



University Advancement Annual Summary of Accomplishments *Fiscal Year 2016-17*

An Extraordinary Year

NC State University was founded with a mission: to create economic, societal and intellectual prosperity for the people of North Carolina and the United States. The University Advancement team works daily to empower NC State to deliver on and exceed that mission — today, tomorrow and far into the future.

The results of Advancement's work in fiscal year 2016-17 were, in a word, *Extraordinary*. Throughout the year our division's Development, Communications, Alumni Relations and Advancement Services teams worked collaboratively to achieve unsurpassed levels of success and enable NC State to realize more of its remarkable potential. University Advancement, more than ever before, is a dynamic force powering the university's immense upward trajectory.

Throughout the year, the University Advancement team generated critical university support from alumni and donors, faculty and staff, students and parents, business and community leaders, media and other key publics to help NC State achieve its Strategic Plan goals. Building on the bold ambition, intellectual rigor and hard work of the university's outstanding leadership, faculty, staff and students, Advancement remains dedicated to fueling the momentum that drives NC State to greater heights.

Examples of key accomplishments from fiscal year 2016-17 follow. Advancement's biggest successes have been the result of the collaboration of units and departments working across our division and with partners across campus. The most obvious example of this teamwork is the planning, launch and execution of the *Think and Do the Extraordinary Campaign*.

Thinking and Doing the Extraordinary

University Advancement planned, launched and drove many successful *Think and Do the Extraordinary Campaign* efforts throughout the year. In addition to ensuring highly strategic and impactful outcomes, these efforts led to enhanced collaboration and buy-in across campus. A few highlights follow.

- Successfully planned and implemented a "*Billion by Launch*" effort to galvanize internal staff around achieving the \$1billion Campaign fundraising mark by Campaign launch. All colleges and primary units participated. The effort resulted in numerous five, six and seven figure gift commitments.
 - Raised more than \$120 million in four months to surpass goal, and launched the *Think and Do the Extraordinary Campaign* at \$1.04 billion.
- Transformed Homecoming week into Red & White Week - a celebration of NC State and the launch of the *Think and Do the Extraordinary Campaign*. The week was a strong collaborative effort

including all university colleges and primary units that encompassed nearly 70 events and engaged students, alumni, faculty, staff, donors and friends of all kinds. Some highlights included:

- Evening of the Stars.
- Foundation and Advisory Board meetings.
- Campaign Cabinet Lunch and Learn with 242 volunteers.
- Chancellor's Fall Address.
- Campus-wide celebration.
- Kick-off VIP Reception (for donors to the campaign of \$500k or more).
- Campaign Kick-off event.
- Hosted more than 1,500 alumni at Red and White Weeks registered events (Tailgate, BAS Homecoming, Lawyers Reunion, Evening of Stars and Bell Tower tours).
- Managed planning and execution of the *Think and Do the Extraordinary Campaign* Kickoff as the apex of Red & White Week. The event was carefully designed to highlight the Campaign's priorities and communicate how support would help NC State solve the grand challenges of the state, nation and world. More than 800 guests attended the kickoff event.
 - Included 42 live presenters, debut of the Campaign film, and hosting attendees in newly renovated, historic Reynolds Coliseum.
 - The Kickoff was named best nonprofit event by the Triangle International Live Events Association and is one of three finalists for the global ILEA Esprit Awards.
- Planned and executed a very successful Campaign Kick-Off Tour hosting 20 events in 10 states between November 2016 - June 2017. More than 2,200 people attended the kick-off tour events, which incorporated surveys for alumni/friends to fill out for more information about getting involved and/or giving back.
- Created a collaborative, effective Campaign Communications Plan that ensured broad campus participation and collaboration, including the development of a comprehensive Campaign content strategy for the launch and ongoing implementation that engaged all colleges and major units and resulted in on-Campaign, on-brand communications.
- Created the Campaign website as the home of all things Campaign.
 - Launched in late October, the Campaign website had more than 128,000 visitors (79.27% of visitors were new) and 228,866 page views throughout the year. Compared to the old Giving website, the number of users is up 213%, page views are up 172%, sessions are up 204%, mobile traffic is up 334%, desktop traffic is up 137.75%, and tablet traffic is up 267.24%.
- Created a wealth of Campaign communications materials and support to manage the planning, creation and execution of several key central and partner communications materials.
 - Materials included the *Think and Do the Extraordinary Campaign* artwork and graphic standards, Campaign Toolkit with many downloadable resources, University Case Statement, college/unit Case Statement templates, Campaign Gateway web pages for colleges, 13 individual college (plus Athletics) videos, Campaign Communications Newsletter, and the Campaign Announcement to more than 250,000 recipients.

