



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

**COMMITTEE ON UNIVERSITY ADVANCEMENT**

**March 26, 2025**

**11:05 AM**

Call to Order Gregory Pinnix, Committee Chair

Welcome and Opening Remarks Gregory Pinnix

Roll Call Karen Bussey

Approval of Minutes: September 25, 2024  
December 11, 2024

**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

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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 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, Committee Chair  
Treva Bentley, Recorder

**COMMITTEE ON UNIVERSITY ADVANCEMENT**

**Wednesday, December 11, 2024**

**11:10 AM**

The Committee on University Advancement of the Fayetteville State University Board of Trustees convened Wednesday, December 11, 2024, in the Rudolph Jones Student Center, Multi-purpose Room 242 and via Microsoft Teams. The meeting was called to order by Trustee Kimberly Jeffries Leonard at 11:13 a.m.

**ROLL CALL**

The following trustees were in attendance: Mrs. Joyce Adams and Dr. Kimberly Jeffries Leonard. The committee meeting did not have a quorum.

**APPROVAL OF MINUTES**

Quorum was not met. Therefore, the minutes from the meeting held on September 25, 2024, were not voted upon. Minutes will be approved at the next meeting (March 26, 2025).

**UNIVERSITY ADVANCEMENT UPDATES**

Mrs. Sandy Yates, Associate Vice Chancellor for Development, provided updates within the Division of University Advancement. The total cash and commitments raised for 2025 totals \$4.2 million compared to \$3.5 million this time last year. The 2025 total includes cash totals of \$2.4 million, commitment totals of \$1.8 million, and an alumni participation rate of 2.8%.

Homecoming was a major giving opportunity from alumni. Giving during Homecoming totaled \$778,909, with 482 new donors and 121 new alumni donors contributing. Further, 14 alumni classes celebrated milestone reunions during Homecoming and contributed combined contributions over \$140,000. The National Alumni Association's Mr. and Miss Contest raised a little over \$143,000. The Future Alumni Association raised \$2,269 during their first philanthropic event – the Mr. and Miss FAA Contest. Metrics show that alumni engagement has yielded an increase in alumni total giving from 2024 to 2025.

The Office of Development, under the leadership of AVC Yates, continues to strategically focus on raising money, strengthening relationships, data analytics, and building qualified portfolios.

**FACILITIES RENAMING**

Dr. Juanette Council, Vice Chancellor for Student Affairs, brought before the Committee a

recommendation to rename the residence halls for the Full Board's approval. Dr. Council's presentation reviewed a previous discussion led by Chancellor Darrell Allison during the June 2024 Board meeting on renaming six residential halls after six of the seven FSU founders. The seventh founder, Andrew J. Chesnutt, will be honored within the halls of Charles Chesnutt Library. Upon the Board's strong support, Chancellor Allison committed to host stakeholder meetings; hold a series of meetings with senior leadership to assess needs, costs and logistics and come back to the Board of Trustees in December for formal vote on proposed renaming of residence halls. The proposed residence hall names are as follows:

- Renaissance Hall to David A. Bryant Hall
- New Residence Hall to George Grange Sr. Hall
- Hood Hall to Robert Simmons Hall
- Smith Hall changes to Nelson Carter Hall
- Harris Hall changes to Matthew Leary Jr. Hall
- Joyner Hall to Thomas Lomax Hall

The Andrew J. Chesnutt Gallery, in the library, will be named in honor of the seventh FSU founder.

The projected budget for renaming buildings, in collaboration with the university and the FSU National Alumni Association, totals \$105,000 (building name letters & installation - \$70,000 | plaques and directional signs - \$35,000).

#### **Action Item UA-1: Facilities Renaming**

The recommendation to rename the six residence halls after the FSU founders requires a vote by the committee, with a vote by the full Board of Trustees. Since there was no quorum to vote on this item during the committee meeting, this action item was referred to the Full Board to be voted upon during the full board meeting.

