September 2021 University Advancement and External Affairs Committee Meeting

September 9, 2021

Winslow Hall

Winslow Hall Conference Room

https://go.ncsu.edu/botmeeting
Meeting Agenda

3:15 p.m.

1. Call to Order, Reading of Ethics Statement and Public Meeting Notice
   Chip Andrews, Chair

2. Roll Call
   Maggie Musick, Board Professional

3. Approval of Minutes
   Chip Andrews, Chair
   
   A. April 15, 2021 Meeting Minutes

   a. UA BOT Open Minutes 4.15.21

   Action Item for Committee

4. Action Items

   A. Review of Committee Responsibilities

   a. Committee Responsibilities

   B. 2021-2022 Review Plan of Work

   a. Plan of Work 2021-2022

5. Informational Reports

   A. University Advancement Update
   Brian Sischo, Vice Chancellor, University Advancement

   a. BOT UA Committee 9.9.21

   B. Fundraising and Campaign Report
   Jim Broschart, Associate Vice Chancellor, University Development
a. Campaign Update

C. University Communications Update
Brad Bohlander, Chief Communications Officer, and Associate Vice Chancellor for University Communications

   a. BOTUA 9_21 National Brand Strategy

6. Committee Discussion

A. Naming Opportunity Proposals
Jim Broschart, Associate Vice Chancellor, University Development

   a. Naming Opportunity Proposals - Chancellor Woodson

   b. Summary Memo_Naming Opportunities September 2021 BoT BCS

   c. Consent Agenda_Naming Opportunities September 2021 BoT

   d. Naming Opportunity Slides September 2021 BoT

B. NC State University Plant Sciences Building
Matching Gift Discussion
Brian Sisco, Vice Chancellor, University
Advancement & Sonia Murphy, Assistant Dean for CALS Advancement and President of the NC Agricultural Foundation, Inc.

   a. PSI Match BOT 9-2021

7. Closed Session

8. Reconvene in Open Session

9. Adjourn
Chip Andrews, Chair
OPEN SESSION MINUTES
University Advancement and External Relations Committee
Board of Trustees
North Carolina State University
April 15, 2021

The University Advancement and External Relations Committee of the Board of Trustees of North Carolina State University met on April 15, 2021.

Members Present:  Chip Andrews, Committee Chair
                   Ann Goodnight
                   Ed Stack
                   Wendell Murphy
                   Ron Prestage
                   Ed Weisiger Jr.

Chair Andrews called the meeting to order at 1:17 pm. The roll was called and a quorum was present.

Chair Andrews reminded the Committee that the meeting will be conducted pursuant to the provisions of the Open Meetings Act that apply during states of emergency and that allow for public bodies to meet via electronic means. This law requires that all votes be taken via roll call. Chair Andrews then reminded those in attendance that while the Committee meeting is a public meeting, it is not a meeting for public comment and only those on the agenda will be permitted to speak. He also reminded all members of their duty to avoid conflicts of interest and appearances of conflicts of interest under the State Government Ethics Act and inquired as to whether there were any known conflicts of interest or appearances of conflict with respect to any matters coming before the Committee at this meeting.

Chair Andrews then called on Maggie Musick for the roll call. The roll was called and a quorum was present.

Approval of Minutes

Trustee Murphy made the motion, seconded by Trustee Prestage, to approve the open session minutes of the February 25, 2021 meeting. Chair Andrews called on Maggie Musick for the roll call.

<table>
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<tr>
<th>Name</th>
<th>Vote</th>
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<tbody>
<tr>
<td>Chip Andrews</td>
<td>VOTE</td>
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<tr>
<td>Ann Goodnight</td>
<td>VOTE</td>
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<tr>
<td>Ed Stack</td>
<td>VOTE</td>
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<tr>
<td>Wendell Murphy</td>
<td>VOTE</td>
</tr>
<tr>
<td>Ron Prestage</td>
<td>VOTE</td>
</tr>
<tr>
<td>Ed Weisiger Jr.</td>
<td>VOTE</td>
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</tbody>
</table>

The motion passed.

