



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

COMMITTEE ON UNIVERSITY ADVANCEMENT

March 27, 2024

10:30 AM

Call to Order Gregory Pinnix, Committee Chair

Welcome and Opening Remarks Gregory Pinnix

Roll Call Karen Bussey

Approval of Minutes: December 13, 2023

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, December 13, 2023

10:30 AM

The Committee on University Advancement of the Fayetteville State University Board of Trustees convened Wednesday, December 13, 2023, 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 10:40 AM.

ROLL CALL

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

APPROVAL OF MINUTES

It was moved by Trustee McDonald and seconded by Trustee Gregory that the minutes of the Committee on University Advancement Meeting held on September 27, 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 \$3.2 million dollars.
- In which, \$353,911 was raised from alumni and affiliates.
- 791 Alumni have given overall.
 - This is approximately 3% of reachable alumni.

University Advancement is continuing efforts to educate alumni donors on how their giving counts as a university gift versus an individual chapter gift. FSU's Fall Appeal was recently mailed, and returned mail has aided staff in database cleansing. About \$26,000 has been raised from appeal gifts received by mail. Instilling best practices for sending out future appeals is in progress.

The overall faculty and staff giving total is \$44,236 while corporations and foundations have given a little over \$291,615.

On Giving Tuesday, approximately \$100,000 was raised with a matching gift from Kenan Trust. The FSU band campaign has garnered \$10,000.

The office of alumni affairs, under the leadership of Mrs. Carmen Harper, continues to focus on engagement with alumni, friends, parents, and the community; involvement with on-campus and off-campus events/activities; and investing in donor support, internship partners, and volunteerism. Alumni chapter visits and/or pre-game gatherings include Greensboro, NC, Bluefield State University, and the CIAA football championship game.

FSU engaged over 30,000 alumni over the homecoming week. This entailed 20 events held and 425 registered alums across all homecoming alumni and friends' events. A survey is being sent out to ascertain the FSU experience during this time. The 2023 reunion class giving totals \$193,139, comprised of 721 donations. Upcoming engagement consists of visits to Atlanta, GA (December 15-16), Charlotte, NC (January 2024), and Miami, FL (March 2024).

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 549. Overall intern compensation is \$1.8 million. Revenue projections from internships for the 2023-2024 academic year are \$314,975. There will be a fee structure for companies to attend job fairs. Also, hiring positions needed in this office is under way.

University Advancement is working to get out endowed scholarship reports and planning of for possible "Day of Thanks" to donors.

Following VC Bell's update, Trustee Gregory mentioned he inquired about the accuracy of the alumni database at the last committee meeting. He received his first FSU appeal this Fall. Trustee Leonard said she is looking forward to 100% giving from the Board of Trustees. VC Bell commented that auto pledge capability is available online. Trustee Pinnix asked if FSU's alumni participation percentage is comparable to that of similar institutions. VC Bell replied that the industry standard is 10% for schools the size of FSU. He added that receiving university gifts correctly affects stewardship and is most important in fundraising.

ADJOURNMENT

Trustee Gregory Pinnix adjourned the meeting at 11:06 AM.

