTD total raised is \$5.1 million dollars.
 - Commitments are \$2.2 million dollars; cash received is \$2.9 million dollars.
 - Gifts from CIAA totaled \$37,250.

Trustee Glenn Adams asked to clarify the counting of commitments and whether multi-year commitments are double counted when the money comes in. VC Bell explained how that type of gift is counted.

- Total donors YTD over the last three years have trended upward.
 - Total donors in fiscal year (FY) 2023 were 1,233; YTD 771.
 - Donors totaled 1,475 in FY24; YTD 1,019.
 - In FY25, total donors are 1,919; YTD 1,251.
- Alumni donor percentages over the last three fiscal years have also increased.
 - In FY23, there were 4.4% total alumni donors, YTD 2.8%.
 - FY24 alumni donors totaled 5.3% (exceeding 5% overall goal), YTD 3.6%.
 - This year's alumni participation goal is 7%, and we're currently at 4.8%.
 - To reach the 7% goal, 631 new alumni donors are needed.
- A little over \$11 thousand dollars has been garnered in alumni giving since CIAA with continued stewardship.

Trustee Gregory Pinnix asked if the current graduating class is calculated into the alumni percentage. VC Bell explained a new initiative being implemented this year to have the graduating class to give. Special cords would be given to graduates who give gifts to the university prior to the Spring commencement ceremony. This is a new initiative that will denote the graduates as an alumni donor, as they are inducted into the FSU National Alumni Association (NAA). Additional suggestions made to encourage alumni donors' ongoing financial support included class competitions and writing on the cords (such as alumni giver) to distinguish and encourage others to give. Ms. Linda Coley, FSUNAA president, will recognize those with the special cord in her script during the ceremony.

ADJOURNMENT

The Committee on University Advancement adjourned at 11:44 a.m.

Respectfully Submitted,

Gregory Pinnix, Chair
Treva Bentley, Recorder





BOARD OF TRUSTEES COMMITTEE ON UNIVERSITY ADVANCEMENT

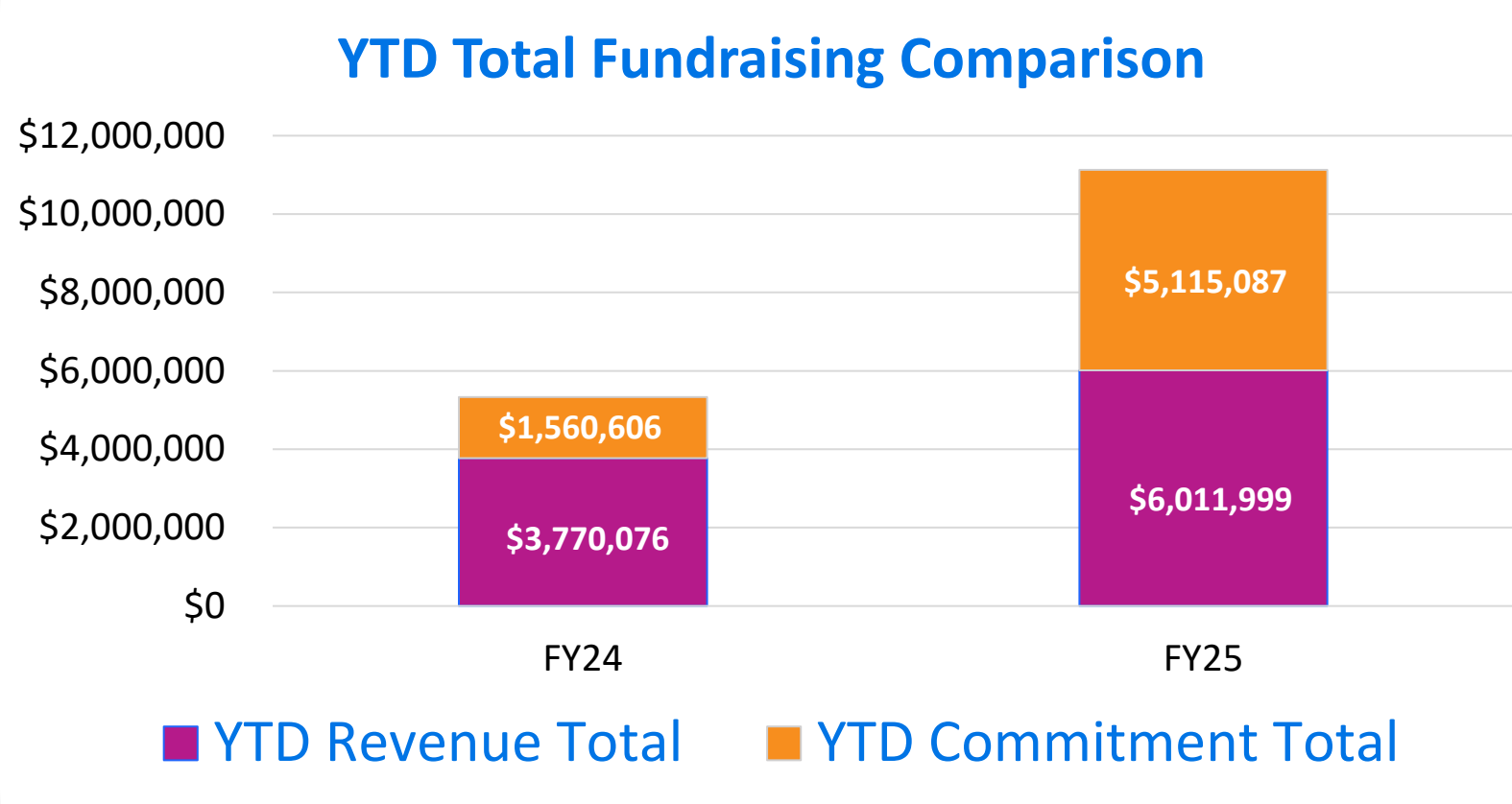
Omar O. Bell
Vice Chancellor for University Advancement
June 11, 2025