#### **ADJOURNMENT**

The Committee on University Advancement adjourned at 11:27 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**  
**March 26, 2025**



# ENAGAGEMENT ACTIVITIES

STIMULATING INTEREST, BUILDING LOYALTY, AND GENERATING  
FINANCIAL SUPPORT FOR FSU

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# TARGETED ENGAGEMENT STRATEGIES



**Donor Visits**



**Social Media**



**Focus Groups**



**Solicitations**

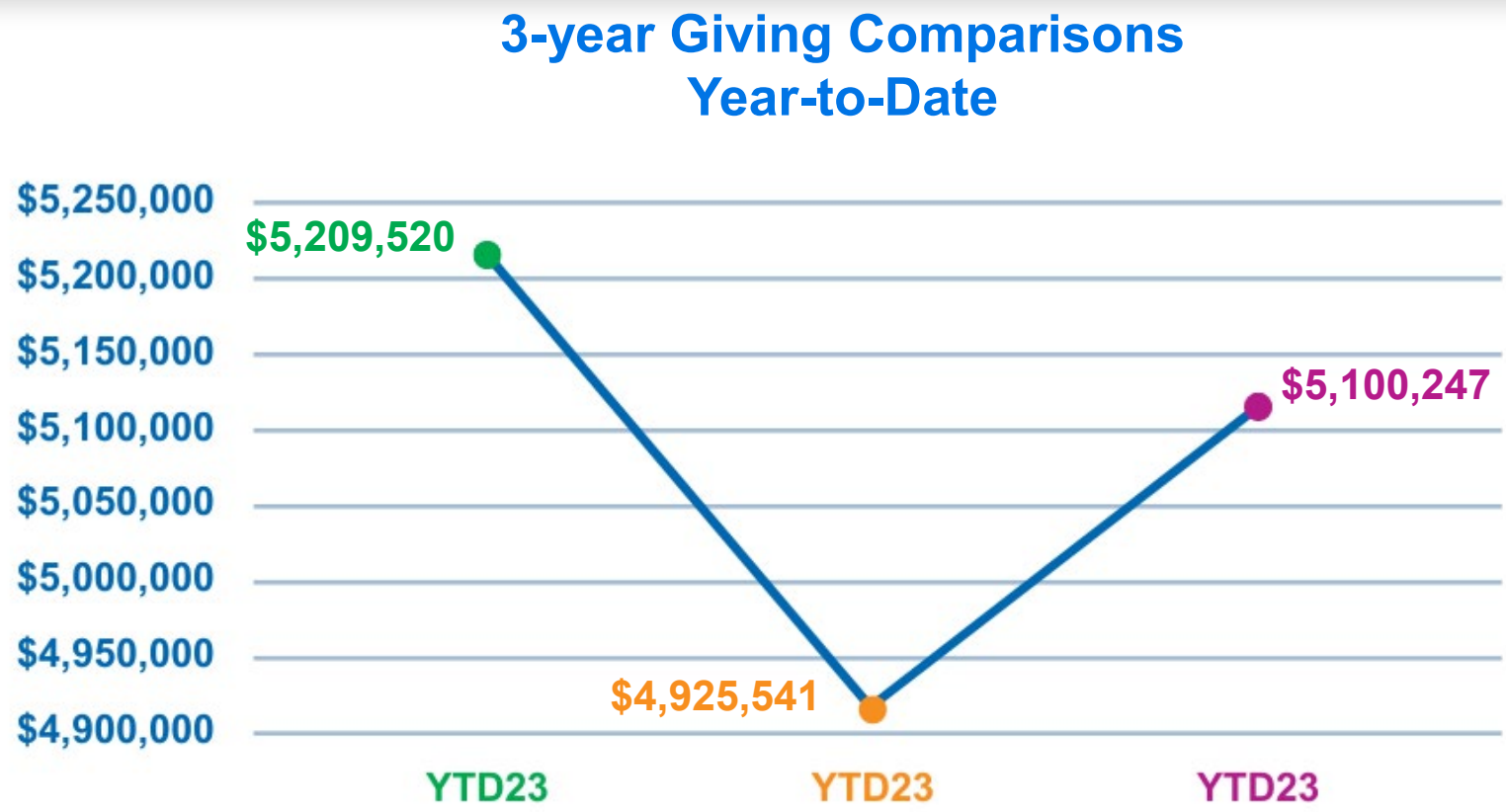