- Produced and distributed bi-weekly development and gift activity updates to the NC State leadership group (Chancellor, Deans, CDOs and Directors) to report progress made by Development staff towards annual and campaign fundraising goals.

An Extraordinary Year in Fundraising

We've mapped out a big, bold future for NC State including increasing scholarships and fellowships, strengthening our faculty and their research, and extending education and opportunity to tens of thousands of students. The fuel to achieve these ambitious goals is strong private support, driving our university community from good to Extraordinary. Advancement's focused development efforts, working alongside partners from across the division and the university, drove another outstanding fundraising year. A few highlights follow.

- Capitalizing on the momentum of the public Campaign launch, between the October kickoff and end of the fiscal year, Advancement raised \$113,395,869.
 - As of June 30, 2017, the Campaign total was \$1,115,888,330 – 72% of the \$1.6 billion goal.
 - Alumni are responsible for 43% of the total Campaign dollars raised to date.
- In total, NC State raised a record \$224,793,307 in philanthropic gifts, grants and commitments in fiscal year 2017, the highest total in NC State's proud history.
 - The total represents a 39 percent increase over the previous year.
- More than one-third of the year's commitments, \$84.6 million, were designated for the endowment. Another \$57.6 million in new commitments were designated for facilities.
- The College of Agriculture and Life Sciences alone raised \$84 million, a 111% increase from last fiscal year. Several other colleges/units posted notable rates of growth over the previous year.
 - Textiles - 174%.
 - DASA/ARTS NC State - 152%.
 - Poole College of Management - 84%.
 - Design - 70%.
 - Libraries - 59%.
 - Alumni Association - 58%.
 - Education - 44%.
 - College of Natural Resource - 33%.
 - Veterinary Medicine - 23%.
- Gift receipts (cash in the door) totaled \$144,971,725 million, driving the fifth straight year of \$100-million-plus gift receipts. \$49.5 million of FY17 gift receipts were designated for endowment.
- Gifts designated to support faculty helped create 11 new distinguished professorships throughout the year. This brings the total number of professorships created throughout the Campaign to 70.
- Gifts designated for student support created 68 new scholarships and 3 new fellowships in FY17.
- Through a targeted strategy, the year saw a significant increase in student giving.

- All 10 colleges were represented with student donors throughout year.
- Student donors increased 133%.
- Student donations increased 30% to \$54,651.
- Students supported 141 different allocations.
- Gifts \$50 and below added up to \$23k in support for NC State
- Annual Giving raised a record \$3,467,492, an increase of 24% over the previous year, breaking the \$2 million mark for the fourth consecutive year.
- NC State fundraisers secured an impressive number transformational seven- and eight-figure commitments to support key priorities across the university, including:
 - The Golden LEAF Foundation's \$45M grant to support the Plant Sciences Initiative.
 - An anonymous donor provided \$24 million to support the College of Education; the College of Sciences and a University-wide scholarship fund.
 - Bill and Melinda Gates Foundation grant pledge to CALS for \$4.5 million.
 - A \$6.5million gift to the College of Veterinary Medicine.

As a result of a strong, dedicated development team and great teamwork, these philanthropic dollars are making a tremendous difference in the life of the NC State community.

Extraordinary Alumni Relations

NC State alumni in North Carolina, throughout the nation and across the globe are the foundation for the university's broad support. Actively engaging these alumni to be involved with and support their alma matter is critical to NC State's current Campaign and ongoing success. Throughout the year, our team inspired significantly increased numbers of alumni and friends through a variety of engaging programs that ignite pride and help NC State achieve its strategic goals. Following are a few highlights.

- 480 members joined Alumni Association Life Status in fiscal year 2017 and netted over \$250,000 in life payments: record levels of members and payments.
- Paid Alumni Association memberships reached an all-time high predominantly on the growth of the Student Alumni Association and Life Members.
- The Student Alumni Association continues to be the University's largest student organization cresting at 3,200 members.
 - Received numerous awards including its third CASE District III "Student Leader of the Year" recognition out of the past five years.
- Request for alumni career services grew 294% compared to the same period the previous year as the result of a process improvement shepherded by the new career services manager.
- About 3,000 alumni and friends attended targeted outreach events throughout the fiscal year.
 - Events included notable locations and themes such as Fenway Park in Boston, the National College Football Hall of Fame in Atlanta, Shutters on the Beach in Santa Monica and the Ronald Reagan Building Rotunda in Washington, DC.

