NC State Board of Trustees

University Advancement and External Affairs Committee Meeting

November 11, 2021

Winslow Hall

Winslow Hall Conference Room
November 11, 2021 University Advancement and External Affairs Committee Meeting

10:45 a.m.

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

2. Roll Call
Maggie Musick, Board Professional

3. Approval of Minutes
Chip Andrews, Chair
   A. September 9, 2021 Open Session Meeting Minutes
      a. UA BOT Open Minutes 9.9.21

4. Informational Reports
   A. University Advancement Update
      Brian Sischo, Vice Chancellor, University Advancement
      a. BOT UA Committee 11.11.21
   
   B. Legislative and External Relations Update
      Kevin Howell, Vice Chancellor for External Affairs, Partnerships and Economic Development
   
   C. Alumni Association Update
      Benny Suggs, Associate Vice Chancellor, Alumni Relations, and Executive Director, NC State Alumni Association
      a. Board of Trustees PPT - Nov 11 Final Update

5. Committee Discussion
   A. Naming Opportunity Proposals
      Jim Broschart, Associate Vice Chancellor, University Development
      a. Naming Opportunity Proposal Memo

   Action Item for Committee and Full Board

   Action Item for Committee
b. Summary Memo Naming Opportunities
   November 2021 BOT

 35

c. Consent Agenda Naming Opportunities
   November 2021 BOT

 36

d. Naming Opportunity Slides November 2021
   BOT

 38

6. Closed Session

7. Reconvene in Open Session

8. Adjourn
   Chip Andrews, Chair
NORTH CAROLINA STATE ETHICS COMMISSION

SAMPLE
ETHICS AWARENESS & CONFLICT OF INTEREST REMINDER

(to be read by the Chair or his or her designee at the beginning of each meeting)

In accordance with the State Government Ethics Act, it is the duty of every [Board] member to avoid both conflicts of interest and appearances of conflict.

Does any [Board] member have any known conflict of interest or appearance of conflict with respect to any matters coming before the [Board] today?

If so, please identify the conflict or appearance of conflict and refrain from any undue participation\(^2\) in the particular matter involved.

\(^1\) N.C.G.S. §138A-15 (e): “At the beginning of any meeting of a board, the chair shall remind all members of their duty to avoid conflicts of interest and appearances of conflict under [Chapter 138A].” There is no set language required by the Act. Specific language can and should be tailored to fit the needs of each covered board as necessary.

\(^2\) “A public servant shall take appropriate steps, under the particular circumstances and considering the type of proceeding involved, to remove himself or herself to the extent necessary, to protect the public interest and comply with this Chapter, from any proceeding in which the public servant’s impartiality might reasonably be questioned due to the public servant’s familial, personal, or financial relationship with a participant in the proceeding.” See N.C.G.S. §138A-36 (c). If necessary, the Chairman or individual member involved should consult with his ethics liaison, legal counsel, or the State Ethics Commission to help determine the appropriate response in a given situation.
The University Advancement and External Relations Committee of the Board of Trustees of North Carolina State University met on September 9, 2021.

Members Present:  Chip Andrews, Committee Chair  
                 Ann Goodnight  
                 Raymond Odierno  
                 Ed Stack  
                 Ed Weisiger Jr.

Chair Andrews called the meeting to order at 3:15 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 Goodnight made the motion, seconded by Trustee Stack, to approve the open session minutes of the April 15, 2021 meeting. Chair Andrews called on Maggie Musick for the roll call.

Chip Andrews  VOTE  
Ann Goodnight  VOTE  
Jim Harrell  ABSENT  
Raymond Odierno  VOTE  
Ed Stack  VOTE  
Ed Weisiger Jr.  VOTE

The motion passed.

Informational Reports

University Advancement Update
Vice Chancellor Sischo presented a University Advancement update, sharing an overview of the division's accomplishments for FY21 and goals for FY22 including plans for the final year of the campaign and key initiatives in partnership with colleges and units. He also provided an overview of the impact of the campaign in significantly growing the University's endowment.