Informational Reports
University Advancement Update
Vice Chancellor Sischo presented a University Advancement update, sharing an overview of the success of NC State’s third Day of Giving, reviewing the plan for the final year of the campaign, and providing an update on the University Advancement Five year Roadmap.

Fundraising and Campaign Report
Associate Vice Chancellor Jim Broschart shared an overarching campaign and fundraising update informing the committee that the year-to-date total for new gifts and commitments to the campaign now
stands at $1.975 billion. He also provided a deeper dive into the success of the Day of Giving and the Extraordinary Opportunity Scholarship Initiative.

Advancement Services Update
Associate Vice Chancellor Jeff Baynham shared an Advancement Services update with the committee where he highlighted several digital transformations which included a new online giving page, enhanced digital endowment reports, e-receipts, and DocuSign for digital routing of gift agreements and other documents.

Extraordinary Opportunity Scholarship Initiative Update
Associate Vice Provost and Director for Scholarships and Financial Aid, Krista Ringler, reported on the impact of the Extraordinary Opportunity Scholarship Initiative and how this initiative is helping students from North Carolina overcome financial barriers.

Committee Discussion
Naming Opportunity Proposals
The Committee reviewed and approved one naming opportunity proposal for the Office of the Executive Vice Chancellor and Provost.

Trustee Stack made the motion, seconded by Trustee Weisiger, to approve donor naming opportunities presented by Associate Vice Chancellor Broschart. Chair Andrews then called on Maggie Musick for the roll call vote. The roll was called and the motion passes.

- Chip Andrews  VOTE
- Ann Goodnight  VOTE
- Ed Stack  VOTE
- Wendell Murphy  VOTE
- Ron Prestage  VOTE
- Ed Weisiger Jr.  VOTE

Closed Session
With no further business in open session, Chair Andrews made the motion, seconded by Trustee Prestage, at 2:53 pm to go into closed session. The motion carried.

Reconvene in Open Session
After coming out of closed session, Chair Andrews announced the meeting in open session at 3:03 pm.

Adjournment
With no further business, Chair Andrews announced the meeting adjourned at 3:04 pm.

Submitted by Maggie Musick, Secretary

Approved by

______________________________
Chip Andrews, Chair
NC State Board of Trustees  
University Advancement and External Affairs Committee Responsibilities  
FY 2021-2022

Plan of Work/Calendar

- Review of Committee Responsibilities (Annual)
- Review of Draft Agenda Items for the Year (Annual)

Approvals and Recommendations

- Meeting Minutes
- Approve all university fundraising campaigns
- Advise the Chancellor and Vice Chancellor for University Advancement on the formation of campaign steering committees
- Advise the Chancellor and Vice Chancellor for University Advancement on the priority, timing, direction, funding and management of capital and other fundraising campaigns
- Advise the Chancellor in all areas pertaining to Development, Advancement Services, University Communications and Alumni Relations

Recommendations to the Full Board

- Policies related to the relationship between the university and its affiliated foundations and the coordination of all fundraising activities intended to benefit the university and various affiliated foundations
- Naming guidelines for endowed funds, facilities and programs funded in whole or in part by private funds
- Nominees for the Watauga Medal Award (annual)
- Policies regarding the awarding of the Watauga Medal (as needed)
- Policies including, but not limited to, the conduct of fundraising campaigns and the use and application of privately donated funds for any activity whose sponsorship may implicate or obligate the university
- Naming of all facilities and programs owned, operated, or controlled by the university

Receive Informational Reports

- Activities of the state legislature (External affairs)
- University Communications activities and initiatives
- NC State Alumni Association activities and initiatives
- Advancement Services activities and initiatives
- University Development activities and initiatives
Board of Trustees
North Carolina State University

University Advancement and External Relations Committee
Plan of Work

September

- Fund Raising Reports (NC State Pol. 01.05.01, App IV.a)
- Campaign Update (NC State Pol. 01.05.01, App IV.a.iii)
- University Communications (Branding) (NC State Pol. 01.05.01, App IV.a.iv)
- Review Committee Responsibilities and Work Plan (Annually)
- Naming Specific University Facilities and Programs (NC State Pol. 01.05.01, App IV.a.iv)(Approval)