UNIVERSITY ADVANCEMENT STATUS REPORT

GIVING BACK
TO PUSH
FORWARD



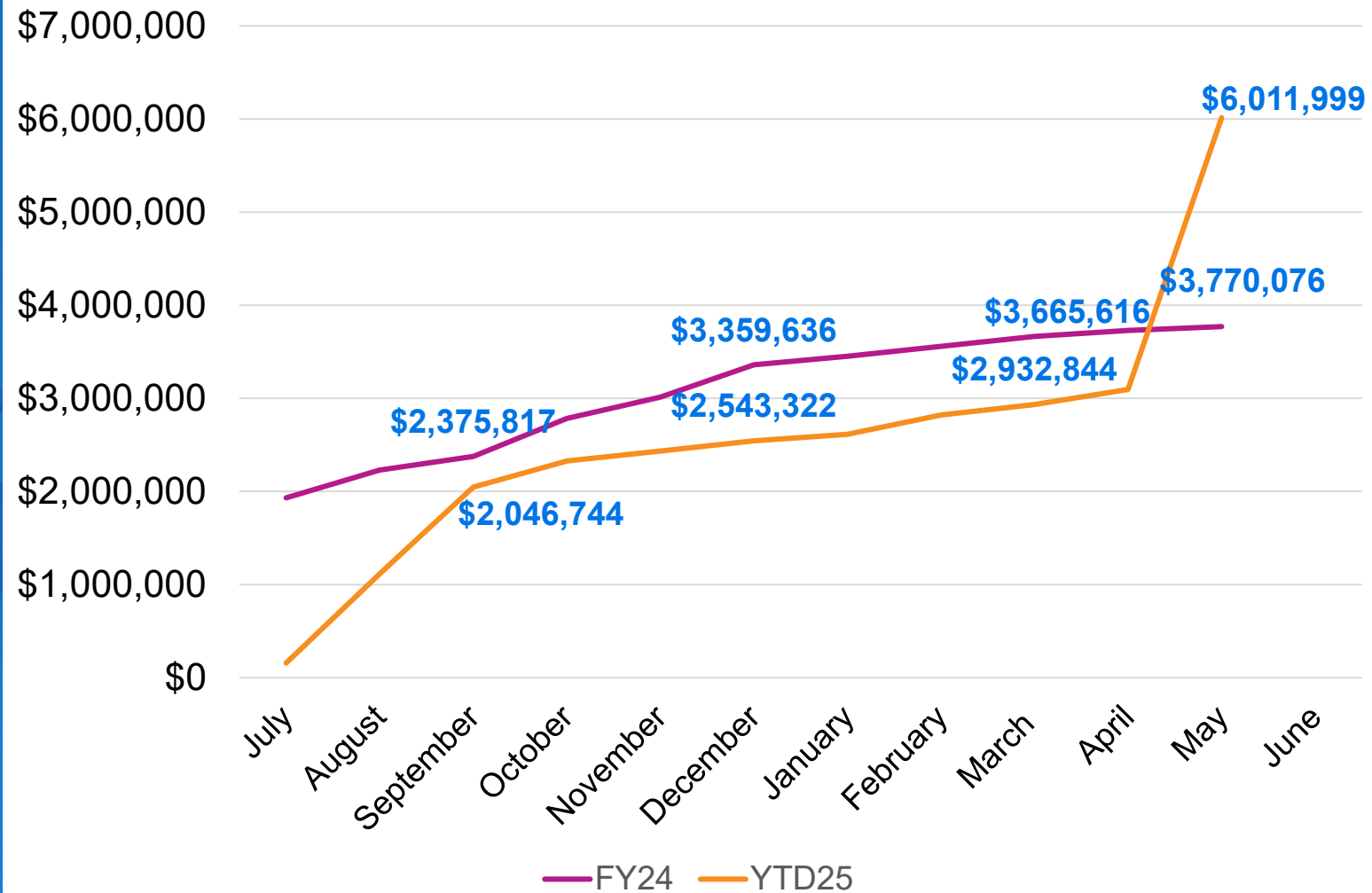




YEAR-TO-DATE COMPARISONS