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 slightly over $2B. He provided an update on the success the Annual Giving program is
experiencing as they look to focus their attention on early pipeline development with the Leadership Annual Giving program.

**University Communications Update**
Brad Bohlander, Chief Communications Officer and Associate Vice Chancellor for University Communications shared information related to the National Brand Marketing Strategy which is included as one of the UA Strategic Plan Roadmap projects. The work Brad and his team will focus on over the next several years will seek to elevate NC State’s brand recognition and awareness on a national level.

**Committee Discussion**
**Naming Opportunity Proposals**
The Committee reviewed and approved one naming opportunity proposal for the Division of Academic and Student Affairs (Military and Veteran Services).

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

- Chip Andrews: **VOTE**
- Ann Goodnight: **VOTE**
- Jim Harrell: **ABSENT**
- Raymond Odierno: **VOTE**
- Ed Stack: **VOTE**
- Ed Weisiger Jr.: **VOTE**

The motion passed.

**NC State University Plant Sciences Building Matching Gift Discussion**
Sonia Murphy presented on fundraising for the NC State Plant Sciences Building located on Centennial Campus. The fundraising project is in its final stages, having raised all but $1.8M toward its goal. In an effort to close the fundraising gap, the committee voted to approve applying matching funds from a recent unrestricted realized bequest to new gifts of $25K+ on a 1-1 basis to allow donors to achieve a larger naming opportunity in the building.

Trustee Weisiger made the motion, seconded by Trustee Goodnight, to approve applying the matching funds. Chair Andrews then called on Maggie Musick for the roll call vote.

- Chip Andrews: **VOTE**
- Ann Goodnight: **VOTE**
- Jim Harrell: **ABSENT**
- Raymond Odierno: **VOTE**
- Ed Stack: **VOTE**
- Ed Weisiger Jr.: **VOTE**

The motion passed.

**Closed Session**

With no further business in open session, Chair Andrews made the motion, seconded by Trustee Prestage, at 4:39 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 4:42 pm.

**Adjournment**

With no further business, Chair Andrews announced the meeting adjourned at 4:43 pm.

Submitted by Maggie Musick, Secretary

Approved by

__________________________
Chip Andrews, Chair
NC STATE
THINK AND DO THE EXTRAORDINARY
The Campaign for NC State
University Advancement Update

Brian Sischo
Vice Chancellor
University Advancement
Endowment Market Value by Fiscal Year

FY21
$1.95B
Pack Appreciation Day 2021

WE APPRECIATE YOU!
Annual Events

Chancellor Receptions
Cookies and Cocoa with Mr. and Ms. Wu

Evening of Stars Gala

Legacy Admissions Day
Howl Back With Your Pack
Legacy Luncheon
State Mates
Red and White Week
Reunion Weekend
Welcome to the Pack

Evening of Stars Gala
Lighting the Way
Red and White Night
NC State Alumni Association: Mission

We create powerful experiences to keep you connected to your NC State passions, memories and fellow alumni. NC State played an important role in determining who you are and will continue to shape your identity throughout your life. As a member of the Alumni Association, you gain exclusive benefits and rich opportunities to engage with your university and your peers. The NC State Alumni Association gives you inspiration to fuel your pride.
University Advancement
Alumni Relations

Ralph E. "Bunny" Snuggs
Executive Director &
Chairman
Alumni Relations & Alumni Association