November

- Fund Raising Reports (NC State Pol. 01.05.01, App IV.a)
- Campaign Update (NC State Pol. 01.05.01, App IV.a.iii)
- Alumni Engagement Update (NC State Pol.01.05.01, App IV.a.vii)
- Watauga Medal Nominations (NC State Pol.01.05.01, App IV.a.vi) (Approval)
- Naming Specific University Facilities and Programs (NC State Pol. 01.05.01, App IV.a.iv) (Approval)

February

- Fund Raising Reports (NC State Pol. 01.05.01, App IV.a)
- Campaign Update (NC State Pol.01.05.01, App IV.a.iii)
- University Development Update (NC State Pol 01.05.1, App. 1. IV.a.v.)
- Naming Specific University Facilities and Programs (NC State Pol. 01.05.01, App IV.a.iv) (Approval)

April

- Fund Raising Reports (NC State Pol. 01.05.01, App IV.a)
- Campaign Update (NC State Pol.01.05.01, App IV.a.iii)
- Advancement Services Update (NC State Pol 01.05.1, App. 1. IV.a.v.)
- Naming Specific University Facilities and Programs (NC State Pol. 01.05.01, App IV.a.iv) (Approval)
University Advancement Update

Brian Sischo
Vice Chancellor
University Advancement
Summary of Accomplishments
FY21: Soberly. Optimistic. Persistence

• Effectively implemented nine, Year-two projects as part of the UA 5-year Roadmap
• Continued fundraising momentum/progress
• Pivoting the organization through COVID-19
• Two highly successful Days of Giving in FY21
• Cost-sharing partnerships with Colleges solidified
Looking Ahead
FY22: #StickTheLanding

- Final Campaign Countdown
- Implementation of College/Unit Cost-Sharing MOUs
- Pre-pre-planning for the next campaign
- Expand multi-disciplinary transformational programs
- Establish and implement 10 Year-three projects associated with the UA Roadmap
Campaign Time Elapsed: 94%
Campaign Goal Achieved: 127%

Current Total: $2,032,193,374

$1B Public Launch Goal Met By October 28, 2016
$1,004,747,857

$2B Aspiration Goal Met By May 20, 2021
$2,001,066,259

$1.6B Campaign Goal Met By October 2, 2019
$1,610,526,153

$2B Aspiration

$1.6B Campaign End Goal
YTD Gifts and New Commitments
as of June 30, 2021

YTD Total: $244,033,016
3 yr average FY17-19: $223,312,415
LYTD: $235,282,019
Extraordinary Opportunity Scholarship Initiative
as of June 30, 2021

Matching Pool
Total $ Committed: $5,400,000
Total $ Received: $1,284,779
Total $ to Match: $331,455
Matches Awarded: $1,150,630

Individual Funds
Total $ Committed: $3,194,333
Total $ Received: $2,531,424
Established Funds: 28

Total Giving: $9,643,718
Includes matching pool, individual funds, planned gifts and university-wide funds
SAVE THE DATE!

RED AND WHITE WEEK

October 24-30, 2021
Questions?
Think and Do The Extraordinary Campaign Update

Jim Broschart
Associate Vice Chancellor
University Development
YTD Gifts and New Commitments

as of June 30, 2021

YTD Total $244,033,016

3 yr average $223,312,415
FY17-19

LYTD $235,282,019
FY 20-21 Highlights

as of June 30, 2021

- Record Setting Results
- Two successful Days of Giving, one record-setting!
- Launched our first board competition associated with Day of Giving
- Launched cost-sharing partnerships with the colleges
- Day of Giving helped NC State’s Annual Giving Office:
  - Increase the Number of Alumni Donors by 30% or +4,329
  - Increase the Number $1,000+ Annual Donors by 65% or +2,698
  - Increase the Number of Donors (All Types) by 24% or +7,501
## FY 20-21 Highlights: Benchmarking Blackbaud Users