Respectfully Submitted,

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

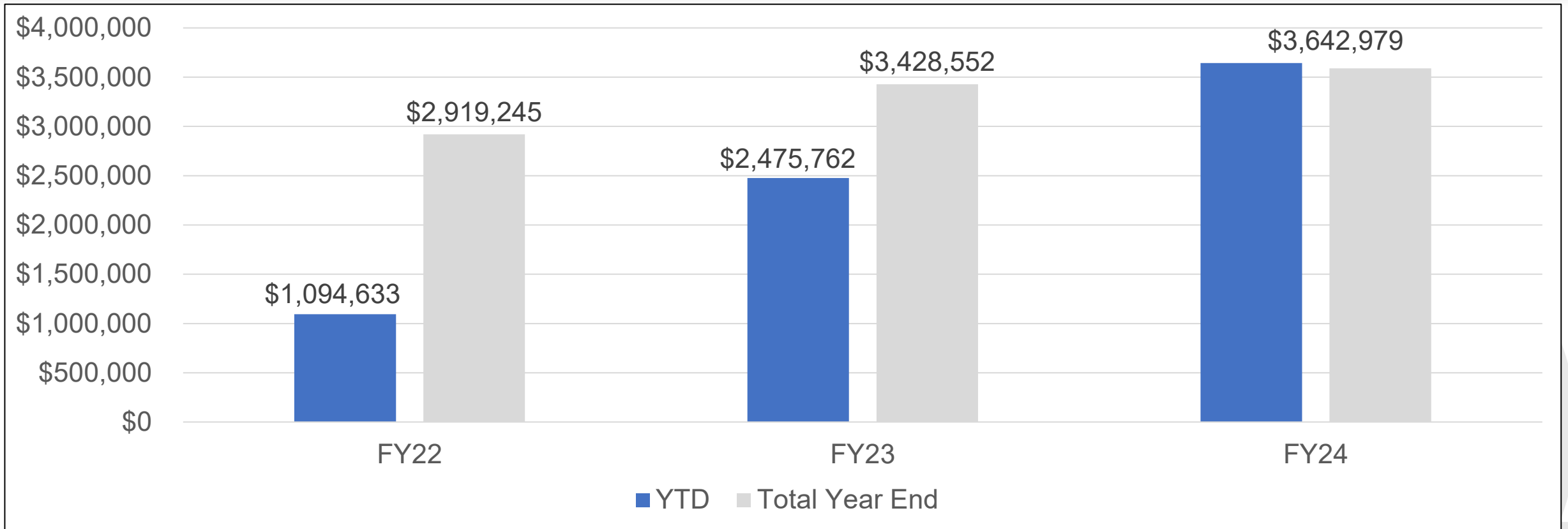


BOARD OF TRUSTEES COMMITTEE ON UNIVERSITY ADVANCEMENT

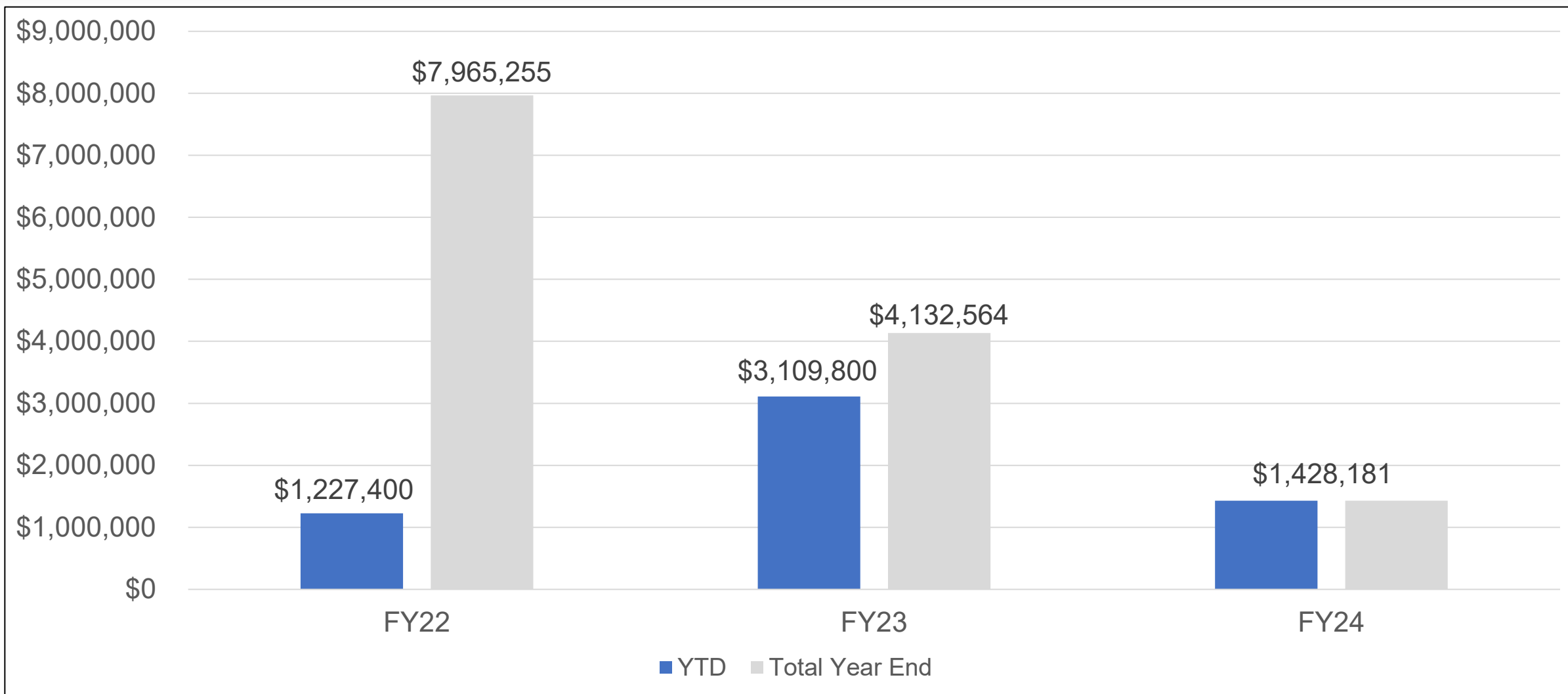
Omar O. Bell
Vice Chancellor for University Advancement
March 27, 2024