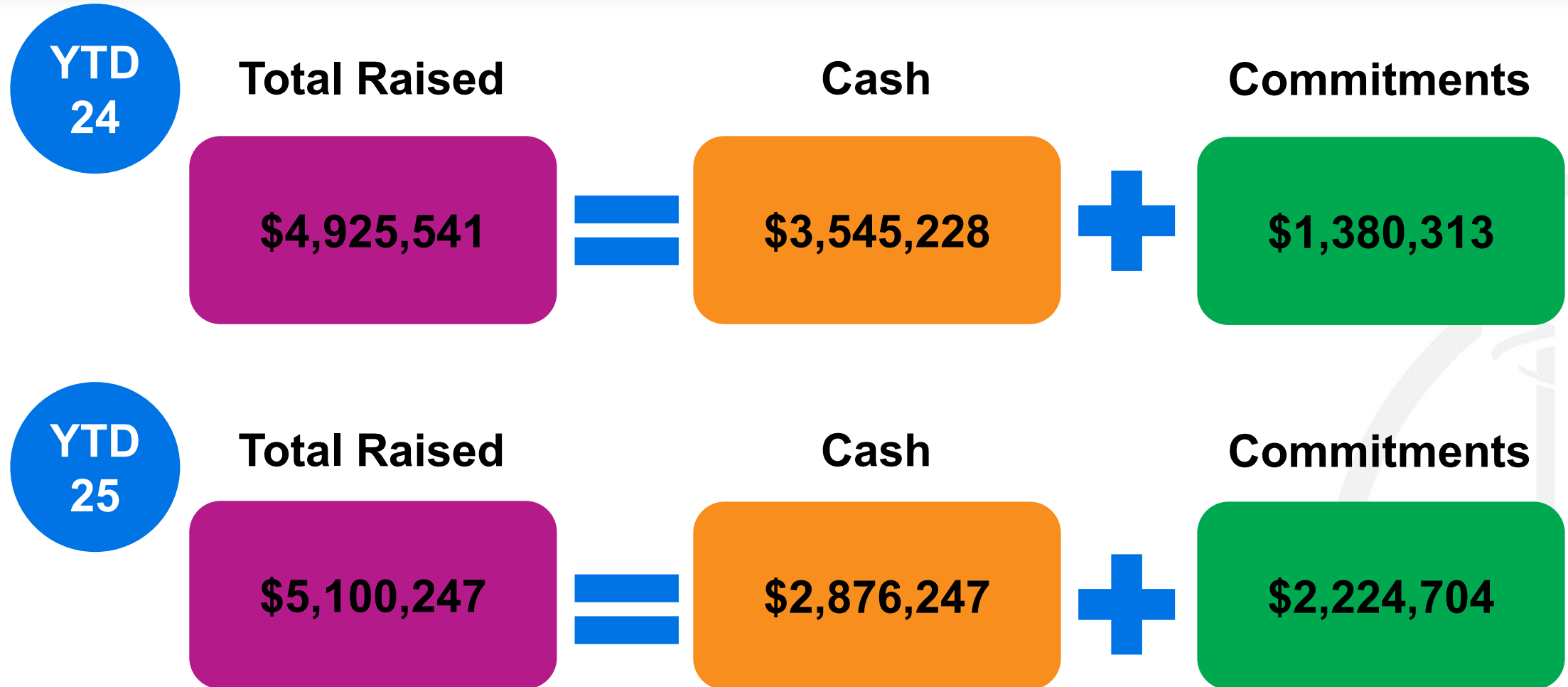
# UNIVERSITY ADVANCEMENT STATUS REPORT

GIVING BACK  
TO PUSH  
FORWARD



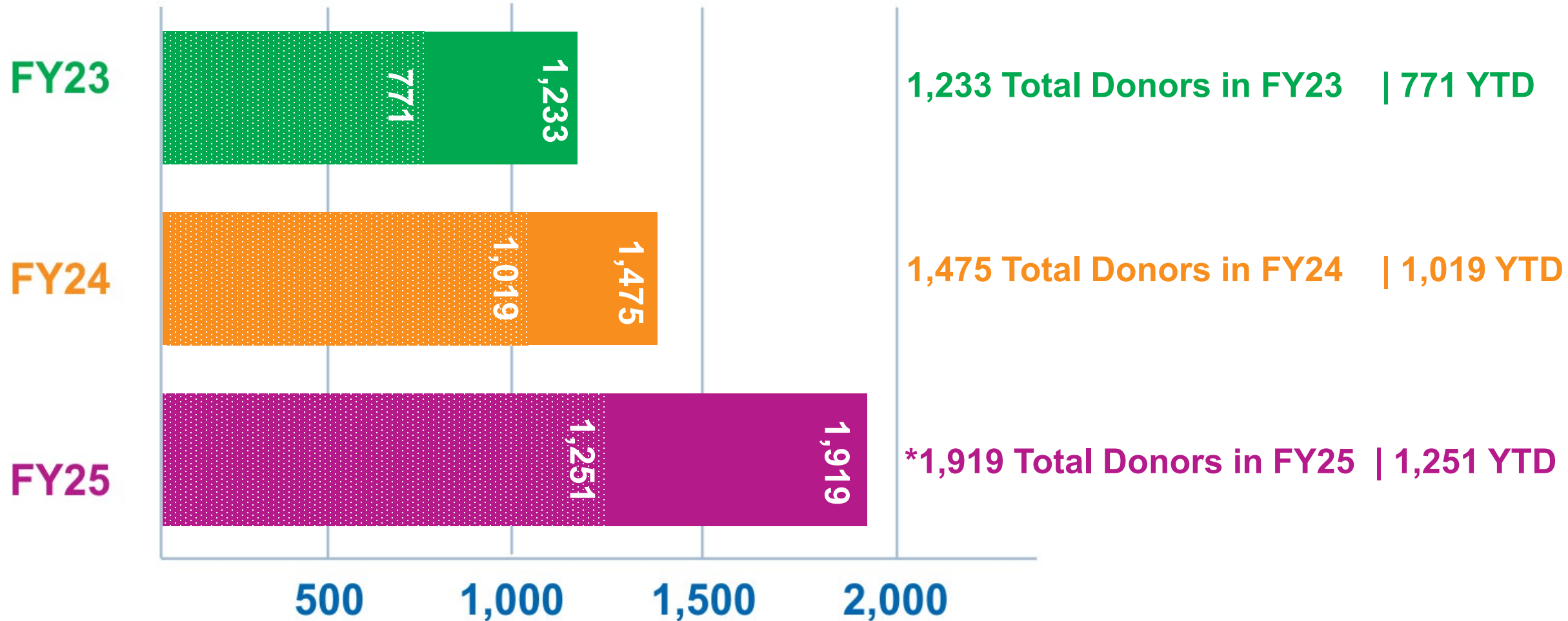


# UNIVERSITY ADVANCEMENT STATUS REPORT

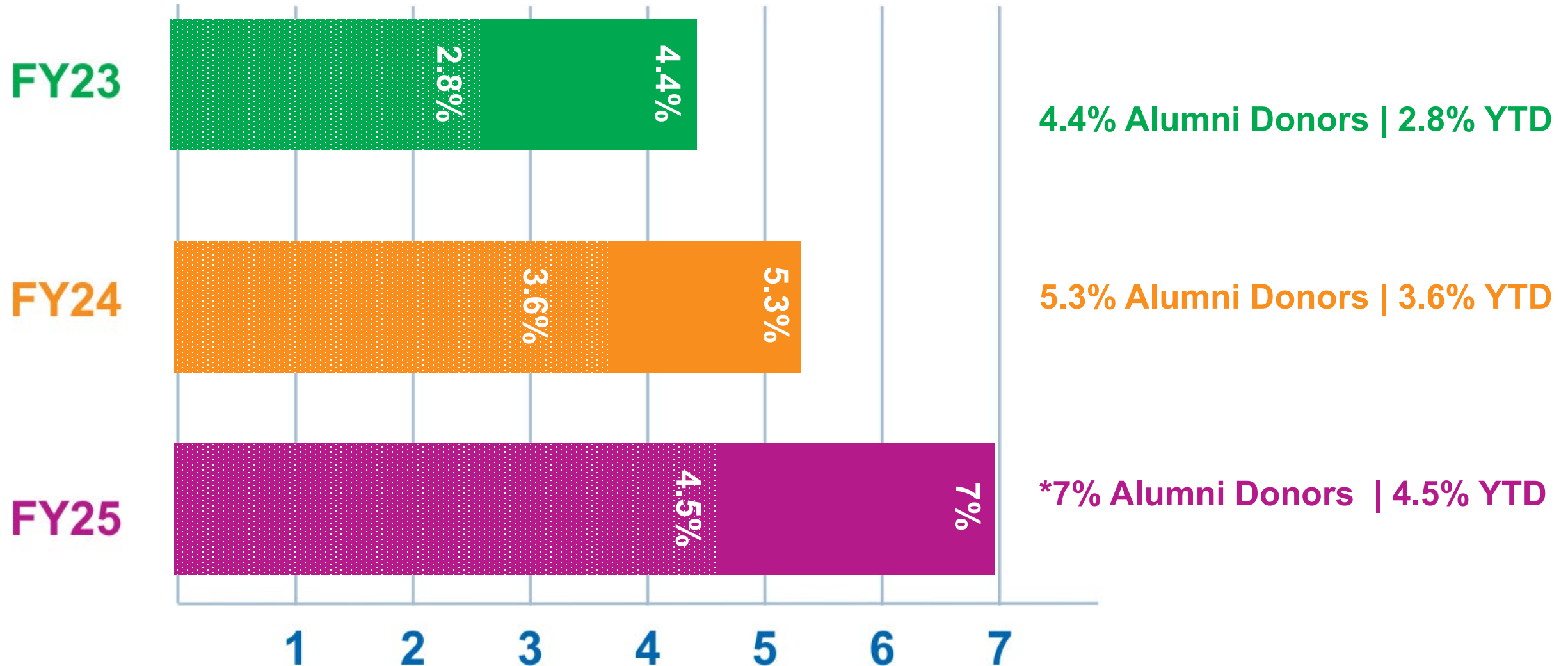