<table>
<thead>
<tr>
<th>Year Over Year Comparison</th>
<th>National Publics</th>
<th>National Publics</th>
<th>National Publics</th>
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<tbody>
<tr>
<td><strong>Metric</strong></td>
<td><strong>Wolfpack</strong></td>
<td><strong>Average</strong></td>
<td><strong>High</strong></td>
</tr>
<tr>
<td>YOY Change: Commitments</td>
<td>+5.9%</td>
<td>+2%</td>
<td>+74%</td>
</tr>
<tr>
<td>YOY Change: Donors</td>
<td>+23%</td>
<td>+3%</td>
<td>+26%</td>
</tr>
<tr>
<td>YOY Change: Annual Giving Dollars</td>
<td>+46%</td>
<td>+3%</td>
<td>+46%</td>
</tr>
<tr>
<td>YOY Change: Annual Giving Donors</td>
<td>+24%</td>
<td>+2%</td>
<td>+26%</td>
</tr>
</tbody>
</table>
## FY 20-21 Highlights: Benchmarking Blackbaud Users

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<th>National Publics</th>
<th>National Publics</th>
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</thead>
<tbody>
<tr>
<td><strong>Metric: Gift Officer Activity</strong></td>
<td>Wolfpack</td>
<td>Average</td>
<td>High</td>
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<tr>
<td>YOY Change: First Time Visits</td>
<td>+5%</td>
<td>-15%</td>
<td>+53%</td>
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<tr>
<td>YOY Change: Number of Proposals Submitted</td>
<td>+18%</td>
<td>+13%</td>
<td>+76%</td>
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<tr>
<td>YOY Change: Number of Proposal Granted</td>
<td>+43%</td>
<td>+3%</td>
<td>+46%</td>
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<tr>
<td>YOY Change: Annual Giving Donors</td>
<td>+24%</td>
<td>+12%</td>
<td>+68%</td>
</tr>
</tbody>
</table>
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as of June 30, 2021

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Total Giving: $9,643,718
Includes matching pool, individual funds, planned gifts and university-wide funds
Building The Early Pipeline: An Imperative for Growth
Talking Early Pipeline: Mid Level Giving or Leadership Annual Giving

-LAG or Mid Level Gifts: $500 - 9,999 annually

-LAG/LAGO: Leadership Annual Giving Leadership Annual Giving Officer
Talking Early Pipeline: Mid Level Giving or Leadership Annual Giving (cont.)

- Tends to be more transactional than major giving.
- Frequent solicitation. Less engagement and cultivation.
- In-person not always necessary. Phone, Email, Social Media used.
- Smaller gifts from cash, rarely from assets.
- Gifts focused on the institution, less so on the donor's interests.
- Quick decision
The Early Pipeline: Why?

Length of Top Donors' Giving Histories Prior to Biggest Gift

*Philanthropy Leadership Council, 2006*

Overall Donor Retention Rate by Giving Level
*Target Analytics, 2014*
Early Pipeline: Why?

- Identify Tomorrow's Leading Donors
- Discover Current Major Donors
- Build Culture of Giving
- Unrestricted Gifts/Deans Funds
- Surprises: Bequests
Overall Potential

- Currently, we have 169,820 contactable, alumni unassigned households with the capacity to give $1K+ and are

- Of the larger pool households 23,412 gave in one of the last 5 fiscal years

- Of the larger pool 15,828 households have lifetime giving of $1K+
Staffing Investments

- Currently, 2 FTE within Annual Giving and 3.25 (across 9 positions) embedded in the Colleges.

