NC State University Board of Trustees

University Advancement and External Affairs
Committee Meeting

April 25, 2024

Dorothy and Roy Park Alumni Center - Hood Boardroom
2450 Alumni Drive
Raleigh, NC, 27607

Ed Stack, Committee Chair

Members: Jim Harrell, Jim Holmes, Tim Humphrey, Ghazale Johnston, Wendell Murphy, Perry Safran
Meeting Book - April 2024 University Advancement and External Affairs Committee Meeting

Meeting Agenda

10:00 am

1. Call to Order, Reading of Ethics Statement and Public Meeting Notice
   Ed Stack, Chair

2. Executive Summary

3. Roll Call
   Gwen McKeever, Board Professional

4. Consent Agenda
   Ed Stack, Chair

   A. February 15, 2024 Open and Closed Session Meeting Minutes
      Action Item for Committee

   B. Naming Opportunities Proposals
      Ed Stack, Chair
      Action Item for Committee and Full Board

5. Real Estate Development Program
   Ed Stack, Chair

   A. Naming Opportunities Proposal
      Action Item for Committee and Full Board

6. Informational Reports

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

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

      a. Partnerships Update
         Mark Schmidt, Associate Vice Chancellor for Partnerships

   C. Advancement Services Update
      Jeff Baynham, Associate Vice Chancellor, Advancement Services

7. Executive Summary - Closed Session
8. Closed Session
10. Reconvene in Open Session
11. Committee Discussion
   Ed Stack, Chair
12. Adjourn
   Ed Stack, 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.

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.
Agenda Item: Committee Open and Closed Session Meeting Minutes  
Presenter: Ed Stack, Chair via Consent Agenda

Summary: The open and closed session meeting minutes from the February 15, 2024 meeting are presented.

Action: Committee Approval

Agenda Item: Naming Opportunities Proposals  
Presenter: Ed Stack, Chair via Consent Agenda

Summary: Chancellor Woodson has endorsed and favorably recommends to the Committee and Full Board four naming opportunities proposals: one for the College of Agriculture and Life Sciences, one for the College of Engineering, one for the College of Natural Resources, and one for the NC State University Libraries.

Action: Committee Approval and Full Board Approval

Agenda Item: Naming Opportunities Proposal  
Presenter: Ed Stack, Chair via Committee Discussion

Summary: Chancellor Woodson has endorsed and favorably recommends to the Committee and Full Board one naming opportunities proposal: one for the Real Estate Development Program.

Action: Committee Approval and Full Board Approval
The University Advancement and External Relations Committee of the Board of Trustees of North Carolina State University met on February 15, 2024

Members Present: Ed Stack, Chair
Jim Harrell
Jim Holmes
Tim Humphrey
Ghazale Johnston
Wendell Murphy
Perry Safran

Chair Stack called the meeting to order at 10:00 am

Chair Stack reminded the Committee that the meeting will be conducted pursuant to the provisions of the Open Meetings Act and 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. Chair Stack asked if any media representatives were present and to identify themselves. Korie Dean with the News and Observer was present. He then 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 Stack then called on Gwen McKeever for the roll call. The roll was called and a quorum was present.

Consent Agenda

Trustee Safran made the motion, seconded by Trustee Humphrey, to approve the consent agenda, which included the open and closed session minutes from the November 2, 2023 meeting, as well as the naming opportunities proposals for the College of Agriculture and Life Sciences, College of Natural Resources, and Wilson College of Textiles. The motion passed.

Informational Reports

University Advancement Update
During the University Advancement update, Vice Chancellor Brian Sischo shared that Lisa Marie Ferrell was hired as our new Chief Communications and Marketing Officer, with a start date of March 1. Lisa Marie comes to NC State with exceptional communications and marketing experience, most recently at Lenovoa here in the Triangle, and previously at UNC-Chapel Hill. He also shared that Chancellor Randy
Woodson was awarded the Council for Advancement and Support of Education Chief Executive Leadership Award for his exceptional work in advancing NC State through philanthropy.

Vice Chancellor Sischo provided an update on the Celebrating Transformation Initiative and highlighted two featured priorities: the Chancellor’s Transformational Endowment Fund and Integrative Sciences Building. He concluded with a synopsis of Day of Giving over the past five years in anticipation of our 6th annual Day of Giving in about 30 days on March 20, 2024.

