



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

**COMMITTEE ON UNIVERSITY ADVANCEMENT
September 25, 2024
11:15 AM**

Call to Order	Gregory Pinnix, Committee Chair
Welcome and Opening Remarks	Gregory Pinnix
Roll Call	Karen Bussey
Approval of Minutes:	June 12, 2024

Information Items:

A. University Advancement Updates	Omar O. Bell Vice Chancellor for University Advancement
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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, June 12, 2024

10:45 AM

The Committee on University Advancement of the Fayetteville State University Board of Trustees convened Wednesday, June 12, 2024, 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 10:47 AM.

ROLL CALL

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

APPROVAL OF MINUTES

It was moved by Trustee Pinnix and seconded by Trustee Adams that the minutes of the Committee on University Advancement Meeting held on March 27, 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 to date.

- The university has raised \$5.78 million dollars.
- In which, over \$2.3 million has been committed.
- 1,171 alumni donors have given overall.

Revenue raised over the last five years show a steady increase, yielding over \$2 million dollars more in this fiscal year 2024 (FY24) than in FY23. University Advancement (UA) is working to increase commitments next fiscal year. The fundraising cycle for FY24 ends in three weeks (June 30th). Commitments have surpassed their total giving projection for FY24 by over \$200,000.

The current alumni donors' projection of 1,284 will put the university over 5% for FY24. UA will work towards increasing the alumni donor percentage in coming years by engaging with donors who have given at some point over the years but not during the current fiscal year. UA held a Scholarship and Donor Recognition Dinner on March 28th. This dinner connected

donors with scholarship recipients and was also a great networking event. The Golden Broncos from the Class of '74 had '64 participated in the Spring Commencement ceremony—approximately doubling the participation from last year. The Class of '74 has set a goal to raise \$50K in their FSU endowed scholarship by Homecoming 2024.

The Office of Career Services has a new Assistant Vice Chancellor for Career Development and Employer Engagement, Mr. Ralph Simpson. He will work with schools and departments within the university to establish better corporate relationships, among other career development and employer engagement responsibilities.

The three-year goal for paid internships is 750. There are 932 paid internships to date (2021-2024). FSU is well on its way to having 1,000 paid interns. Overall, intern compensation is \$5.6 million. For the 2023-2024 academic year, thus far, paid internships total 388. Revenue projections from internships amount to \$2.5 million. Internships have become a philanthropic selling point in UA.

Chancellor Allison commented on the growth in UA. Last year the division raised a little over \$4 million; this year, a total of \$8.1 million has been raised. Alumni giving has also increased from 3% since he arrived at FSU, and it is still growing. He requested trustees to assist with the 230 alumni donors needed to reach the FY24 goal of 5% and commended VC Bell on his leadership in UA. Trustee Jeffries Leonard extended congratulations to VC Bell for his efforts and said trustees will help with reaching out to alumni. She is also committed to the Board of Trustees having 100% giving for FY24.

ADJOURNMENT

The Committee on University Advancement adjourned at 11:10 a.m.

