

NC STATE UNIVERSITY

NC State University Board of Trustees

University Advancement and External Affairs Committee Meeting

April 3, 2025

Dorothy and Roy Park Alumni Center

2450 Alumni Drive

Raleigh, NC, 27607

Derick Close, Chair

Members: Marie Arcuri, Erik Dixon, David Herring, David Powers, Perry Safran

NC STATE UNIVERSITY

Meeting Book - April 2025 University Advancement and External Affairs Committee Meeting

Meeting Agenda

10:00 am

1. Call to Order, Reading of Ethics Statement, and
Public Meeting Notice
Derick Close, Chair

2. Executive Summary

3. Roll Call
Gwen McKeever, Board Professional

4. Consent Agenda
Derick Close, Chair

A. February 6, 2025 Open and Closed Session
Meeting Minutes

Action Item for
Committee

B. Naming Opportunity Proposals

Action Item for
Committee and
Full Board

5. 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

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

6. Executive Summary - Closed Session

7. Closed Session

8. Reconvene in Open Session

9. Committee Discussion
Derick Close, Chair

10. Adjourn

Derick Close, Chair



NORTH CAROLINA STATE ETHICS COMMISSION

SAMPLE¹ **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 participation² in the particular matter involved.

Rev. 1-16-07

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.



Executive Summary for
University Advancement and External Affairs Committee
April 3, 2025

Agenda Item: Committee Open and Closed Session Meeting Minutes Page 5

Presenter: *Derick Close, Chair via Consent Agenda*

Summary: The open and closed session meeting minutes from the February 6, 2025 meeting are presented.

Action: Committee Approval

Agenda Item: Naming Opportunities Proposals Page 11

Presenter: *Derick Close, Chair via Consent Agenda*

Summary: Chancellor Woodson has endorsed and favorably recommends to the Committee and Full Board two naming opportunities proposals: one for the College of Humanities and Social Sciences, and one for the Office of the Executive Vice Chancellor and Provost.

Action: Committee Approval and Full Board Approval

Open Session Minutes

University Advancement and External Relations Committee

Board of Trustees
North Carolina State University

February 6, 2025

The University Advancement and External Relations Committee of the Board of Trustees of North Carolina State University met on February 6, 2025.

Members Present: Derick Close, Chair
 Marie Arcuri
 Erik Dixon
 David Herring
 Perry Safran

Absent: David Powers

Chair Derick Close called the meeting to order at 10:00 am

Chair Close 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 Close asked if any media representatives were present and to identify themselves. There were no media representatives 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 Close then called on Gwen McKeever for the roll call. The roll was called and a quorum was present.

Consent Agenda

Trustee Dixon made the motion, seconded by Trustee Herring, to approve the consent agenda, which included the open and closed session minutes from the November 21, 2024 meeting, as well as the naming opportunities proposals for the College of Engineering, the College of Natural Resources, and NC State Athletics and the Wolfpack Club. The motion passed.

Informational Reports

Vice Chancellor Brian Sischo reported that as of December 31, 2024, NC State University has raised a record \$224 million for the first half of the fiscal year, highlighting numerous seven and eight figure gifts. He highlighted the growth in endowment to \$2.35 billion as of September 30, 2024, and updated the committee on how additional non-recurring funds from the State have cleared the queue of Distinguished Professorships awaiting matching funds. VC Sischo also outlined plans to raise the minimum major gift threshold from \$50,000 to \$100,000, aiming to prioritize larger, more impactful

donations. He concluded his update by highlighting NC State University's 7th Day of Giving, scheduled for Wednesday, March 26, 2025.

Vice Chancellor Julie Smith provided an external affairs update regarding the start of the North Carolina General Assembly long session. She highlighted legislative leadership, committee chairs of interest, and key dates of importance as the session progresses. Smith also provided a preview of the UNC Board of Governors legislative agenda priorities that they will vote on at their next meeting. These priorities include recurring funding for engineering expansion as well as funding for the rehabilitation of Poe Hall.

