NC State Board of Trustees

University Advancement and External Affairs Committee Meeting

February 17, 2022

Winslow Hall Conference Room
February 17, 2022 University Advancement and External Affairs Committee Meeting

Meeting Agenda

3:15 p.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. November 11, 2021 Open Session Meeting Minutes

   a. UA BOT Open Minutes November 2021

4. Informational Reports

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

      a. February 2022 BoT Presentation

   B. External Affairs
      Kevin Howell, Vice Chancellor, External Affairs, Partnerships, and Economic Development

      a. Legislative Update
         Julie Smith, Assistant Vice Chancellor, External Affairs, Partnerships, and Economic Development

   C. University Development Update
      Jim Broschart, Associate Vice Chancellor, University Development

      a. BOT - 2.17.2022
5. Committee Discussion

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

   a. Naming Opportunity Slides February 2022 BoT

   b. Consent Agenda_Naming Opportunities
      February 2022 BoT

   c. Summary Memo_Naming Opportunities
      February 2022 BoT

   d. Feb 2022 Naming Opportunities Memo
      Chancellor Woodson

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 in the particular matter involved.

Rev. 1-16-07

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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 November 11, 2021.

Members Present: Chip Andrews, Committee Chair
Ann Goodnight
Jim Harrell
Ed Stack
Ed Weisiger Jr.

Chair Andrews called the meeting to order at 10:46 am. 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 Weisiger made the motion, seconded by Trustee Goodnight, to approve the open session minutes of the September 9, 2021 meeting. Chair Andrews called on Maggie Musick for the roll call.

- Chip Andrews VOTE
- Ann Goodnight VOTE
- Jim Harrell VOTE
- Ed Stack VOTE
- Ed Weisiger Jr. VOTE

The motion passed.

Informational Reports

University Advancement Update
Vice Chancellor Brian Sisco presented a University Advancement update, where he provided an overview of the impact of the campaign in increasing the level of student and faculty support,
in addition to significantly growing the University’s endowment. He then shared highlights from several Red & White week signature events including Pack Appreciation Day and Red & White Night. Finally, he reviewed plans for the division following the conclusion of the Think and Do the Extraordinary Campaign.

Legislative and External Affairs Update
Vice Chancellor Kevin Howell discussed the pending budget approval, outlining how the budget will advance NC State in specific areas such as funding for buildings, repair and renovations, enrollment growth, and salary increases.

Alumni Association Update
Associate Vice Chancellor Benny Suggs shared an Alumni Relations update with the committee where he highlighted several of the successes over the past year which included the execution of more than 250 alumni events with 93 events held virtually. He also shared that over the past 5 years, the Alumni Association received 47 CASE district and national awards for Engagement, Marketing, and Communications & the NC State Alumni magazine.

Committee Discussion
Naming Opportunity Proposals
The Committee reviewed and approved two naming opportunity proposals for the College of Design and the NC State Athletics and the Wolfpack Club.

Trustee Stack made the motion, seconded by Trustee Harrell, 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    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 Stack, at 11:31 am 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 11:41 am.

Adjournment

With no further business, Chair Andrews announced the meeting adjourned at 11:42 am.
University Advancement and External Relations Committee
North Carolina State University
Board of Trustees
November 11, 2021
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Submitted by Maggie Musick, Secretary

Approved by

____________________________________
Chip Andrews, Chair
University Advancement Update

Brian Sischo
Vice Chancellor
University Advancement
Think and Do the Extraordinary

This Campaign was the most ambitious fundraising effort in the history of NC State, with a goal to raise $1.6 billion in private support from the university’s remarkable alumni and friends to further NC State’s land-grant mission of creating economic, societal and intellectual prosperity for all.
Other public universities in the United States have closed fundraising campaigns at the $2 billion or higher level.
$2,103,932,120

Thanks to the support of our pack, we exceeded our campaign goal!
Campaign Progress
Gift Activity by College/Unit

TARGET $5M - $50M

Natural Resources: 119% - $35M of $42M

Humanities & Social Sciences: 117% - $35M of $41M

Wilson College of Textiles: 253% - $26M of $66M

University Libraries: 117% - $22M of $26M

Education: 251% - $21M of $53M

DASA: 168% - $20M of $34M

Design: 178% - $13M of $23M

Alumni Association: 194% - $7M of $14M

*As of December 31, 2021*
Extraordinary Highlights

- Donors From Around the World: 128,791
- New Distinguished Professorships: 104
- New Scholarships and Fellowships: 1,333
Day of Giving