**External Affairs Update**

Vice Chancellor Julie Smith provided an external affairs update highlighting some of the recent activity within the division of External Affairs, Partnerships, and Economic Development. She also gave a legislative update previewing the upcoming short session of the North Carolina General Assembly which begins in April. The update included legislative priorities which have been submitted to the UNC System Office on behalf of NC State.

**University Alumni Engagement and Annual Giving**

Associate Vice Chancellor Reshunda Mahone showcased the significant progress Alumni Engagement and Annual Giving has made towards integrating engagement and giving opportunities across NC State. The progress includes the addition of the Alumni Engagement and Annual Giving Roundtable with campus partners, cross campus collaborations, and the UA Communication calendar. The expansion of the Alumni Association has increased career development opportunities and launched graduate student initiatives.

**Closed Session**

With no further business in open session, Trustee Harrell made the motion, seconded by Trustee Humphrey, at 10:54 am to go into closed session. The motion carried.

**Reconvene in Open Session**

After coming out of closed session, Chair Stack announced the meeting in open session at 11:07 am.

**Adjournment**

With no further business, Char Stack announced the meeting adjourned at 11:08 am.

Submitted by Gwen McKeever, Secretary

Approved by:

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Ed Stack, Chair
Board of Trustees Consent Agenda
University Advancement Committee
Proposed Naming Opportunities
April 25, 2024

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 proposed naming opportunities.

Overview
- Total Naming Opportunities Proposals: 4
- Total Facility Proposals: 4
- Total Program Proposals: 0
- Total Naming Opportunities: 13
- Total Gift Amount: $2,600,000
- Colleges/Units Represented:
  - College of Agriculture and Life Sciences
  - College of Engineering
  - College of Natural Resources
  - NC State University Libraries

College of Agriculture and Life Sciences
Apiculture Research and Extension Facility
The new Apiculture Research and Extension Facility will provide research and training spaces for the NC State programs that serve the state's beekeepers.

- Naming Type: New spaces
- Total Naming Opportunities: 6
- Total Gift Amount of Naming Opportunities: $325,000
- Purpose of Funds: Gifts will support the Apiculture Research and Extension Facility.

Continued on the following page

College of Engineering
Board of Trustees Consent Agenda  
University Advancement Committee  
Proposed Naming Opportunities  

April 25, 2024

Selected Laboratories, Engineering Building III
The five proposed laboratories are used by the Department of Mechanical and Aerospace Engineering (MAE), which is housed in Engineering Building III on Centennial Campus. In addition to MAE, the building is also home to the Joint NC State-University of North Carolina Department of Biomedical Engineering.

- **Naming Type:** Existing spaces  
- **Total Naming Opportunities:** 5  
- **Total Gift Amount of Naming Opportunities:** $1,500,000  
- **Purpose of Funds:** Gifts will support the Department of Mechanical and Aerospace Engineering (MAE).

College of Natural Resources

Faculty Cabin, Slocum Camp at Hill Forest
Slocum Camp's historic Faculty Cabin, also known as the CCC Cabin, is one of the original 1935 log cabins built by the Civilian Conservation Corps (CCC). It housed all camp directors from the 1930s to 2000 and is fondly remembered by decades of alumni. It is currently the primary office of the Conservation Corps of North Carolina, the successor of the CCC.

- **Naming Type:** Existing space  
- **Total Naming Opportunities:** 1  
- **Total Gift Amount of Naming Opportunities:** $25,000  
- **Purpose of Funds:** Gifts will support the renovation and maintenance of Slocum Camp.

NC State University Libraries

eSports Pilot Arena (Room 4403), James B. Hunt, Jr. Library
The eSports Pilot Arena is the first phase of NC State's cutting-edge eSports program that will leverage state-of-the-art technology, new facilities and the growing influence of the gaming industry in the Triangle region. Completion of the permanent arena in Mann Hall is scheduled for 2027.

- **Naming Type:** Renovated space  
- **Total Proposed Naming Opportunities:** 1  
- **Total Gift Amount of Proposed Naming Opportunities:** $750,000  
- **Purpose of Funds:** Gifts will support eSports programming, environments and learning experiences.
Board of Trustees Consent Agenda
University Advancement Committee
Proposed Naming Opportunities

April 25, 2024

Policy References
POL 03.00.02 – Criteria and Procedures for Naming Facilities, Programs and Funds
MEMORANDUM

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

We request board approval for the following proposed naming opportunities:

**College of Agriculture and Life Sciences**

Apiculture Research and Extension Facility
The College of Agriculture and Life Sciences proposes six naming opportunities for a new Apiculture Research and Extension Facility.