- Partnership to add 4 LAG FTE embedded within Annual Giving assigned to serve Colleges of Engineering, Sciences, Textiles, and Agriculture & Life Sciences

- Partnership to add 2+ FTE Annual Gift Marketing Positions.
Our Goal: Achieving Efficiency at Scale

- Utilization of technology and society more familiarity with virtual meetings to drive volume.
  - **VanillaSoft**: Cadence based calling software to dictate steps on the process (phone, email, text, video, Linkedin message, direct mail)
  - **Vidyard**: Ability to create and send custom videos via LAG email account - [Example]
  - **Calendly**: scheduling tool - [Example]
  - **Digital Proposals**
To Grow We Must Drive Personalization

+20%
Lift in Customer Lifetime Value

+5-10%
Lift in Response Rate

+20-50%
Lift in Conversion Rates

Behavioral Marketing / Triggers

Rules Based Segmentation

Real-time Personalization

Omnichannel Optimized

Predictive Personalization

Page 34 of 89
Wolfpack 2030: Powering the Extraordinary

- Goal 7: Elevate the National and Global Reputation and Visibility of NC State
  - Created via campus-wide collaboration and support.
  - Will include several objectives and measures including a brand refresh, direct faculty support, peer-influencer initiatives and international strategies.
  - A national marketing/advertising strategy is an essential part of achieving this goal.
University Advancement Strategic Plan Roadmap

- National Brand Marketing Strategy was one of 10 Roadmap priorities in FY20-21.

- Workgroup included key representatives from across the university.

- Group focused on elevating NC State's brand outside of traditionally targeted in-state markets through an ongoing, year-round marketing strategy.
Why Now?

- Wolfpack Rising: NC State’s excellence and upward trajectory rapidly continues.

- State investment, research awards, game-changing federal government grants, partnerships with key industry, record fundraising, unprecedented student and faculty success, entrepreneurship and spin-offs, admissions applications, and on and on...

- Triangle is experiencing significant growth in Technology and STEM-based companies that depend on NC State - and poised for more. This is the place to be!
Why Now?

- Strong foundation of brand-building success.
- Building on the Think and Do the Extraordinary Campaign’s lift.
- Recognized leader in public higher education: academic, research and outreach excellence *in our state and region*.
- The Perfect Storm: Now is the time to elevate the awareness of NC State’s excellence and embrace the benefits of a strong national reputation.
Why Do We Care?

- Attract, recruit and retain the best faculty and staff who fit at and will elevate NC State.
- Attract, recruit and retain the right students who will be successful at NC State and beyond.
- Engages alumni, donors, friends and potential donors broadly – leads to more fundraising.
- Elevates university and college rankings.
- Attracts more industry partners and funding.
Why Do We Care?

- Attracts federal research investment.
- Generates new university/faculty/research partnerships with peers.
- Provides unsurpassed student and faculty opportunities.
- Enhances the strength of an NC State degree.
- Benefits North Carolina through our teaching, research, outreach and economic impact.
Top Ways to Enhance a National Brand

- Need a strong foundation: academic and research excellence; strong leadership; well-known alumni; successful spin offs; well-respected faculty; solid brand platform, etc.
- Athletic success - especially in televised sports.
- Earned media and public relations.
- Social media influencing, to some level, but increasing.
- Marketing and advertising, the most reliable route to promote a strong, recognized brand.
A Strong Foundation

- In 2013-14, brand market research showed a statewide recognition but highly inaccurate understanding of NC State University.
  - NC State was not perceived strong in any key measures, including academic excellence, research, outstanding faculty or students, or impact on society.
  - Internal perceptions were rated lower than external perceptions.
  - Across the board, NC State was ranked significantly lower in key quality measurements than UNC-Chapel Hill, Duke and out-of-state peers.
  - There was a broad lack of knowledge and misunderstanding about NC State’s excellence, successes and societal impacts.
A Strong Foundation

- Chancellor Woodson officially announced the new brand platform in Spring 2015.

- Strategically, working together, we’ve drastically changed perceptions about NC State.
  - With statewide audiences, in key areas we rate on par with UNC-Chapel Hill and Duke (closing up to 20+% perception gaps) and above out-of-state peers.
  - With donors and alumni, we rate much higher than UNC-Chapel Hill and Duke in most categories.
  - Faculty, staff and students realize NC State’s brand drivers and strengths and have more pride in the university.