- In addition, events were held in Winston-Salem, Asheville, Charlotte, New York, Seattle, Portland, Palo Alto, Austin, Greenville-Spartanburg, Wilmington, Greensboro, Raleigh, Richmond, Hampton Roads and the Research Triangle Park.
- Worked with Raleigh-based branding firm Clean Design to rebrand the Alumni Association, defining its core mission, values, brand pillars, key messages and visual identity system.
- Redesigned the NC State Alumni Association website to make it more interactive. Moved the blog content to the website. Streamlined storytelling platforms, increased traffic and the time that visitors spend on the site.
- Added a new event, *Howl Back with your Pack*, to celebrate members. It will be a signature event held annually at the Park Alumni Center in the fall. More than 500 alumni registered to attend the inaugural event.
- Affinity, advertising and sponsorship revenue hit a record level growing 52% over the previous year. The re-alignment of staff reporting structure and the strength of the re-brand were significant variables in this increase.
- An Alumni Association Magazine story on alumni who died at Normandy evolved into a presentation in partnership with a professor who teaches military history. The resulting events were a great way to bring the magazine content alive and will serve as a template.
- Won 12 CASE District III communications awards for magazine articles, design and photography, the rebranding of the Alumni Association, a membership brochure and speechwriting.
- More than 300 alumni traveled with the WolfTrekks Travel Program in fiscal year 2016-17, and the program exceeded revenue projects by almost \$20,000.
- Teaching and Student Development/Leadership Education was a focus for Caldwell Fellow students (key future alumni). Examples included curriculum for personal and leadership development, annual class retreats, Caldwell leadership seminars, service learning teams, global and national travel and study, mentoring and student leadership roles.
 - Staff and dozens of volunteers also reinforced “Citizenship” as the Caldwell Fellow theme for the year, and had a significant, positive impact on the students.
- Providing early and deep engagement of new Caldwell Fellows (key future alumni) was a heightened priority for the second year and has had a significant impact on student development and alliance with program mission. FY17’s summer programming included:
 - SATELLITE camp led by Caldwells offering significant leadership roles.
 - Two wilderness expeditions led by team of 5 Caldwell alumni certified as wilderness leaders
 - Two International experiences:
 - Sacred Music Festival in Morocco, a two-week program with NC State’s Music department.
 - Vecinos Program, a three-week an in service-learning and cross-cultural training in Guanajuato, Mexico, in partnership with NC State’s Global Training Initiative and the Fundacion Comunitaria del Bajio.
- Campaign strategy for Caldwell Fellow alumni engagement was established.

The Alumni Association's efforts are ensuring a broad range of support that will help ensure a successful Campaign and a strong NC State for many years to come.

Advancement Services and Support that Empower the Extraordinary

Excellent advancement services and support are a critical foundation for driving the success of the overall University Advancement operation. Our team's "behind the scenes" professionals expertly manage the university's alumni and donor records, direct research about donor opportunities, process gifts, oversee business processes, and provide the backbone and infrastructure for all areas of University Advancement to be successful. Throughout the year, the team completed several key strategic initiatives to support the advancement enterprise at NC State. A few highlights follow.

- Developed Campaign reports for both internal and external audiences.
- Implemented gift and prospect data integration from Wolfpack Club and Textiles Foundation into Advance.
- Enhanced the iModules platform to support key development initiatives in online giving, email marketing and event management.
- Reviewed and implemented changes to the Gift Assessment to upgrade gift assessment rates.
- Completed the review of all \$1 million+ rated prospects who best matched the predictive model for major gifts and had a NC address (1,065 total).
- Conducted and managed, over several months, a comprehensive major gift portfolio and discovery pool scrub with all frontline fundraisers.
- Processed 52,226 gifts, matching gifts and pledges to support the record-breaking fundraising year at NC State.
- Implemented automated data updates for student, parent and faculty/staff records to support fundraising efforts.
- Transitioned the acceptance, processing and donor inquiries of securities gifts from FAI and Gift Planning and successfully processed 255 securities transactions (64% increase).
- Distributed 2,700 Campaign-branded Endowment Reports to key NC State donors before the 2016 holiday season.
- Facilitated 11 Distinguished Professor commitments.
- Created procedures to assist campus partners in developing naming levels for new and renovated facilities.
- Established the office of Donor Services to support moving gift conversations along the continuum, honoring donor intent and reporting on the financial impact of endowments.
 - The team worked across disciplines, colleges and foundations with a focus on the distinguished professorship program, gift agreements and endowment reporting.
- Established the office of Gifts and Records Management to oversee the functions of gifts processing and biographic records.