**College of Engineering**

Selected Laboratories, Engineering Building III
The College of Engineering proposes five naming opportunities in Engineering Building III.

**College of Natural Resources**

Faculty Cabin, Slocum Camp at Hill Forest
The College of Natural Resources proposes a naming opportunity in Slocum Camp at Hill Forest.

**NC State University Libraries**

eSports Pilot Arena, James B. Hunt, Jr. Library
The NC State University Libraries proposes a naming opportunity in James B. Hunt, Jr. Library.

**Office of the Executive Vice Chancellor and Provost**

Real Estate Development Program
The Office of the Executive Vice Chancellor and Provost proposes a program naming opportunity.
April 25, 2024

MEMORANDUM

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

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College of Agriculture and Life Sciences

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The Office of the Executive Vice Chancellor and Provost proposes a program naming opportunity.
Board of Trustees
University Advancement Committee
Proposed Naming Opportunities
April 25, 2024

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 proposed naming opportunity.

Overview
- **Naming Opportunities Proposal:** 1
- **Total Facility Proposals:** 0
- **Total Program Proposals:** 1
- **Total Naming Opportunities:** 1
- **Total Gift Amount:** $5,000,000
- **Unit Represented:**
  - Office of the Executive Vice Chancellor and Provost

Office of the Executive Vice Chancellor and Provost

Real Estate Development Program
The Real Estate Development Program promotes community building through placemaking by fostering student and professional growth in design-focused education and applied research. Its interdisciplinary approach is reflective of the real estate development profession, where a team of disciplines work together to envision, plan and build a development project. The program has a phased growth plan: an existing certification program to ultimately a master’s degree in real estate and an undergraduate minor.

- **Naming Type:** Program
- **Total Proposed Naming Opportunities:** 1
- **Total Gift Amount of Proposed Naming Opportunities:** $5,000,000
- **Purpose of Funds:** Gifts will support the Real Estate Development Program.
Board of Trustees
University Advancement Committee
Proposed Naming Opportunities
April 25, 2024

Policy References
POL 03.00.02 – Criteria and Procedures for Naming Facilities, Programs and Funds
University Advancement Update

Brian Sischo
Vice Chancellor
University Advancement

NC State University Board of Trustees
April 25, 2024
Welcome
Lisa Marie Ferrell

Associate Vice Chancellor
Chief Communications and Marketing Officer
University Advancement Senior Leadership

Brian Sischo
Vice Chancellor, University Advancement

Stephanie Money
Chief of Staff & Director of University Advancement

Gwen McKeever
Executive Assistant

Jeff Baynham
Associate Vice Chancellor, Advancement Services

Reshunda Mahone
Associate Vice Chancellor, Alumni Engagement & Annual Giving

Lisa Marie Ferrell
Associate Vice Chancellor, University Communications Chief Communications Officer

Jim Broschart
Associate Vice Chancellor, University Development

Derek Bryan
Assistant Vice Chancellor, Finance, Administration & Talent Management

Alan Taylor
Assistant Vice Chancellor, Principal Gifts

Ellen Klingler
Assistant Vice Chancellor, University Special Events and Experiences

Stephanie Money
Chief of Staff & Director of University Advancement

Gwen McKeever
Executive Assistant

Jeff Baynham
Associate Vice Chancellor, Advancement Services

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Associate Vice Chancellor, University Development

Derek Bryan
Assistant Vice Chancellor, Finance, Administration & Talent Management

Alan Taylor
Assistant Vice Chancellor, Principal Gifts

Ellen Klingler
Assistant Vice Chancellor, University Special Events and Experiences
6-year average is $33,105,212

244.5% increase in dollars from 2019
Gifts

Most gifts received in NC State Day of Giving history

102.8% increase in gifts from 2019
Day of Giving

The Fellowship of the Tattoo

21,920 Gifts
31% increase in donors from 2019
1,938 New Donors
## Unit Leaderboard