- Key audiences have responded favorably across the board.
NC State Brand Awareness Locally

- Recent Brand Awareness study examples include:
  - NC State rated on par with UNC Chapel Hill and Duke, a big improvement over studies from a few years ago.
  - 85% of respondents agree or strongly agree that NC State is good for North Carolina’s economy.
  - 82% of the respondents believe that NC State graduates get good jobs in science, technology and engineering fields.
  - 72% of respondents rate their overall impressions of the “Think and Do” brand as positive and only 6% had a negative perception.
  - Approximately one-third of respondents recalled hearing or seeing something about NC State via advertising or in the news within the last 90 days.
The Time is Now

- Launching from a strong foundation at this unique point in time, NC State has an optimal opportunity to enhance our national brand reputation.
- An investment primarily in national advertising at this time can exponentially increase our brand’s recognition and influence.
- This will be supported by additional university efforts.
Mass Media Advertising

- Studies across sectors show that mass-media advertising is effective in creating positive awareness, recognition of quality and even action.
- Ninety of the world’s 100 most recognizable brands created their own brand awareness by heavily investing in broadcast and other mass-media advertising.
- Even a few major brands that didn’t become famous via mass advertising, like Google and Amazon, now spend hundreds of millions of dollars in mass advertising annually.
Strategy Overview

- Workgroup reviewed NC State’s market position, best practices of other universities and private sector businesses, conducted market research and advanced a solid plan.
- Identified key national markets.
- Measured current brand awareness through research surveys in potential key markets.
- Presented Good, Better or Best marketing/advertising options.
Identifying Potential Markets

- Engaged Hanover Research in research to inform our best potential markets.
- Market Research and Selection took several factors into consideration, including:
  - Student enrollment and potential enrollment data, student mobility trends.
  - Alumni data.
  - Donor data.
  - Industry partnerships and potential partnerships.
  - Peer institutions.
  - Federal funding agencies.
  - Other opportunities based on university strategic goals.
Hanover Research: Key Findings Examples

KEY FINDINGS

The industry location quotient analysis shows that Fulton County, GA, Williamson County, TN, and Albemarle County, VA are the three border-state counties that are the most similar to successful in-state markets in terms of industry profile. While Fulton County has a high competitive saturation, Williamson and Albemarle have low saturations, making them strong prospects for recruitment and marketing efforts.

The top border-state areas by concentration of enrolled out-of-state students are Richmond, VA, Chesapeake, VA, and the DMV area of Virginia. Areas that already generate relatively high counts of out-of-state students may present strong opportunities for increased recruitment efforts.

The top border-state areas by concentration of donors and/or alumni are Richmond, VA, Charleston, SC, Atlanta, GA, the DMV area of Virginia, and the area of South Carolina right across the border from North Carolina. These areas may present high concentrations of either individuals or organizations.
Hanover Research: Market Recommendations

- Extend recruitment and marketing efforts to Albemarle and Prince William Counties in Virginia, and Williamson County in Tennessee.
- Pursue additional recruitment and marketing efforts in Richmond, Virginia, and the area of Virginia within the Washington, DC metropolitan zone.
- Consider additional recruitment and marketing efforts in Atlanta, Georgia, Chesapeake, Virginia, and Charleston, South Carolina.
Hanover Research: Market Recommendations Examples

- In addition to reaching alumni/donors, potential students and community leaders in each market, we can also reach key peer institutions and influential publics in each.
  - Charlottesville: University of Virginia
  - Washington D.C.: Agencies, legislators for federal funding
  - Nashville: Vanderbilt University
  - Richmond: Virginia Commonwealth, University of Richmond
  - Atlanta: Georgia Institute of Technology (Georgia Tech)
  - Chesapeake/Norfolk: William & Mary
  - Charleston: College of Charleston, The Citadel
  - San Francisco: Partnering companies
Research and Methodology

- Crafted three options at different spend levels to advertise to our target audiences.
- Options range from a campaign in three markets, a campaign with eight markets, and a more aggressive national advertising campaign.
- Each option would be supported to additional measures.
Audience Goals Overview