Coming together as one pack to make a difference for the entire university
Campaign Progress
Gifts by Purpose

Endowment
125% of target raised
$800M
$1001M

Current Operations
144% of target raised
$600M
$862M

Facilities
121% of target raised
$200M
$241M

*As of December 31, 2021
Extraordinary Endowment Growth
Endowment Market Value
FY 2013 - FY 2021
Extraordinary Endowment Growth
Additions to the Endowment
FY 2013 - FY 2021

Additions to the endowment throughout the campaign total $564.3M!
Campaign Progress
Gifts by Type

Cash & Pledges
130% of target raised
$1200M

Planned Gift Life Income and Bequests
137% of target raised
$400M

$M $200M $400M $600M $800M $1000M $1200M $1400M $1600M $1800M

Target YTD

*As of December 31, 2021
Our Priorities

**Extraordinary Opportunity**
Unlock untold opportunities for dynamic students from throughout North Carolina, across the nation and around the world.

**Extraordinary Purpose**
Focused on education and innovation, our faculty and their research are a powerful force for good.

**Extraordinary Places**
Expand upon NC State’s proud foundation by building transformative, cutting-edge facilities.
Gregg Museum
$10 million in support

The Extraordinary Opportunity Scholarship Initiative was launched to provide additional need-based scholarships to students from all majors. That effort, which made its first awards in spring 2021 and continues to gain momentum.

Extraordinary Opportunity Scholarship Initiative

Keeping our promise of access to students of North Carolina
Pack Essentials Program
supporting students in need of food, housing, financial, and educational security

Ryan Unger
Electrical Engineering '20
Our Priorities

Extraordinary Experience

Empower students with skills, experiences and new perspectives that add greater value to what they learn in the classroom.

Extraordinary Leadership

NC State’s mission to create economic, societal and intellectual prosperity for all requires extraordinary leadership — and extraordinary support.
New Extraordinary Deanships

Stephen P. Zelnak Jr. Dean's Chair
Poole College of Management

Louis Martin-Vega Dean's Chair
College of Engineering

Randall B. Terry, Jr. Dean's Chair
College of Veterinary Medicine
It's just so amazing because the Terry family is so dedicated to helping students have those amazing experiences and those amazing opportunities that not everyone gets to have . . . money is a big factor, especially when you're a college kid and you have all these dreams and goals.

Victoria Fude '21
College of Natural Resources
The Think and Do the Extraordinary Campaign has vividly illustrated the strength of our Pack and sets us up for a big, bold future . . .

Chancellor Woodson
What's next for University Advancement?

ORGANIZATIONAL GROWTH

UA ROADMAP & BEYOND

BUILD STRONGER CONNECTIONS WITH OUR ALUMNI

GENERATE IDEAS FOR THE NEXT CAMPAIGN
THANK YOU!
University Development Overview
NC State University Board of Trustees: University Advancement Committee
February 17, 2021

Jim Broschart
Associate Vice Chancellor
University Development
University Development’s Role

**Specialized Expertise**
To support the Colleges and Units: Gift Planning, Corporate & Foundation Relations, and Annual Gift Marketing.

**Focused on Philanthropy**
University Development-based major gift officers focus on fundraising 100% of their time without the distractions present in colleges and units.

1. **Lead, Support, and Partner**
   With colleges and units to maximize fundraising outcomes and increase fundraising capacity.

2. **Geographic Coverage/Neutral Brokers**
   Our major gift officers work with donors in every corner of the country, doing so without ties to a college or unit, responding to donor passions in partnership with campus entities.

3. **Mass Solicitation & Early Pipeline**
   Our Office of Annual Giving feeds the early pipeline and acquires donors using the tools/channels of mass marketing, and Day of Giving.
Lead, Support, and Partner:
Leading to Build Fundraising Effectiveness Across Campus
# Leading Program Improvement Initiatives Campus-Wide

<table>
<thead>
<tr>
<th>Category</th>
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<tbody>
<tr>
<td>Goal-Setting, Performance Monitoring, and Information Sharing</td>
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<tr>
<td>Gap Analyses</td>
</tr>
<tr>
<td>Performance Standards</td>
</tr>
<tr>
<td>Recognition &amp; Celebration</td>
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<tr>
<td>Timeboxing or Ensuring Throughput</td>
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<tr>
<td>Pipeline</td>
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<tr>
<td>Special Fundraising Initiatives</td>
</tr>
<tr>
<td>Rules of Engagement</td>
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Lead, Support, and Partner: Supporting College and Unit Fundraising Goals
University Development’s Central Role