### Total Dollars

<table>
<thead>
<tr>
<th>Year</th>
<th>Unit Winner</th>
<th>TOTAL DOLLARS ▼</th>
<th>% OF BONUS</th>
<th>BONUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>College of Agriculture and Life Sciences</td>
<td>$6,707,810</td>
<td>19%</td>
<td>$5,566</td>
</tr>
<tr>
<td>2023</td>
<td>College of Veterinary Medicine</td>
<td>$5,957,302</td>
<td>16%</td>
<td>$4,944</td>
</tr>
<tr>
<td>2022</td>
<td>College of Agriculture and Life Sciences</td>
<td>$4,882,084</td>
<td>14%</td>
<td>$4,051</td>
</tr>
<tr>
<td>2021</td>
<td>College of Veterinary Medicine</td>
<td>$3,714,028</td>
<td>10%</td>
<td>$3,082</td>
</tr>
<tr>
<td>2020</td>
<td>College of Veterinary Medicine</td>
<td>$3,500,456</td>
<td>10%</td>
<td>$2,905</td>
</tr>
<tr>
<td>2019</td>
<td>College of Veterinary Medicine</td>
<td>$3,353,033</td>
<td>9%</td>
<td>$2,782</td>
</tr>
<tr>
<td></td>
<td>Wilson College of Textiles</td>
<td>$2,290,063</td>
<td>6%</td>
<td>$1,900</td>
</tr>
<tr>
<td>2018</td>
<td>NC State University Libraries</td>
<td>$1,801,896</td>
<td>5%</td>
<td>$1,495</td>
</tr>
<tr>
<td>2017</td>
<td>College of Humanities and Social Sciences</td>
<td>$1,789,354</td>
<td>5%</td>
<td>$1,485</td>
</tr>
<tr>
<td>2016</td>
<td>Poole College of Management</td>
<td>$878,125</td>
<td>2%</td>
<td>$679</td>
</tr>
<tr>
<td>2015</td>
<td>Academic and Student Affairs</td>
<td>$591,473</td>
<td>2%</td>
<td>$491</td>
</tr>
<tr>
<td>2014</td>
<td>College of Education</td>
<td>$444,793</td>
<td>1%</td>
<td>$369</td>
</tr>
<tr>
<td>2013</td>
<td>College of Design</td>
<td>$301,080</td>
<td>1%</td>
<td>$250</td>
</tr>
</tbody>
</table>
# Unit Leaderboard

Total Gifts

<table>
<thead>
<tr>
<th>Year</th>
<th>College/Unit Winner</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>Poole College of Management</td>
</tr>
<tr>
<td>2023</td>
<td>Division of Academic and Student Affairs</td>
</tr>
<tr>
<td>2022</td>
<td>Division of Academic and Student Affairs</td>
</tr>
<tr>
<td>2021</td>
<td>Division of Academic and Student Affairs</td>
</tr>
<tr>
<td>2020</td>
<td>College of Engineering</td>
</tr>
<tr>
<td>2019</td>
<td>College of Engineering</td>
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</table>

<table>
<thead>
<tr>
<th>UNIT</th>
<th>TOTAL GIFTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Poole College of Management</td>
<td>3,193</td>
</tr>
<tr>
<td>2. Academic and Student Affairs</td>
<td>2,564</td>
</tr>
<tr>
<td>3. College of Engineering</td>
<td>2,031</td>
</tr>
<tr>
<td>4. College of Agriculture and Life Sciences</td>
<td>1,802</td>
</tr>
<tr>
<td>5. College of Humanities and Social Sciences</td>
<td>1,300</td>
</tr>
<tr>
<td>6. College of Sciences</td>
<td>1,109</td>
</tr>
<tr>
<td>7. College of Natural Resources</td>
<td>1,046</td>
</tr>
<tr>
<td>8. College of Education</td>
<td>992</td>
</tr>
<tr>
<td>9. Athletics</td>
<td>972</td>
</tr>
<tr>
<td>10. Wilson College of Textiles</td>
<td>715</td>
</tr>
<tr>
<td>11. College of Design</td>
<td>579</td>
</tr>
<tr>
<td>12. College of Veterinary Medicine</td>
<td>530</td>
</tr>
<tr>
<td>13. NC State University Libraries</td>
<td>336</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BONUS</th>
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<tbody>
<tr>
<td>$5,500</td>
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<td>$4,500</td>
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<td>$3,000</td>
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<td>$1,000</td>
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<tr>
<td>$500</td>
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<tr>
<td>$250</td>
</tr>
</tbody>
</table>
Turn it Blue!