GIVING METRICS

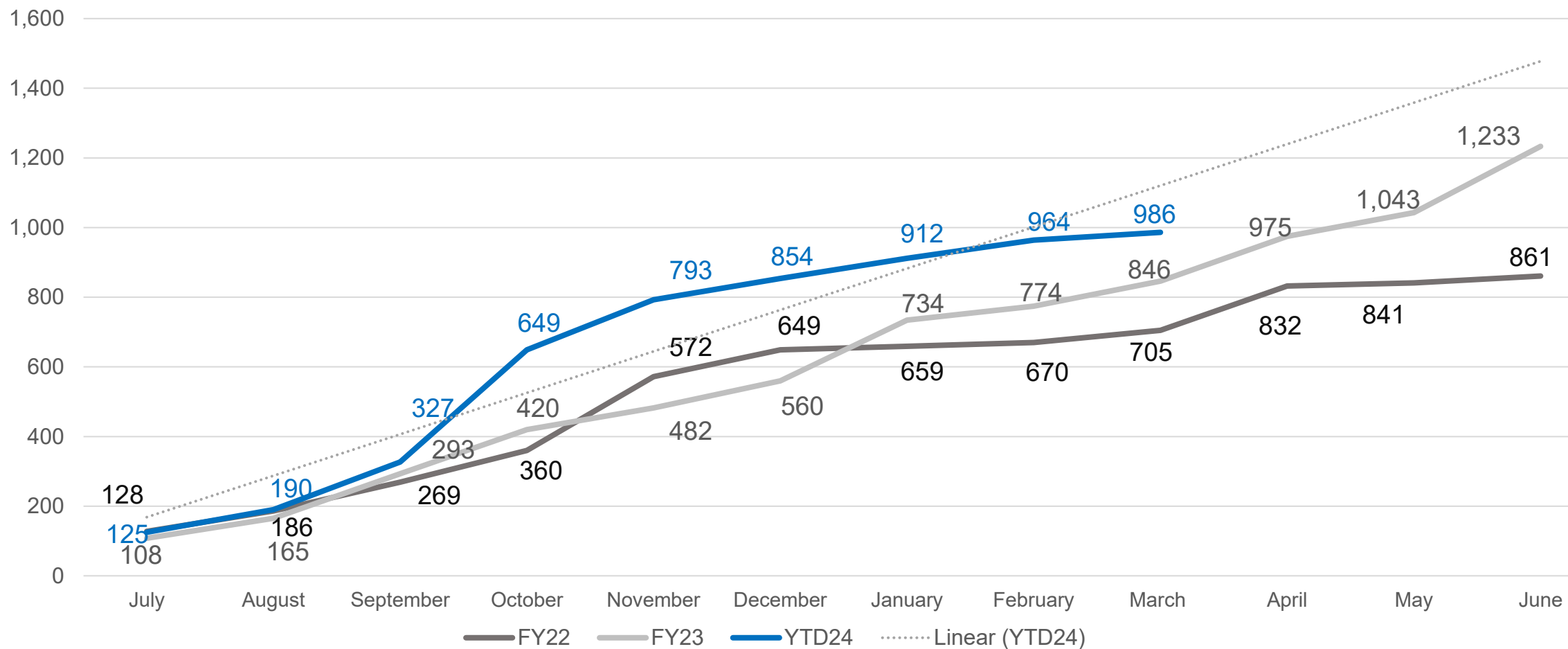
3-YEAR REVENUE COMPARISON



3-Year Commitment Comparison



3-Year Alumni Donor Comparison



OFFICE OF ALUMNI AFFAIRS

Carmen Harper
Executive Director

Area / Chapter & Affiliates Analysis

30 Current Active Alumni Chapters (Goal: 50 Active by 2026) |
9 Proposed Reinstate Chapters/Affiliates | 14 Proposed New Area
Alumni Chapters | 19 Proposed New Affiliates

FSUNAA Annual Convention: June 21-22, 2024
Fayetteville State University

Upcoming Alumni Engagement Travel (June – December)

Arizona, Florida, Georgia, Illinois, Kentucky, Michigan, Missouri,
North Carolina, Ohio, Pennsylvania, South Carolina, New York,
New Jersey and Texas

ALUMNI CHAPTER VISITS & GATHERINGS



Atlanta Alumni Chapter



Charlotte Alumni Chapter



Salisbury Alumni Cultivation Visit



HBCU Night with the Greensboro Swarm
Triangle Durham Chapter



HBCU Night at the Greensboro Swarm
Triad Greensboro Chapter



FSU Sunday at Lewis Chapel

ALUMNI ENGAGEMENT & CULTIVATION

2024 CIAA BASKETBALL TOURNAMENT



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Sherrill Lewis '76
Chapter President

Chick-fil-e
HOPE MILLS

Linda C. Cooley '76
FSUNAA, National President

Ain Kayode '12
2024-2025 Mr./Ms. Alumni Contestant

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Lewanda Newkirk '10
Chapter President

Maynard Smith '10
Chapter President

Luminis Health
Iray Dorian, Director
Institutional Partnerships and Strategic Sourcing

Michael Randall '16
Military Alumni Chapter

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Dr. Jasmine A Bogan '16, Chapter President