A major gift donor discovery engine: Number of major gift donors discovered and engaged by Central Major Gift Officers FY19 - FY22: 331

<table>
<thead>
<tr>
<th>Selected Colleges</th>
<th>FY 19-22: Percent of Gifts in Collaboration With Central Major Gifts Team</th>
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<tbody>
<tr>
<td>CHASS</td>
<td>29.4%</td>
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<tr>
<td>Engineering</td>
<td>18.6%</td>
</tr>
<tr>
<td>Design</td>
<td>21.3%</td>
</tr>
<tr>
<td>CALS</td>
<td>16.3%</td>
</tr>
</tbody>
</table>
Lead, Support, and Partner: Partnering to Build Fundraising Capacity in our Colleges
Major and principal gift officers bring in the lion's share of advancement revenue. The success or failure of an advancement shop depends in large part on how many resources it dedicated to major and principal gift fundraising.

This chart presents the staffing total for major/principal gift officers.
UA & Colleges: Partnering To Maximize Colleges' Current Investment

- College applies $100,000 saved to hire additional gift officer(s).
- Additional College Investment Option: 2nd MGO New Hire
- Zero New College Investment Option: MGO New Hire
- UA Investment: 25% of $25,000 = $7,500 (7.5% of 75,000)
- TOTAL UA Investment: $100,000

Investment Breakdown:
- CDO: $200,000
- Gift Officer #1: $100,000
- Gift Officer #2: $100,000

UA proposes direct investment in colleges to increase fundraising results.
Elements of the Partnerships

➤ 25% UA - 75% College shares for Major Gift Officers/DoDs. Colleges reinvest savings into new frontline fundraiser positions, with UA sharing 25%. College-based and supervised. Dotted line to UA.

➤ 50% UA - 50% College shares for Annual Giving positions. University Development - based and supervised. Dotted line to Colleges.

➤ Shared recruitment and selection
➤ Collaboration on performance management and assessment.
➤ Commitment to university gift officer standards
➤ Collaborate on professional development
➤ Convene annually to review partnership and identify improvements
Capacity Building Efforts to Date: Flagship UA Investments

**College of Engineering**
- $382,000 in 7 existing positions.
- $169,000 in 4 new positions: 2 major gifts. 1 LAG. 1 Annual Giving.

**College of Agriculture and Life Sciences**
- $232,000 in 9 existing positions.
- $157,000 in 4 new positions: 2 major gifts. 1 LAG. 1 Annual Giving.
NC STATE
THINK AND DO
THE EXTRAORDINARY

**College of Veterinary Medicine**
- $20,000 in 1 existing positions.
- $152,000 in 2 new positions: 1 Major Gifts, 1 Leadership Annual Giving.

**Wilson College of Textiles**
- $113,000 in 3 existing positions.
- $49,000 in 1 new position: Leadership Annual Giving Officer.

**Poole College of Management**
- $157,000 in 4 existing positions.
- $74,000 in 2 new positions: 1 Major Gifts and 1 Leadership Annual Giving Officer.

**College of Sciences**
- $123,000 in 3 existing positions.
- $47,000 in 1 new position: Leadership Annual Giving Officer.
Executive Vice Chancellor and Provost

- Sharing cost of new position to coordinate fundraising for university interdisciplinary initiatives.

College of Education

- UA investing 50% of the cost of a new Leadership Giving Officer, shared with College of Design.

College of Design

- $27,000 in Existing Positions
- $35,000 in one new position for Shared Leadership Giving Officer with College of Ed.
UA's existing support for CHASS, Education, and Design totals $606,000 and ranges from 44% to 72% of the colleges' development office budget.

Next for Consideration: DASA, CNR, CHASS
Since Rollout of UA-College Cost-Sharing Partnerships
Fiscal Year 21-22

27 existing frontline fundraiser positions supported (cost-shared) by University Advancement.

20 new frontline fundraiser positions funded and created.