TOP 10 STATES BY GIFTS

1. North Carolina 5,351
2. Georgia 312
3. Virginia 281
4. New York 204
5. California 167
6. South Carolina 151
7. Texas 139
8. Florida 133
9. Maryland 116
10. Pennsylvania 110
Around Campus
Around Campus
Day of Giving Board Participation

- 67% Board of Trustees participation
- 83% Board of Visitors participation
- 13 boards had 100% participation
- 94% of all board members participated

Collectively our boards raised over $5.2 million from 6,386 gifts
All 50 States

20 Countries
Madison County
Population 21,768
Online vs. Offline
Gifts

6 Year Averages:
Online: 90.9%
Offline: 9.1%

21,920 Gifts

94.4%

5.6%
Social Media: Influencers

"It's important to remember your roots. Today is my alma mater's Day of Giving, so I'm reflecting back on some of the best memories I made in Raleigh. Once a part of the Pack, always a part of the Pack. Visit @NCState's profile or dayofgiving.ncsu.edu to learn more about how you can join me in #GIVINGPack to support current and future members of the Wolfpack."

"Every year on @NCState Day of Giving, I take a moment to reflect on how lucky I am to be a part of the Wolfpack community. Since graduation, I've had the honor of cheering on the Pack as the homecoming speaker, installing beehives on Centennial Campus, being interviewed by our chancellor, being named an Outstanding Young Alumni of the university, and making sure to always continue to support my Pack at Carter-Finley game days."
NC State Graduate School

We did it! 🎉 We not only met our gift goal, we’ve exceeded it and there’s still time to support graduate education. As the clock 🕒 counts down will you be the last one to hit the donate button? Your perfect timing could be rewarded with a $1K bonus to the GradiPack! #GivingPack

NC State Humanities and

A record-breaking #GivingPack for our college 🎉

Thank you to all of our donors and students for making this Day of Giving one to remember!

#NCStateCHASS

Barkster Boys are happy to participate in the Pack Pets Challenge for NC State Vet Med #GivingPack #barksterboys ncsatevetmed

NC State College of Design

Yesterday, #GivingPack made a record-breaking 🎉 impact at the College of Design.

579 gifts made (our highest ever)
$301,080 raised for design education
One Pack brought together for a cause

Thank you all for your donations, your stories and your support. 😊

On Day of Giving, our CALS Pack showed up in record-breaking ways. 🎉 Through your support, CALS is able to continue to shape the future of agriculture and life sciences—in the lab, the classroom and the field.

We cannot thank you enough for #GivingPack!
Online vs. Offline

Dollars

6 Year Averages:
Online: 5.6%
Offline: 94.4%

$46.6M
### Major Gifts

<table>
<thead>
<tr>
<th></th>
<th>11 gifts of $1 million or more</th>
<th>57 gifts of $100,000 or more</th>
<th>119 gifts of $50,000 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>17 Day of Giving</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>donors’ first time gift to NC State was $50K+</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>171 donors made a $50K+ gift</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
New and Existing Donors

12,314 Total Donors
1,938 New Donors (15.7%)

67.6% of Day of Giving donors made their first FY24 gift on Day of Giving

Based on primary record type
Alumni Donors by Decade

Every class from 1957-2023 participated in Day of Giving

5,898 Alumni donors

Class of 1994 had the most donors with 157 followed by Class of 1993 with 156
Faculty & Staff Donors

53 F/S increased or started a new Payroll Deduction

6,425 gifts from F/S
<table>
<thead>
<tr>
<th>Activity-course challenge</th>
<th>Ice cream sundae making challenge</th>
<th>Giant Jenga challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coach Henes</td>
<td>Coach Doeren</td>
<td>Coach Henes</td>
</tr>
</tbody>
</table>
Save the date
Red and White Week
October 27 – November 2, 2024
Questions?
External Affairs, Partnerships and Economic Development

Julie Smith
Vice Chancellor
Revenue Outlook

• Remainder of FY 2023-24: +$413M (1.2%)
• FY 2024-25: +$1B (3%)

UNC System Budget Priorities

• Performance-Weighted Enrollment Change Funding
• Labor Market Adjustment Fund (LMAR)
• FY24 Nonrecurring Appropriations Do Not Revert