Miss FSU Alumnae Chapter

Susan Cooper, Vendor
Cooper Advertising, Inc.

Zacques Gray '95
Johnson Lexus of Raleigh, NC

James Jackson '80, President
Greater Richmond and
Tri-Cities Alumni Chapter

Stephen Sims '81, President
FSU Athletic Hall of Fame

Marcus Brewington '81
Cumberland County Alumni Chapter

Phyllis Goodman '17, President
Sampson County Alumni Chapter

Dr. Lillian Hammer, Friend of FSU
Jamaica Queens, New York

Mary N. Maultsby '78,
FSUNAA 1st Vice President
Queens and Kings' Alumni Chapter

Dr. Aljanal (Nel) Carrol '94, President
Charlotte Alumni Chapter

Zacques Gray '95, President
Edgecombe County Alumni Chapter

Dorothy Hardy '64, President
Queens and Kings' Alumni Chapter

Donna Pressley '90
2024-2025
Mr./Ms. Alumni Contestant

THANK YOU
for sponsoring FSU at the 2024 CIAA Tournament
#FSUCIAA24

STRATEGIC
PRIORITIES

5

Advancing the University

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): 617**
- **TOTAL PAID INTERNSHIPS 2023-2024 ACADEMIC YEAR: 183**
- **OVERALL INTERN COMPENSATION: \$2M**
- **REVENUE PROJECTIONS FROM INTERNSHIPS 2023-2024 ACADEMIC YEAR: \$512,301**

UNIVERSITY ADVANCEMENT STAFFING REPORT

Sandy Yates, CFRE
Associate Vice Chancellor for Development

ADVANCEMENT: NEW HIRES



Jose Carnero, Director
Advancement Services



Doris Pierce Hardy
Director of Development



Lillian "Angel" Parks
Assoc. Dir. of Development

ADVANCEMENT: ON-GOING SEARCHES

Assistant Vice Chancellor for Careers Services and Employer Relations

Assistant Director for Development

Communications Specialist – Title III

Donor Engagement Manager – Title III

Career Counselor (2) – Title III

QUESTIONS