Vice Chancellor Smith then recognized Matt Peterson, Director of Federal Affairs, to provide an overview of the 119th Congress. Peterson highlighted the North Carolina congressional delegation as well as the annual budget and appropriations process. He also discussed the executive branch changes taking place under the Trump administration.

Associate Vice Chancellor Reshunda Mahone, presented the committee with background on the transition to an integrated Alumni Engagement and Annual Giving department, with a primary goal of fostering a lifelong engaged Wolfpack community. AVC Mahone also shared details about the department's functional areas, achievements during the fiscal year, and how AEAG's cross-campus collaboration lays the groundwork for generating interest, engagement, and, ultimately, investment.

Closed Session

With no further business in open session, Trustee Safran made the motion, seconded by Trustee Herring, at 11:00 am to go into closed session. The motion carried.

Reconvene in Open Session

After coming out of closed session, Chair Close announced the meeting in open session at 11:19 am.

Adjournment

With no further business, Chair Close announced the meeting adjourned at 11:20 am.

Submitted by Gwen McKeever, Secretary

Approved by:

Derick Close, Chair

Board of Trustees Consent Agenda University Advancement Committee Proposed Naming Opportunities

April 4, 2025 BoT

Background

As per *POL 03.00.02 – Criteria and Procedures for Naming Facilities, Programs, Positions 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:** 2
- **Total Facility Proposals:** 0
- **Total Program Proposals:** 1
- **Total Non-Faculty Position Proposals:** 1
- **Total Naming Opportunities:** 2
- **Total Gift Amount:** \$3,000,000
- **Colleges/Units Represented:**
 - College of Humanities and Social Sciences
 - Office of the Executive Vice Chancellor and Provost

College of Humanities and Social Sciences

1. **Moise A. Khayrallah Center for Lebanese Diaspora Studies (KCLDS) Archive**

The KCLDS Archive supports the mission of the Khayrallah Center for Lebanese Diaspora Studies to preserve and provide access to knowledge of Lebanese immigrants in the United States and throughout the world.

Naming Type: Program

Total Naming Opportunities: 1

Total Gift Amount of Naming Opportunities: \$2,000,000

Purpose of Funds: Gifts will be directed into an endowment to support the archive within the Khayrallah Center for Lebanese Diaspora Studies.

Board of Trustees Consent Agenda University Advancement Committee Proposed Naming Opportunities

Office of the Executive Vice Chancellor and Provost

2. Director of the Peter A. Pappas Real Estate Development Program

The Director of the Peter A. Pappas Real Estate Development Program will lead its interdisciplinary approach to the real estate profession, fostering student and professional growth in design-focused education and applied research. 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: Non-Faculty Position

Total Naming Opportunities: 1

Total Gift Amount of Naming Opportunities: \$1,000,000

Purpose of Funds: Gifts will be directed into an endowment to provide support for the Peter A. Pappas Real Estate Development Program, including support for the director as well as general programmatic support.

Policy References

POL 03.00.02 – Criteria and Procedures for Naming Facilities, Programs, Positions and Funds



MEMORANDUM

TO: Board of Trustees

FROM: W. Randolph Woodson, Chancellor

SUBJECT: Proposed Naming Opportunities

DATE: March 17, 2025

A handwritten signature in black ink that reads "Randy Woodson".

We request board approval for the following proposed naming opportunities:

College of Humanities and Social Sciences

1. **Moise A. Khayrallah Center for Lebanese Diaspora Studies (KCLDS) Archive**
The College of Humanities and Social Sciences proposes an opportunity to name the Moise A. Khayrallah Center for Lebanese Diaspora Studies (KCLDS) Archive.

Office of the Executive Vice Chancellor and Provost

2. **Director of the Peter A. Pappas Real Estate Development Program**
The Office of the Executive Vice Chancellor and Provost proposes an opportunity to name the position of Director of the Peter A. Pappas Real Estate Development Program.



Office of University Advancement
Vice Chancellor
ncsu.edu/advancement

Campus Box 7004
Holladay Hall, Suite 16
Raleigh, NC 27695-7004
P: 919-515-3226

MEMORANDUM

TO: W. Randolph Woodson, Chancellor

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

A handwritten signature in black ink that reads "Brian C. Sischo".