2024 Legislative Short Session
Began Wednesday, April 24th at Noon
North Carolina–Japan Economic Relations

NC State’s Vital Role
Office of Partnerships – 5-Year Impact

- 60 New Partners
- $128M Industry Funding (44% Increase YoY)
- 2,000+ Students Hired
- 8 MRAs Signed
## Industry Research Expenditures (FY22, NSF HERD data)

Among all public universities without a medical school

<table>
<thead>
<tr>
<th>Institution</th>
<th>$ Millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SUNY</td>
</tr>
<tr>
<td>2</td>
<td>Wichita State</td>
</tr>
<tr>
<td>3</td>
<td>Georgia Tech</td>
</tr>
<tr>
<td>4</td>
<td>Louisiana, Lafayette</td>
</tr>
<tr>
<td>5</td>
<td>Purdue</td>
</tr>
<tr>
<td>6</td>
<td>California, Berkeley</td>
</tr>
<tr>
<td>7</td>
<td>NC State</td>
</tr>
<tr>
<td>8</td>
<td>Virginia Tech</td>
</tr>
<tr>
<td>9</td>
<td>Nebraska, Lincoln</td>
</tr>
<tr>
<td>10</td>
<td>California, Santa Barbara</td>
</tr>
</tbody>
</table>
114 Funded projects
70 Co-op students
39 Graduates hired
45 Invention disclosures
$20M Invested in research

$220M+ Business ROI
• Three funded projects currently totaling ~$60M (BIG Collaboration, CCRP and AIM-Bio).

• Strategically growing the partnership, including hiring a dedicated liaison, with several development areas:
  ○ Continuing research collaborations
  ○ New research areas
  ○ Growing partnerships within Danish ecosystem (e.g., universities, ICANN, venture)
  ○ Kalundborg Educational Campus

Chancellor Woodson signed a strategic partnership agreement with Technical University of Denmark (May 2023).
• Co-signed a master research agreement and Under Armour opened its innovation center on Centennial Campus (December 2022).

• Under Armour Founder and CEO visited campus (August 2023) to meet with Chancellor Woodson and key collaborators — outlining shared goals and strengthening the strategic partnership.

• Recent outcome: launching a new fiber that will be an innovative alternative to spandex. NEOLAST™ unlocks the potential to recycle stretch fabrics, providing significant performance and sustainability benefits.
• Announced strategic partnership and co-signed master research agreement (November 2022).

• Through BTEC, NC State has provided advanced training to 200+ employees.

• Research collaborations with College of Design on a sustainable site development plan for the new Holly Springs campus.

• Project Aura (announced April 2024) will create an additional 680 jobs and $1.2B in capital investment to expand the Holly Springs location. NC State relationship was a key driver in their decision.
Ricoh Opens Center of Excellence on Centennial Campus

• Collaborating with CAMAL to solve supply chain challenges through 3D printing.

• New workforce development program for undergraduate and graduate students offers paid interns a practical understanding of business applications.

• Ricoh will initially invest $1.8 million in the Centennial Campus office, and plans to partner with several other NC State colleges and centers.
Business Sustainability Roundtable

• Jointly created by NC State’s Office of Partnerships with the Raleigh Chamber and Fujifilm Diosynth, the BSR is a program to advance community sustainability through business leadership.

• First-of-its-kind strategic initiative that will help position North Carolina to attract more leading companies that value sustainability leadership — and strengthen economic development.
Recent Economic Development Collaboration Examples

**Audemars Piguet**

- **Project Beyond**: Switzerland-based luxury watchmaker moved its North American Service Center to Raleigh, creating 105 jobs and investing $22 million.

**KemPower**

- **Project Fast**: Finland-based manufacturer of electric vehicle chargers selected Durham to establish its first U.S. facility, resulting in 600 new jobs and a $41 million capital investment.
Chancellor Woodson Receives AURP Leadership Award

“Chancellor Woodson’s leadership has been tremendous and enabled the campus to grow to what it is today. This award highlights his achievements and also the success of NC State and its globally-recognized Centennial Campus.”