- Restructured two existing offices into the office of Prospect Development, Research and Strategy, to streamline processes and to improve efficiencies with prospect development and prospect management.

Extraordinary Communications, Marketing and Events

Critical components in achieving Advancement and university strategic goals are on-brand, coordinated and impactful communications and events. Over the year, our talented team of communications, marketing and events professionals worked collaboratively across campus applying their expertise to target, inform, motivate and inspire key publics. These efforts have been instrumental for driving successes that advanced NC State, its colleges and units. Following are a few highlights.

- Executed a *Digital Brand Awareness Advertising Campaign* that utilized Campaign identity and drove 53 million total impressions (well above goal) and impressive engagement interactions.
- Strategically “launched” the Social Media Strategy Hub into a position of greatly increased strategy, collaboration and impact.
 - Hired a new director to take social media efforts to the next level.
 - Houses eight fulltime employees representing: NC State’s Central Social Channels, Development Communications, Alumni Relations, DELTA, Poole College of Management, College of Textiles, College of Natural Resources, College of Sciences, College of Education, CALS and Extension.
 - Drove impactful social media engagements via central channels, including more than 50 million total impressions, over 1.3 million engagements, and 2.5 million video views with more than 3.4 million minutes watched.
 - Hired a new social media specialist split between Development Communications and Alumni Relations that has largely focused on developing/distributing giving content.
- Oversaw significant increase in philanthropic content creation and distribution, advancing the culture of philanthropy at NC State.
 - Created more than 60 original features for the web.
 - Philanthropic content is consistently featured on the university’s homepage, on news.ncsu.edu, in the Bulletin, on social media and distributed via college/unit outlets.
 - Published 52 editions of Philanthropy in the News which curated more than 200 stories from across campus. Grew number of subscribers from 82 to 800.
- Managed high-level stewardship activities, including researching and writing more than 900 personalized letters to support Chancellor and Vice Chancellor stewardship efforts.
- Earned more than 35,000 NC State (not including Athletics) media clips tracked in print, digital and broadcast. This generated more than \$41 million in equivalent ad value.
 - Drove well-placed stories in the most notable media outlets, including: New York Times, Washington Post, LA Times, Newsweek, Time, CNN, BBC, NBC News, CBS News, ABC News, NPR, National Geographic, The Atlantic, Today Show, Forbes, PBS, Daily Beast, Christian Science Monitor, Inside Higher Ed and more.
- 94 Abstract blog posts led to significant national exposure.

- NC State research stories were featured on federal agency news sites 50 times.
- Drove NC State community interest in the Bulletin; open rate averages about 55 percent every Thursday, driving traffic to the news.ncsu.edu site.
 - Traffic exceeded 1.2 million page views for the second consecutive year.
 - Average time-on-page increased to 3 minutes and 20 seconds, indicating readers are highly engaged with the content.
- Revamped *Results Magazine* in collaboration with ORIED.
- Hosted more 10,000 guests at key university events, ensuring they had a quality, positive, on-brand experience. A few highlights follow.
 - More than 200 people were engaged at exclusive dinners at The Point, and another 1,000 guests attended private receptions with the Chancellor.
 - Planned and executed successful athletic events.
 - Hosted a record 1,100+ donors and guests in the football suite and another 400 guests in the football stadium seats.
 - Hosted 900 guests in the PNC arena for pre-season basketball, and more than 1,100 people for ACC basketball pregame events and the games.
 - Launched a new series of engaging event sat The Point designed to reach a broader audience of principal prospects and major gift donors.
- Executed 58 major web projects over year. A few highlights include:
 - College of Engineering web site redesign.
 - Poole College of Management web site redesign.
 - CALS web site redesign.
 - Admissions web site redesign.
- NC State University's Home Page accounted for 57% of all core site page views with more than 8 million visitors throughout the year, measured at the end of April (estimate over 10 million visitors for the year).
- Produced three innovative Web rollouts to assist campus in improving planning, content sharing and communications impacts.
 - Newswire – an easy to use, searchable online content database that allows NC State communicators to share stories and other content via an easy-to-use online system.
 - Email Generator – enables is a self-service tool that allows campus users to easily create attractive, on-brand html emails for use in mass email communications.
 - Digital Magazine Format – a flexible platform that enables UComm and partners to efficiently migrate printed magazines into fully interactive online digital publications.
- Drafted, designed and produced 76 major print projects. Some notable projects included:
 - The Chancellor's Report.
 - Fact Book.

- The Endowment Report.
- College of Education Impact Report.
- The Year in Sciences.
- Apply to NC State.
- MBA collateral system.
- Produced 45 impactful video projects for NC State.