*\*Includes \$37,250 in gifts from CIAA*

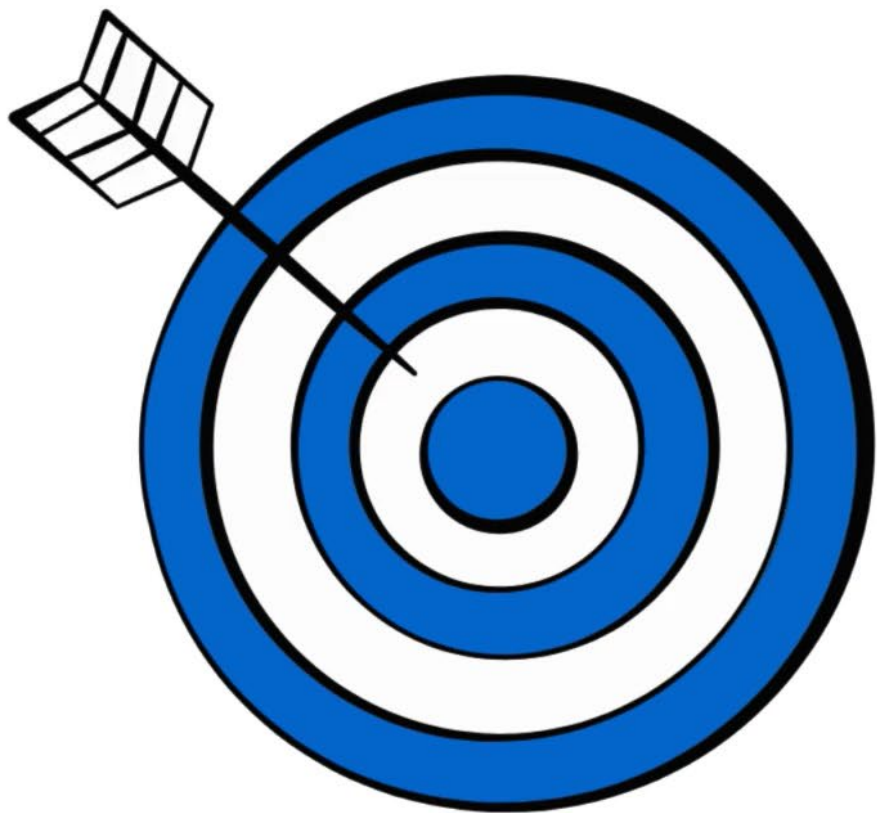
# ALUMNI PARTICIPATION TOTAL DONORS



# ALUMNI PARTICIPATION PERCENT ALUMNI DONORS



# ALUMNI PARTICIPATION



**\*Need 668 New  
Alumni Donors  
to Reach 7% Goal**