$2.2M+ invested by University Advancement in College Development Offices.
Looking Ahead & Focusing On:

Within UD’s Four Units:
Effects of Rapid Growth
Hiring & Recruiting
Key Retention Opportunities
Culture Shift
Right size and structure for Central Major Gifts

Campus-Wide:
Cross Campus Coordination
Effectiveness/Development Practice
Strengthening New Partnerships
NC STATE
DAY OF GIVING
03.23.22
#GivingPack
Proposals for Naming Opportunity Approval

Board of Trustees Meeting
February 17, 2022
Juniper Level Botanic Garden

Plots 1 & 2

- Naming Type: Existing spaces
- Total Naming Opportunities: 4
- Total Gift Amount of Naming Opportunities: $1,100,000
- Fund Purpose: Gifts will support Juniper Level Botanic Garden.
NC State Athletics and the Wolfpack Club

Dan C. Gunter Jr. Family Strength and Conditioning Center
in Murphy Football Center at Carter-Finley Stadium

- **Naming Type:** Upgraded spaces
- **Total Naming Opportunities:** 2
- **Total Gift Amount of Naming Opportunities:** $1,250,000
- **Fund Purpose:** Gifts will support capital project upgrades in the Dan C. Gunter Jr. Family Strength and Conditioning Center.
NC State Athletics and the Wolfpack Club

Baseball Scoreboard

Doak Field at Dail Park

- Naming Type: Upgraded replacement structure
- Total Naming Opportunities: 1
- Total Gift Amount of Naming Opportunities: $1,750,000
- Fund Purpose: Gifts will support the Doak Field at Dail Park renovation and upgrade project.
Board of Trustees Consent Agenda
University Advancement Committee
Naming Opportunities Proposals
February 17, 2022

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: 3
- Total Facility Proposals: 3
- Total Program Proposals: 0
- Total Naming Opportunities: 7
- Total Gift Amount: $4,100,000
- Colleges/Units Represented:
  - College of Agriculture and Life Sciences
  - NC State Athletics and the Wolfpack Club

College of Agriculture and Life Sciences
Juniper Level Botanic Garden Plots 1 & 2 (JLBG)
A portion of the 28-acre JLBG campus is now part of the JC Raulston Arboretum. Established in 1988 by plantsman Tony Avent, the award-winning plant collection and research gardens are home to more than 22,000 plants including rare and exotic species. JLBG is currently open to the public by appointment or during eight open-access weekends annually.

- Naming Type: Existing spaces
- Total Naming Opportunities: 4
- Total Gift Amount of Naming Opportunities: $1,100,000
- Purpose of Funds: Gifts will support the Juniper Level Botanic Garden.

Continued on the following page

NC State Athletics and the Wolfpack Club
Baseball Scoreboard, Doak Field in Dail Park

Doak Field has been the home of Wolfpack baseball since it opened in 1966, and the last upgrades were made in 2002-2004. Plans are now in place for significant improvements in 2022-2024 to the field, player facilities and game day experience. Phase One of the renovations includes the new scoreboard, featuring a video display and backlit data.

- **Naming Type**: Upgraded replacement
- **Total Naming Opportunities**: 1
- **Total Gift Amount of Naming Opportunities**: $1,750,000
- **Purpose of Funds**: Gifts will support the Doak Field at Dail Park renovation and upgrade project.

Dan C. Gunter Jr. Family Strength and Conditioning Center, Murphy Football Center

The Dan C. Gunter Jr. Family Strength and Conditioning Center occupies the majority of the Wendell H. Murphy Football Center’s second floor. The upcoming renovation will significantly upgrade the equipment, flooring and lighting in the Center’s Weight Room and Nutrition Bar.

- **Naming Type**: Renovations
- **Total Naming Opportunities**: 2
- **Total Gift Amount of Naming Opportunities**: $1,250,000
- **Purpose of Funds**: Gifts will support capital project upgrades in the Dan C. Gunter Jr. Family Strength and Conditioning Center.

Policy References

POL 03.00.02 – Criteria and Procedures for Naming Facilities, Programs and Funds
January 26, 2022

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 opportunities proposals:

**College of Agriculture and Life Sciences**

Juniper Level Botanic Garden Plots 1 & 2 (JLBG)
The College of Agriculture and Life Sciences proposes four naming opportunities at Juniper Level Botanic Garden.

**NC State Athletics and the Wolfpack Club**

Baseball Scoreboard, Doak Field in Dail Park
NC State Athletics and the Wolfpack Club propose a naming opportunity at Doak Field in Dail Park.

Dan C. Gunter Jr. Family Strength and Conditioning Center
NC State Athletics and the Wolfpack Club propose two naming opportunities in the Dan C. Gunter Jr. Family Strength and Conditioning Center in the Murphy Football Center at Carter-Finley Stadium.
January 26, 2022

MEMORANDUM

TO: Board of Trustees
FROM: W. Randolph Woodson, Chancellor
SUBJECT: Naming Opportunities Proposals

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

**College of Agriculture and Life Sciences**

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