Rose Hairst
Executive Assistant

Vacant
Admin Support

Vince Jump
Data Analyst

Jenessa Colby
Events Manager

Kathy Hart
Director
Marketing Communications

Molly Soergel
Digital Communications Manager

Catherine Violante
Marketing Coordinator

Sylvia Adams
Marketing Director
NC State Magazine

Tayla Krueger
Marketing Director
NC State Magazine

Veronica Cumbee
Art Director
NC State Magazine

Alison Mitchell
Graphic Designer
NC State Magazine

Chris Saunders
Associate Editor
NC State Magazine

Dr. James Odom
Director
Cawood Fellows Program

Neal Mantell
Associate Director
Cawood Fellows Program

Ali King
Assistant Director
Constituency Engagement

Timothy Williams
Assistant Director
Constituency Engagement

Andrew Salems
Assistant Director
Regional Alumni Engagement

Katelyn Smith
Assistant Director
Constituency Engagement

Kerri Bell
Alumni Engagement Program Coordinator

Mary Kaye
Director
Career Services

Leslie Paskett
Director
Student Life Services

Joyce Tidwell
Executive Director
Membership Services

Katherine Hale
Manager of Alumni Relations
and Development

Diana Decker
Senior Manager
Memorial Services

Jennah Marcell
Senior Manager
Memorial Services

Stacia Marcell
Associate Director
Alumni Association

Jenessa Colby
Events Manager

Kathy Hart
Director
Marketing Communications

Molly Soergel
Digital Communications Manager

Catherine Violante
Marketing Coordinator

Sylvia Adams
Marketing Director
NC State Magazine

Tayla Krueger
Marketing Director
NC State Magazine

Veronica Cumbee
Art Director
NC State Magazine

Alison Mitchell
Graphic Designer
NC State Magazine

Chris Saunders
Associate Editor
NC State Magazine

Dr. James Odom
Director
Cawood Fellows Program

Neal Mantell
Associate Director
Cawood Fellows Program

Ali King
Assistant Director
Constituency Engagement

Timothy Williams
Assistant Director
Constituency Engagement

Andrew Salems
Assistant Director
Regional Alumni Engagement

Katelyn Smith
Assistant Director
Constituency Engagement

Kerri Bell
Alumni Engagement Program Coordinator

Mary Kaye
Director
Career Services

Leslie Paskett
Director
Student Life Services

Joyce Tidwell
Executive Director
Membership Services

Katherine Hale
Manager of Alumni Relations
and Development

Diana Decker
Senior Manager
Memorial Services

Jennah Marcell
Senior Manager
Memorial Services

Stacia Marcell
Associate Director
Alumni Association

NC STATE ALUMNI ASSOCIATION
ORGANIZATION CHART – September 2021

Page 23 of 6
Alumni Population Centers
Networks and Constituency Groups

- 40 Alumni Networks across the country
- Constituency Groups including:
  - Black Alumni Society
  - Lawyers
  - Forever Club
  - Caldwell Fellows
  - Native Americans
  - Young Alumni
  - Park Scholars
  - Alumni Entrepreneurs
  - Alumni Veterans
  - Latinx Alumni
Year in Review
Highlights

Legacy Luncheon:
- Moved our popular Legacy Luncheon outdoors to Court of Carolinas, increasing attendance and the overall experience for this important group of new students and their alumni families.

Student Alumni Association:
- Grew membership in the Student Alumni Association by 10% thus maintaining its status as the largest student organization on campus.
Highlights

Membership Campaign Update

- FY22 Dues Revenue
  - $165,330
  - 27.56% to goal ($600,000)
  - 25.21% time lapsed
  - 2.35% ahead of pace
  - $25,084 ahead of FY21

- Life Membership
  - New life members: 103
  - Four-year average: 69
  - 34 ahead of the four-year average

- Life Membership Revenue
  - $71,650
  - Four-year average: $54,778
  - $16,871 ahead of the four-year average

- Impact Fund
  - $30,210
  - Four-year average: $3,614
  - $26,596
Highlights

Career Services:
- Even more important with the economic fallout from the pandemic. We provided 6 virtual events and a virtual job fair, including a series just for young professionals, that reached over 2,000 viewers.

UA Roadmap:
- Created an alumni engagement definition and scoring model using categories determined by CASE (volunteer, experiential, philanthropic and communication).
Highlights

Student Support:
- Provides $1,000,000 in support to 150 students including 75 Caldwell Fellows.

Caldwell Fellows:
- Increased annual stipends from $8,000 to $9,000 bringing total value of a Caldwell award to approximately $11,000 annually.
Resource Page:
- Created an Alumni Association Resource page to highlight alumni-owned businesses and curated social media content to keep alumni informed and engaged remotely.