- Alumni/Donors
  - Engagement, Donate to the university
- Business leaders/employers/opinion leaders/legislators
  - Influence opinions and funding for NC State
- Peer institutions
  - Rank NC State higher in college rankings reports
  - New opportunities for university, faculty, student partnership/experiences
- Companies who want to partner with a university (specific industries)
  - Generate interest and leads
- Potential students and their parents
  - Learn more about the university, apply
Implementation Approach

- Obtain updated, relevant market data.
- Profile general target audiences.
- Conduct in-depth media consumption research/analysis.
- Identify consumer segmentation.
- Select media mix.
- Launch integrated marketing campaign.
- Track audiences’ interactions across digital platforms using Acoustic marketing automation capabilities.
- Using LiveRamp, integrate first party data with secondary audience features to get messages in front of the right people at the right time.
- Survey, measure success, adjust, and start over in the next cycle.
“Good” Plan

- Top three markets:
  - Albemarle County, VA (Charlottesville DMA)
  - Prince William County, VA (Washington D.C. DMA)
  - Williamson County, TN (Nashville DMA)

- Local media in each market:
  - Digital media
  - Cable and streaming
  - Broadcast TV and radio
“Better” Plan

- All eight recommended key potential markets
  - Albemarle County, VA (Charlottesville DMA)
  - Prince William County, VA (Washington D.C. DMA)
  - Williamson County, TN (Nashville DMA)
  - Richmond, VA
  - Atlanta, GA
  - Chesapeake, VA (Norfolk DMA)
  - Charleston, SC
  - San Francisco, CA
“Better” Plan

- Local media in six of the eight markets, including:
  - Broadcast TV and radio
  - Cable and streaming
- Regional media in all eight markets, including:
  - Billboards
  - Digital media
  - Social media
“Best” Plan

- All eight recommended key markets.
- National presence targeting our key audiences.
- Print media, including:
  - Inside Higher Ed.
  - Nature Magazine.
  - Science Magazine.
- Digital Audio and Video
  - Over-the-top streaming TV
  - Pandora and Digital Audio Network (podcasts)
  - NPR
  - ESPN
- Airports
  - CLT, DCA (Ronald Reagan), SFO, ATL
- Digital media
- Social media
### NC State University Brand Campaign

#### Target Audience: Potential students and their parents, business leaders, media leaders, peer institutions.

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<th>1st Quarter 2023</th>
<th>2nd Quarter 2023</th>
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<td><strong>Media</strong></td>
<td>Budget: $3,975,000</td>
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<tr>
<td>National Media</td>
<td>TOTAL</td>
<td></td>
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<tr>
<td>National Print</td>
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<td>LPF Business Network - Bloomberg Businessweek</td>
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<td>Entrepreneurial, Forbes, The Week (regional/hobby markets only)</td>
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<tr>
<td>NYS/Massachusetts Postmedia, Los Angeles Times, The Journal</td>
<td>$290,000.00</td>
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<td>Maine Higher Ed</td>
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<td>Maine Magazine</td>
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<td>Digital Audio and Video</td>
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<td>OTT - Streaming Services such as Hulu, YouTube, Amazon, etc.</td>
<td>$120,000.00</td>
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<td>Pandora and Digital Audio Network</td>
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<td>Spotify</td>
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<td>Google</td>
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<td>Ads - radio/TV, digital display, social media</td>
<td>$160,000.00</td>
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<td>Media: Podcasts</td>
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<td></td>
</tr>
<tr>
<td>媒体: Podcasts</td>
<td></td>
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<tr>
<td>Digital Advertising - targeted, retargeted</td>
<td></td>
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<tr>
<td>Paid Search</td>
<td>$500,000.00</td>
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<tr>
<td>Programmatic Display</td>
<td>$250,000.00</td>
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<tr>
<td>Programmatic Video</td>
<td>$375,000.00</td>
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<tr>
<td>Experiential Marketing - Digital, Outdoor, TV Spotability, Social, etc.</td>
<td>$390,000.00</td>
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<tr>
<td>Social Advertising</td>
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<tr>
<td>Facebook, Instagram, Twitter, LinkedIn</td>
<td>$200,000.00</td>
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</tr>
<tr>
<td>National Total</td>
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</tbody>
</table>