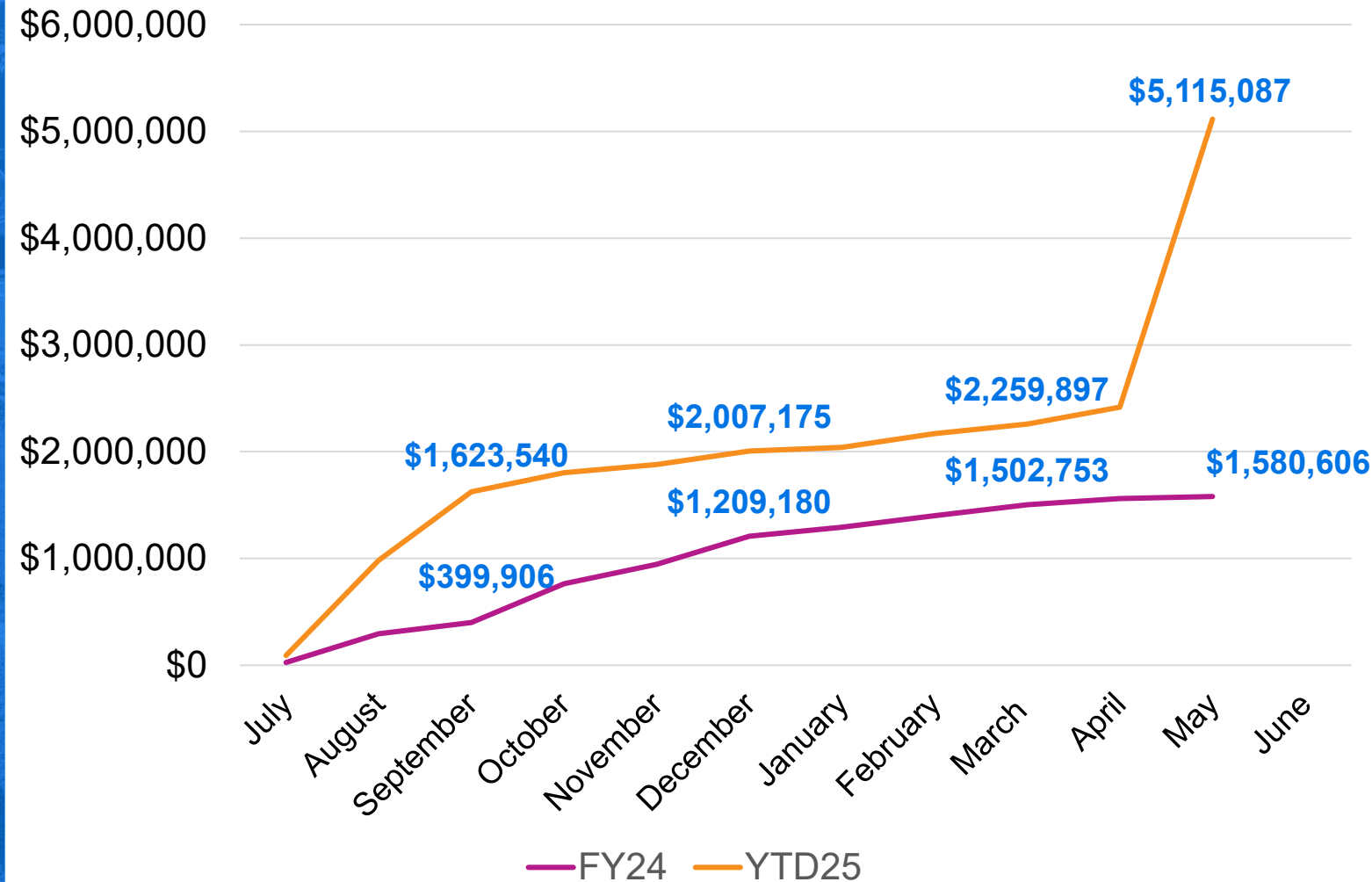
YTD Revenue Comparison



YEAR-TO-DATE COMPARISONS

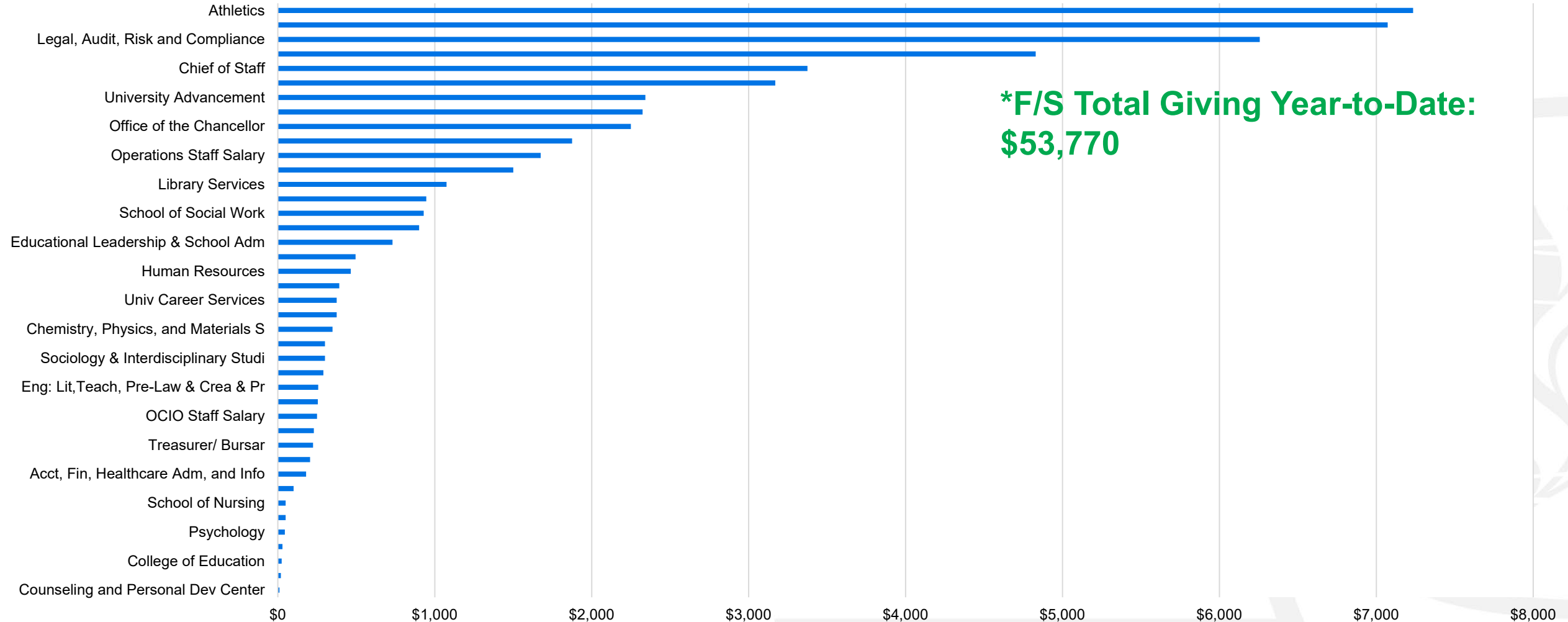