Highlights
- Received a total of 47 CASE district and national awards over the past 5 years for Engagement, Marketing & Communications and NC State Alumni Magazine to include:
  - Platinum Award for Best Article of the Year (Nationally)
  - "Can Sweet Potatoes Save the World?"
- Received Case Gold Award for BASFest (engagement).
Highlights

Engagement Activity:

- In the eight months of the year before the pandemic hit, we saw an 11% increase in the number of regional engagement events over the previous year.

- Closer to home, we were able to successfully transition the Wake County Alumni Network into a new, larger Triangle Alumni Network (1/3 of all living alumni) with a wider reach of volunteers and programming.

- Sponsors/supports more than 250 alumni events nationally each year including 93 virtual events.
Highlights

Finances:

- Our efforts to bring in revenue from memberships, sponsorships, magazine advertising and other partnerships combined with a constant focus on the bottom line by all department heads resulted in a budget carryover of $410,000. Although the pandemic challenged our operations, we were able to close out the fiscal year in great shape.

- Quasi endowment value: $11,000,000

- We completed our 11th year with a clean annual audit.
Questions or Comments
October 15, 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:

College of Design

Industrial Design Adjustments
The College of Design proposes adjustments to 19 previously approved naming opportunities for the Industrial Design program at 111 Lampe Drive.

NC State Athletics and the Wolfpack Club

Andy Andrews Indoor Tennis Stadium
NC State Athletics and the Wolfpack Club propose the opportunities to name five tennis courts in Andy Andrews Indoor Tennis Stadium at J.W. Isenhour Tennis Center.
October 15, 2021

MEMORANDUM

TO: W. Randolph Woodson, Chancellor

FROM: Brian C. Sischo, Vice Chancellor, University Advancement

SUBJECT: Naming Opportunities Proposals

The Naming Opportunities Committee has endorsed and favorably recommends to you the following naming opportunity proposals:

College of Design

Industrial Design Adjustments
The College of Design proposes adjustments to 19 previously approved naming opportunities for the Industrial Design program at 111 Lampe Drive.

NC State Athletics and the Wolfpack Club

Andy Andrews Indoor Tennis Stadium
NC State Athletics and the Wolfpack Club propose the opportunities to name five tennis courts in Andy Andrews Indoor Tennis Stadium at J.W. Isenhour Tennis Center.
Board of Trustees Consent Agenda
University Advancement Committee
Naming Opportunities Proposals

November 11, 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 projects for approval.

Overview
- **Total Naming Opportunities Proposals:** 2
- **Total Facility Proposals:** 2
- **Total Program Proposals:** 0
- **Total Naming Opportunities:** 24
- **Total Gift Amount:** $1,395,000
- **Colleges/Units Represented:**
  - College of Design
  - NC State Athletics and the Wolfpack Club

College of Design
Industrial Design Adjustments, 111 Lampe Drive
Renovations were recently completed on the first floor of 111 Lampe Drive for the Industrial Design program. The original naming opportunities, approved at the November 2020 BoT meeting, were based on pre-renovation building plans available at that time. The Office of Donor Services has re-evaluated the spaces based on the final renovations.

- **Naming Type:** Renovated spaces
- **Total Naming Opportunities:** 19
- **Total Gift Amount of Naming Opportunities:** $1,145,000
- **Purpose of Funds:** Gifts will support the renovation project at 111 Lampe Drive for the Industrial Design program.

Continued on the following page
Board of Trustees Consent Agenda
University Advancement Committee
Naming Opportunities Proposals

November 11, 2021

NC State Athletics and the Wolfpack Club

Andy Andrews Indoor Tennis Stadium, J.W. Isenhour Tennis Center
J.W. Isenhour Tennis Center opened in 2004, including Dail Outdoor Tennis Stadium and Andrews Indoor Tennis Stadium. Andrews played tennis for the Wolfpack during 1978-81, was a two-time All-American and went on to a professional career. The proposed naming opportunities are the five indoor courts.

- Naming Type: Existing spaces
- Total Naming Opportunities: 5
- Total Gift Amount of Naming Opportunities: $250,000
- Purpose of Funds: Gifts will support renovations and upgrades at J.W. Isenhour Tennis Center.

Policy References

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

Board of Trustees’ Meeting

November 11, 2021