Respectfully Submitted,


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



BOARD OF TRUSTEES COMMITTEE ON UNIVERSITY ADVANCEMENT

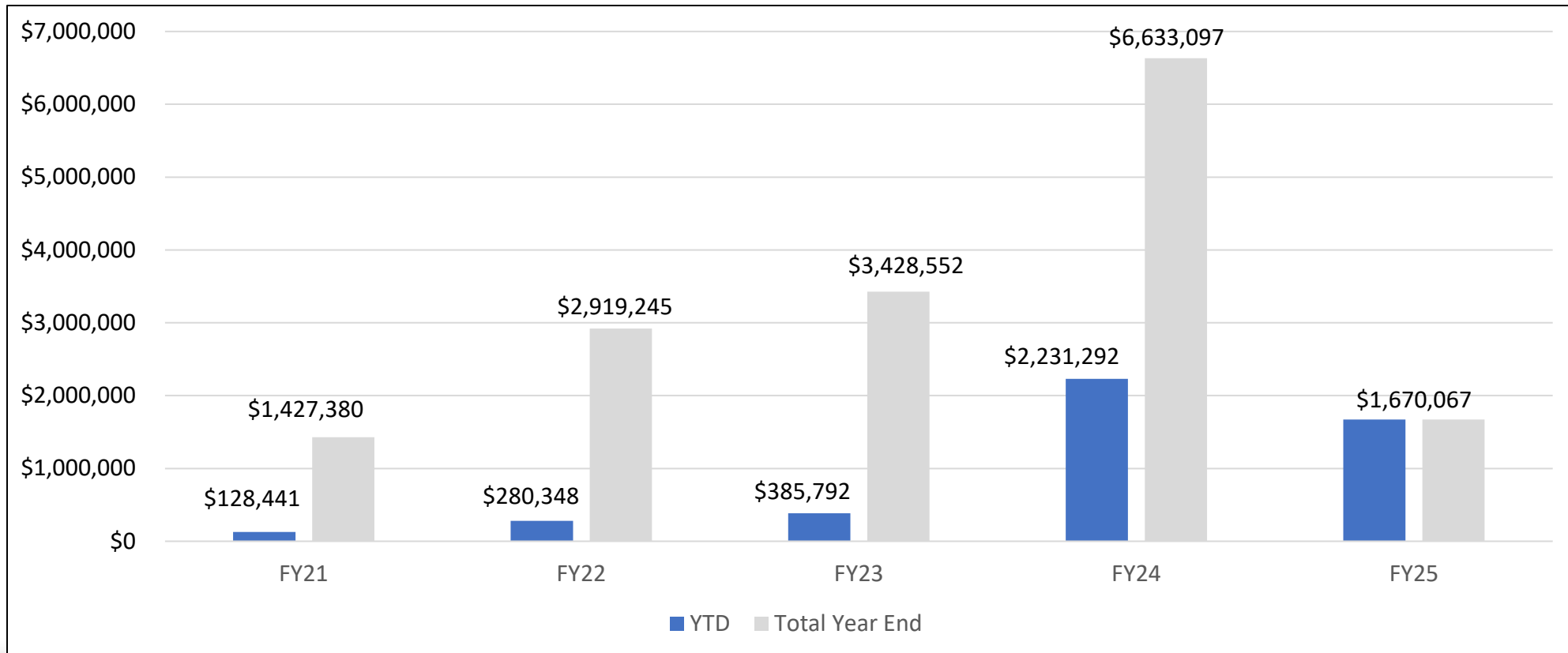
Omar O. Bell
Vice Chancellor for University Advancement
September 25, 2024

CASH & COMMITMENTS '24

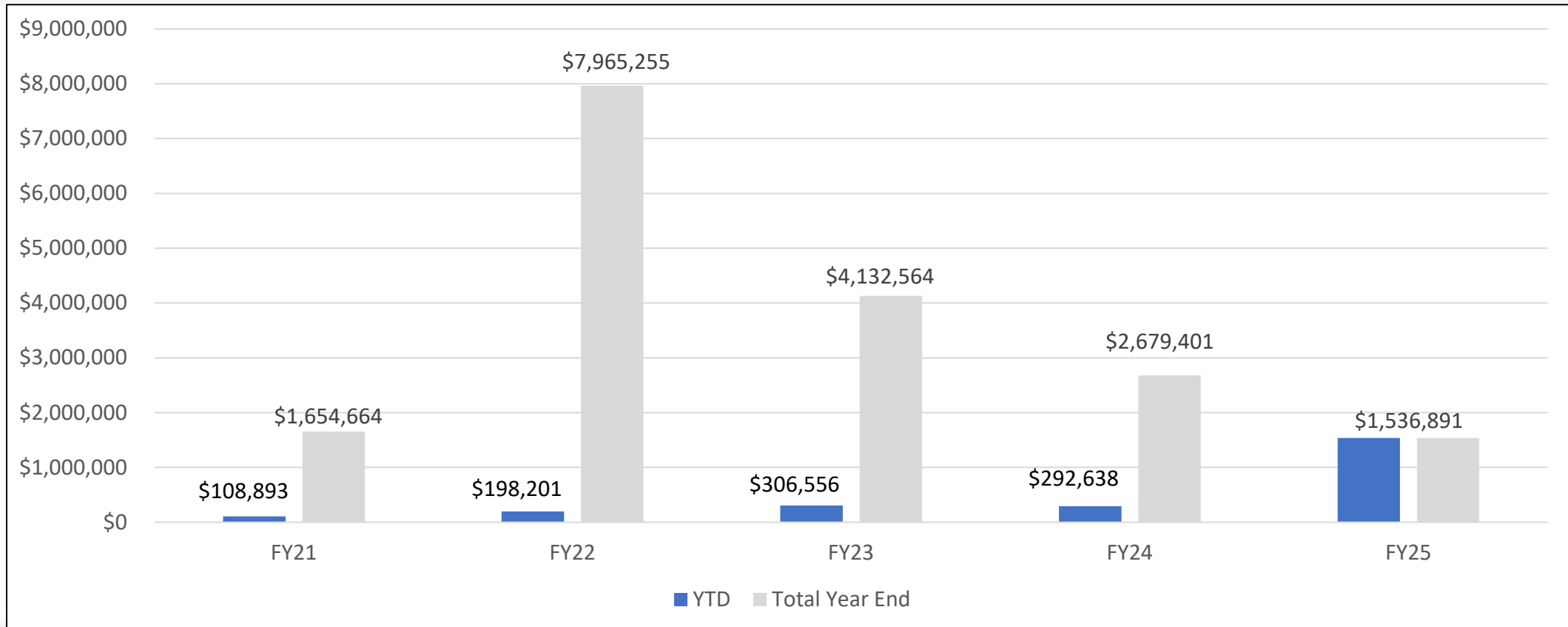
FY 24 (as of June 30)	
Cash	\$6,633,097
Commitments	\$2,679,401
New Alumni Donors	5% reach