#### National Radio
- $3,575,000.00

#### Partnership Support
- $100,000.00

#### TOTAL EXPEND
- $3,975,000.00

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Additional Support

- Coordinated press pitches.
- Trade show/conference support.
- Social media campaigns.
- Boards, speeches and presentations.
- Coordination with campus partners for follow-up direct marketing strategies.
August 19, 2021

MEMORANDUM

TO: Board of Trustees

FROM: W. Randolph Woodson, Chancellor

SUBJECT: Naming Opportunities Proposal

The Naming Opportunities Committee has endorsed and favorably recommends to you the following proposal:

Division of Academic and Student Affairs

Military and Veteran Services
The Division of Academic and Student Affairs proposes the opportunity to name NC State's Military and Veteran Services.
August 17, 2021

MEMORANDUM

TO:        W. Randolph Woodson, Chancellor
FROM:      Brian C. Sischo, Vice Chancellor, University Advancement
SUBJECT:   Naming Opportunities Proposal

The Naming Opportunities Committee has endorsed and favorably recommends to you the following proposal:

Division of Academic and Student Affairs

Military and Veteran Services
The Division of Academic and Student Affairs proposes the opportunity to name NC State’s Military and Veteran Services.
Board of Trustees Consent Agenda
University Advancement Committee
Naming Opportunities Proposals

September 9, 2021

Background
As per POL 03.00.02 – Criteria and Procedures for Naming Facilities, Programs and Funds, the act of naming a facility or program shall be that of the Board of Trustees, acting after receiving the recommendation of the Chancellor.

Recommended Action
Chancellor W. Randolph Woodson recommends to the Board of Trustees the following fundraising project for approval.

Overview
- Total Naming Opportunities Proposals: 1
- Total Facility Proposals: 0
- Total Program Proposals: 1
- Total Naming Opportunities: 1
- Total Gift Amount: $1,000,000
- Colleges/Units Represented:
  - Division of Academic and Student Affairs

Division of Academic and Student Affairs

Military and Veteran Services
NC State Military and Veteran Services centralizes and integrates the university’s support for military-affiliated students. Their goal is the success of each student through their transitions from the military to campus to graduation and from campus to the civilian workforce.

- Naming Type: Program
- Total Naming Opportunities: 1
- Total Gift Amount of Naming Opportunities: $1,000,000
- Purpose of Funds: The gift will provide programmatic support for NC State’s Military and Veteran Services by being directed into the Jeffrey Wright Military and Veteran Services Endowment.

Policy References
POL 03.00.02 – Criteria and Procedures for Naming Facilities, Programs and Funds
Proposals for Naming Opportunity Approval

Board of Trustees’ Meeting

September 9, 2021
Division of Academic and Student Affairs

Military and Veteran Services

- **Naming Type:** Program
- **Total Naming Opportunities:** 1
- **Total Gift Amount of Naming Opportunities:** $1,000,000
- **Fund Purpose:** The gift will provide programmatic support for NC State’s Military and Veteran Services by being directed into the Jeffrey Wright Military and Veteran Services Endowment.
NC State University Plant Sciences Building Update

- $160.2 Million Research and Innovation Facility
- Located on Centennial Campus
- 185,000 Square Feet of Genius
- 80,000 square feet of research space
- 10,000 square feet of partner labs with NCSU and the private industry
Building excitement and a sense of urgency

Overall Fundraising Goal: $160.2 million

Raised to date: $158,340,780

Balance of $1,859,220 to be raised
Fundraising Initiative
To the Finish Line

- Approximately $500,000 in available matching funds (realized bequest)
- **Matching** funds available first come-first served
- 100% **match** applied to new gifts ($25K+) to achieve larger naming opportunity
- Program initiated September 2021 and available through the PSI Building’s grand opening (April 2022), or until matching funds exhausted