YTD Production Comparison



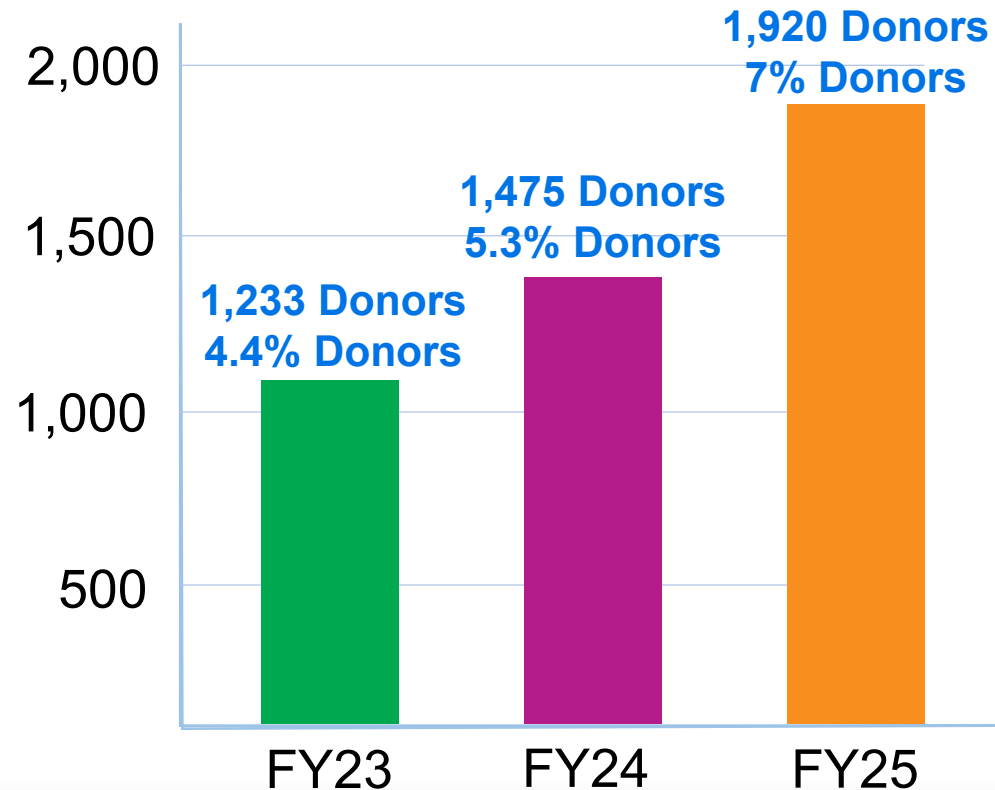
YEAR-TO-DATE COMPARISONS

Faculty/Staff Giving By Department



ALUMNI GIVING STATUS REPORT

Alumni Participation



Senior Commencement Giving

Senior Donors	Total Giving
150	\$2,745

QUESTIONS