– UNC System President Peter Hans
Questions?
Board of Trustees

April 25, 2024
Advancement Services Update

Jeff Baynham
Associate Vice Chancellor
Elevate philanthropy and engagement at NC State University by providing innovative, impactful, best-in-class resources and solutions for our colleagues, alumni and donors.
FY23 by the numbers

<table>
<thead>
<tr>
<th>Donor Services</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gift agreements approved</td>
<td>439</td>
</tr>
<tr>
<td>Naming opportunities approved</td>
<td>141</td>
</tr>
<tr>
<td>Donor Namings</td>
<td>18</td>
</tr>
<tr>
<td>Distinguished Professorships</td>
<td>9</td>
</tr>
</tbody>
</table>
FY23 by the numbers

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>68,212</td>
<td>Gifts and pledges processed</td>
</tr>
<tr>
<td>528,820</td>
<td>Biographical elements updated</td>
</tr>
<tr>
<td>2,320</td>
<td>Matching gift claims received</td>
</tr>
<tr>
<td>$765,212</td>
<td>Matching gift funds received</td>
</tr>
</tbody>
</table>
## FY23 by the numbers

<table>
<thead>
<tr>
<th>Prospect Development</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2,031</strong></td>
</tr>
<tr>
<td>Referrals to MG team for qualification</td>
</tr>
<tr>
<td><strong>$797M</strong></td>
</tr>
<tr>
<td>Total gift capacity referred</td>
</tr>
<tr>
<td><strong>378</strong></td>
</tr>
<tr>
<td>Research requests completed</td>
</tr>
<tr>
<td><strong>9,648</strong></td>
</tr>
<tr>
<td>Prospect management requests completed</td>
</tr>
</tbody>
</table>
FY23 by the numbers

<table>
<thead>
<tr>
<th>Advancement Information Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>800+</strong></td>
</tr>
<tr>
<td><strong>9</strong></td>
</tr>
<tr>
<td><strong>200+</strong></td>
</tr>
<tr>
<td><strong>11</strong></td>
</tr>
</tbody>
</table>
# FY23 by the numbers

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participants</td>
<td>1,621</td>
</tr>
<tr>
<td>Led hours of training</td>
<td>95.5</td>
</tr>
<tr>
<td>Training sessions</td>
<td>49</td>
</tr>
<tr>
<td>Learning articles</td>
<td>110</td>
</tr>
</tbody>
</table>
Lobo will increase...

<table>
<thead>
<tr>
<th>Engagement</th>
<th>Staff Productivity</th>
<th>Data &amp; Analytics</th>
<th>Fundraising</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Tracking of constituent interests, behaviors, touchpoints</td>
<td>• Automate workflows</td>
<td>• Analytic-driven reporting/dashboards unique to each gift staff person</td>
<td>• Increase in gifts</td>
</tr>
<tr>
<td>• Single events platform</td>
<td>• Eliminate redundancy</td>
<td>• Quicker, self-service delivery reporting</td>
<td>• Increase average gift size</td>
</tr>
<tr>
<td>• Volunteer opportunities</td>
<td>• System consolidation</td>
<td>• Tableau visual reporting</td>
<td>• Increase donor retention</td>
</tr>
<tr>
<td>• Dynamic engagement scoring</td>
<td>• Ease-of-use</td>
<td>• Analytics &amp; AI create “nudge” opportunities</td>
<td>• Increase in prospect and solicitation conversion rate</td>
</tr>
<tr>
<td>• Constituent Portal</td>
<td>• Modern data infrastructure</td>
<td></td>
<td>• Decrease in time-to-gift in cycle</td>
</tr>
<tr>
<td></td>
<td>• Staff can focus on high-value work</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Zuri Group study showed 14.6% increase in fundraising within two years of CRM
Go-Live
September 30
Prospect Research’s Role in the Gift Cycle
PROCESS OVERVIEW
Prospect Research’s Role in the Gift Cycle

1. Identification
   Determining which unqualified donors are likely prospects based on data indicators of capacity, affinity and philanthropic propensity

2. Referral
   Summarize findings and make recommendations of who gift officers should pursue for a major gift

3. Research Supported Cultivation
   Deeper research into capacity and giving behaviors in order to provide strategic, objective insights that guide initial gift conversations

4. Close Gift
   Secure funding through strategic relationship management and application of prospect research insights
IDENTIFICATION

Prospect Research is looking for data points – extrapolated from available resources and NC State historical data – that suggests major gift potential.