SUBJECT: Proposed Naming Opportunities

DATE: March 17, 2025

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Office of the Executive Vice Chancellor and Provost

2. Director of the Peter A. Pappas Real Estate Development Program

The Office of the Executive Vice Chancellor and Provost proposes an opportunity to name the position of Director of the Peter A. Pappas Real Estate Development Program.

University Advancement Update

Brian Sischo
Vice Chancellor
University Advancement



University Development



Jim Broschart

University of Louisville

Vice President for Philanthropy and
Alumni Engagement

Strengthened campus partnerships through a collaborative approach.

Worked with CDOs and UA leaders to improve fundraising processes.

Developed and implemented a cost-sharing model to expand fundraising capacity.

Led to the creation of 25+ new frontline fundraising positions.

Focused on goal-setting and performance measurement.

University Development



Sonia Murphy

NC State University

Associate Vice Chancellor for University
Advancement

Dedicated leader at NC State since 2006, starting in the College of Agriculture and Life Sciences (CALs).

Served as Assistant Dean for CALs Advancement and President of the NC Agricultural Foundation.

Played a key role in securing funding for the NC State University Plant Sciences Building.

Helped CALs surpass its \$400 million fundraising goal, raising over \$479 million during the Think and Do the Extraordinary Campaign.



NC STATE UNIVERSITY

 NC STATE
DAY OF GIVING

03.26.25

#GivingPack



#GivingPack is about the power of the Wolfpack.

NC State Day of Giving is inspired by your passion and fueled by your commitment. We couldn't do what we do without you. Each year, you fuel our success and help us do more for the university, the community and the state — and far beyond — because you show up, show us what you believe in and show the world the true strength of the Pack



I hope you'll join us in **#GivingPack**!

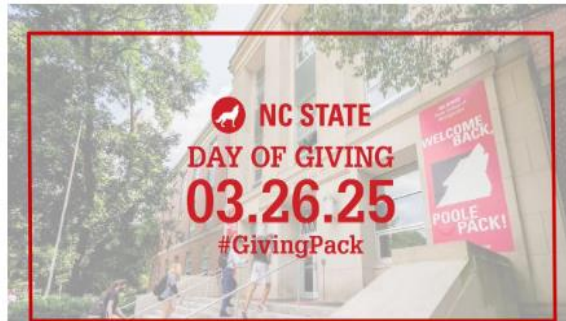
NC State Poole College of Management

@NCStatePoole

Passion Inspired, Donor Fueled 🐾 On March 26, @NCState Day of Giving is your chance to fuel what drives Poole College. ✨

From creating high-impact experiences to providing broader educational access, your gift greatly impacts our #PoolePack. 📺

<https://t.co/GQjIhKNXA> <https://t.co/H6of6KSISd>



#GivingPack on Instagram

2d



#GivingPack on Instagram

3d





Leigh Sturges '06

"There is no other time in your life when you are so poured into. This program poured into me – time and time again – in a way that set me up to pour into others later in life."

Cfs

DAY OF GIVING
03.26.25



NC STATE
DAY OF GIVING
03.26.25

GIVE TODAY



#GivingPack



All 100 NC Counties



19 Countries

We got all 50 states!