ANNUAL CASH COMPARISON



ANNUAL COMMITMENT COMPARISON



MEET THE ALUMNI AFFAIRS TEAM



Michelle Hocker, MBA
Alumni Engagement Coordinator



Malik Perdue
Public Communication Specialist

The Alumni Affairs Team
with a focus on:

- ✓ *Engagement*
- ✓ *Communication*
- ✓ *Chapter Visits*



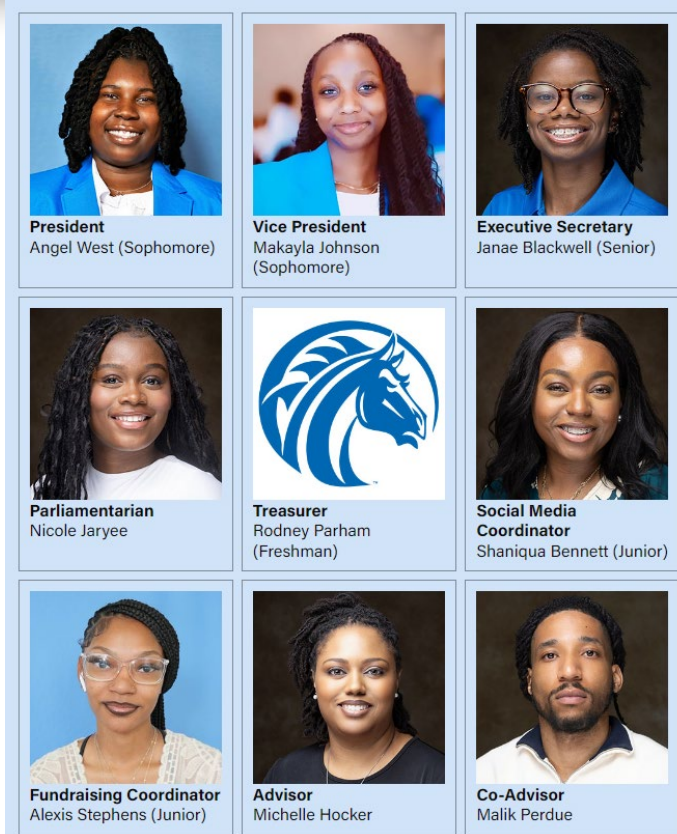
FAYETTEVILLE
STATE UNIVERSITY
OFFICE OF ALUMNI RELATIONS

Saturday
SEP 28

2024 Football Season
FSU vs. VIRGINIA STATE UNIVERSITY
LOOK FOR THE FSU TENTS NEAR THE STADIUM. GAMES, GIVE-AWAYS, AND SNACKS WHILE SUPPLIES LAST!

PRE-GAME GATHERING	12:00- 1:30pm		GAME TIME	2:00pm

FUTURE ALUMNI ASSOCIATION



Fayetteville State University Future Alumni Association is BACK!

Meet the 2024-2025
Executive Board Members

We look forward to working with these
Student Leaders this year.

STRATEGIC
PRIORITIES **1**

Elevate Academic Excellence and Student Success

OFFICE OF DEVELOPMENT

Sandy Yates
Associate Vice Chancellor



MEET THE DEVELOPMENT TEAM



Jose Carnero
Director Advancement
Services



Doris Pierce Hardy
Director of Development
& Planned Giving



Caleb Heatwole '21
Asst. Dir. of Development



Angel Parks
Assoc. Dir. of Development



Grover Richardson
Prospect Researcher



Tiffani Baker
Gift Processor

STRATEGIC FOCUS

- **Staff Metrics**
 - ✓ Raising Dollars
 - ✓ Strengthening Relationships for Increased Participation
- **Data Analytics**
 - ✓ Improved Automation
 - ✓ Focus Groups
- **Building Qualified Portfolios**
 - ✓ Strategic Solicitations
 - ✓ On-going Visits & Engagement



ADVANCING THE UNIVERSITY



Planned Giving Marketing



Fall Appeal: (1) Volunteer Invitation; (2) Support Request



Race to Alumni Participation – 7%



Donor Mining

QUESTIONS