CAPACITY INDICATORS

- Vendor Capacity Scores
- Real Estate
- Job Title
- IRA Rollover Gifts
- Securities Gifts
- DAF Grants
- SEC Insider
- Company Board
- Memberships
- External Gifts
- Wealth Events
- Family Foundation

AFFINITY INDICATORS

- NC State Giving
- Social Media Activity
- Past Development
- Officer Engagement
- Survey Responses
- Volunteerism
- WPC Engagement
- Activities
- Event Attendance
- Engagement Score
- Student Activities
- Historical Statements

PHILANTHROPIC PROPENSITY INDICATORS

- NC State Giving
- External Gifts (#)
- External Gifts ($)
- External Orgs Supported (#)
- External Org Boards
- DAF Grants
- Family Foundation
- Historical Statements
Suspect is referred to major or principal gift officer when Prospect Research concludes there is major gift potential, based on review of major gift indicators.

**REFERRAL**

- Communicate Findings
- Additional Research Support
- Qualification Support
Once donor is qualified for major gift (development officer confirms capacity, affinity and inclination), Prospect Research can be utilized to further inform gift conversations and enable gift officer to more strategically cultivate the donor.

- Full Prospect Research Rating
- Specific Research Area Analysis
- Network Research
PROCESS IN ACTION
Practical Application of Prospect Research Driving Qualifications and Informing Gift Cultivation

Identification
Donor was mentioned in news article - alert reviewed by researcher. Prospect Research completed preliminary research: confirmed donor was previously unrecognized public company CEO, founder of the company, company was in process of being acquired, one NC State annual gift, some external gifts and community board service.

Referral
Prospect Researcher referred suspect for major gift qualification, discussed findings with philanthropy officer, who agreed to take assignment. Researcher provided updated contact information to aid outreach.

Research Supported Cultivation
Once gift officer secured qualification meeting, prospect researcher did additional research to better determine capacity and interests, compiling information into one page deliverable summarizing capacity (estimated $1M - $5M range) and philanthropic interests. Philanthropy officer developed research informed preliminary strategy and qualified donor for major gift.

Close Gift
Gift supporting campus mental health initiatives (research-discovered interest) was secured following additional relationship development and subsequent gift conversations.
Determining a Naming Value: Facility

- **Measurable factors**
  - Building estimated *replacement cost* or new *construction cost*
  - *Square footage* of building and individual space

- **Index categories for weight**
  - Established categories with multipliers of .50 to 2.00 based on
    - *Utility*: Function of individual space
    - *Name visibility*: Location, signage, traffic type/volume, virtual use
  - Building categories based on *age and condition*

- **Other considerations**
  - *Nameable* factors (should it be named)
  - Prospect pool
Facility Worksheet: Baseline Calculations

<table>
<thead>
<tr>
<th>Space</th>
<th>Assignable Square Footage</th>
<th>Utility Index</th>
<th>Visibility Index</th>
<th>1/2 Building Cost per Square Foot</th>
<th>Initial Calculated Value</th>
<th>Built 1974, renovated 2018 Bldg Status 7 = -25%</th>
<th>Adjusted Baseline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Lab</td>
<td>1,879</td>
<td>1.00</td>
<td>1.00</td>
<td>$95.52</td>
<td>$179,474</td>
<td>$134,606</td>
<td>$125,000</td>
</tr>
<tr>
<td>Lecture Hall</td>
<td>1,731</td>
<td>1.25</td>
<td>1.00</td>
<td>$95.52</td>
<td>$206,672</td>
<td>$155,004</td>
<td>$150,000</td>
</tr>
<tr>
<td>Classroom</td>
<td>967</td>
<td>1.00</td>
<td>1.00</td>
<td>$95.52</td>
<td>$92,364</td>
<td>$69,273</td>
<td>$75,000</td>
</tr>
<tr>
<td>Meeting Room</td>
<td>465</td>
<td>1.25</td>
<td>1.00</td>
<td>$95.52</td>
<td>$55,519</td>
<td>$41,639</td>
<td>$50,000</td>
</tr>
</tbody>
</table>
Determining a Naming Value: Program

**Goal:** Gift amount yielding a significant annual impact on the program budget

- **Measurable factors**
  - Annual program budget
  - Endowment spending rate

- **Other considerations**
  - Annual students served & visibility of program
  - Future budget/program growth
  - University/community impact
  - Prospect pool
Thank You