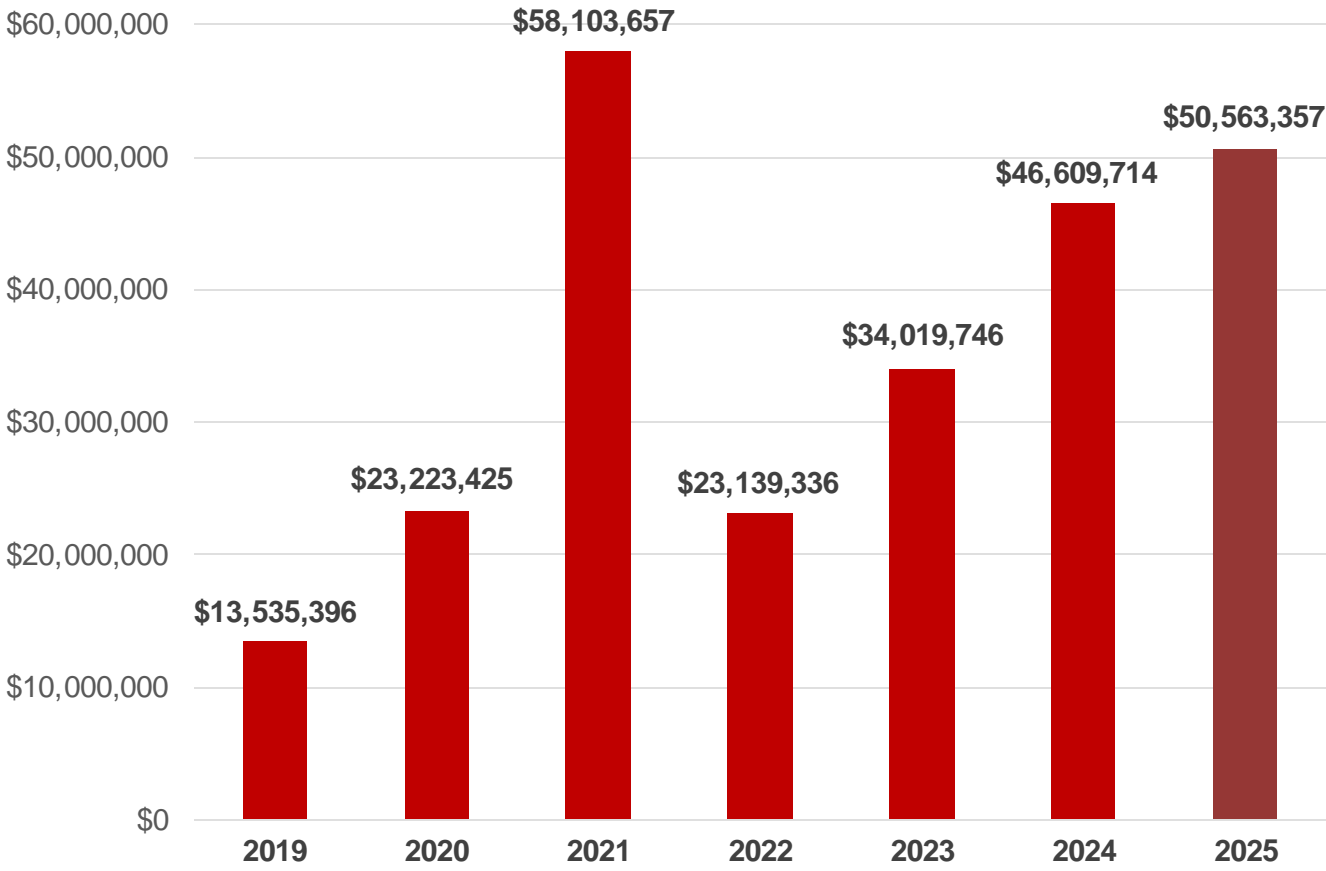
NC STATE

DAY OF GIVING 03.26.25



11.6% increase in dollars
from 2024

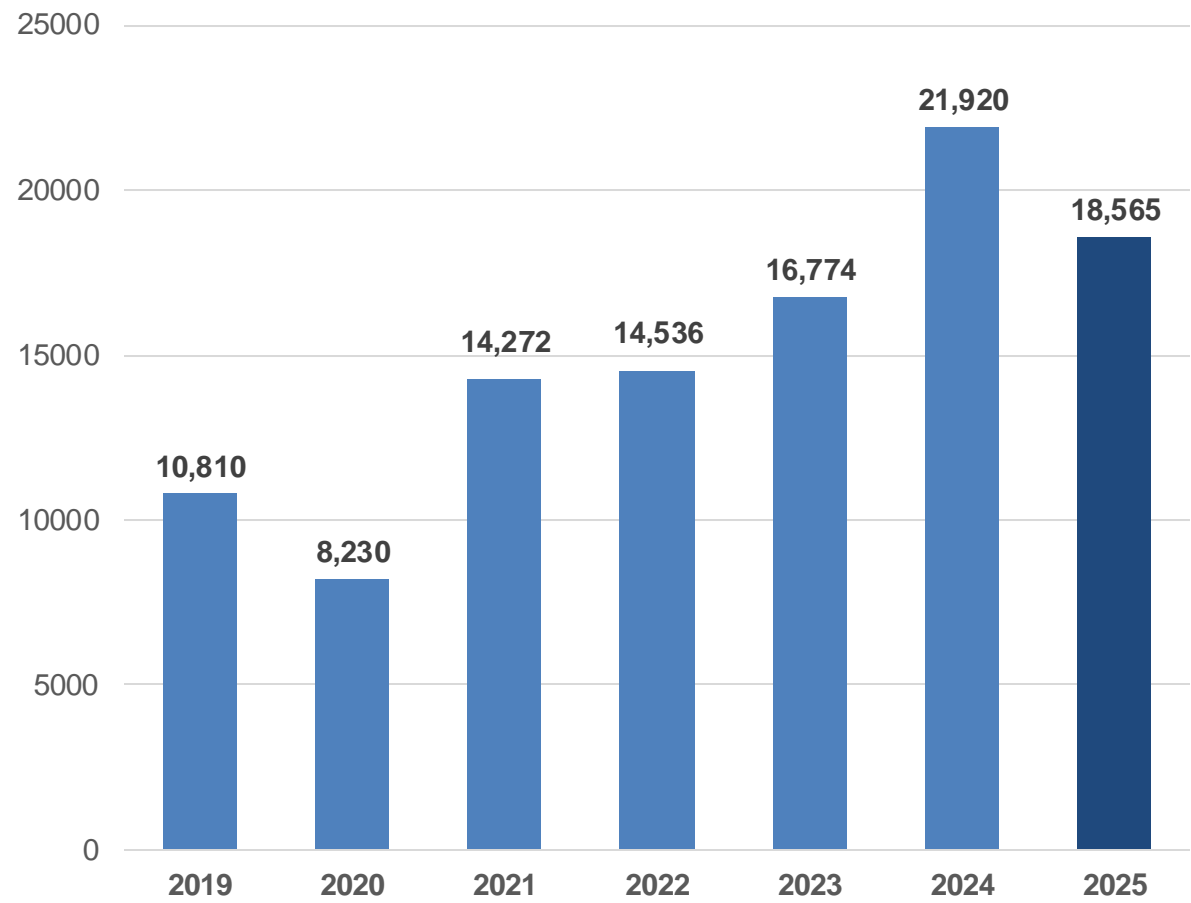
273.56% increase in
dollars since 2019





Second most gifts in DoG history

71.74% increase in gifts from 2019





Unit Leaderboard Total Gifts

Year	Unit Winner	
2025	Academic and Student Affairs	
2024	Poole College of Management	
2023	Academic and Student Affairs	
2022	Academic and Student Affairs	
2021	Academic and Student Affairs	
2020	Engineering	DASA
2019	Engineering	DASA

UNIT	TOTAL GIFTS ▼	% OF BONUS	BONUS DOLLARS
1. Academic and Student Affairs	2,410	17%	\$4,199
2. College of Agriculture and Life Sciences	1,826	13%	\$3,181
3. College of Humanities and Social Sciences	1,635	11%	\$2,848
4. College of Engineering	1,512	11%	\$2,634
5. College of Sciences	1,249	9%	\$2,176
6. Poole College of Management	1,109	8%	\$1,932
7. Athletics	1,046	7%	\$1,822
8. College of Education	1,011	7%	\$1,761
9. College of Natural Resources	975	7%	\$1,699
10. Wilson College of Textiles	545	4%	\$949
11. College of Veterinary Medicine	456	3%	\$794
12. NC State University Libraries	293	2%	\$510
13. College of Design	283	2%	\$493



University Priorities Total Gifts

Year	Unit Winner
2025	Park Scholarships
2024	NC State Alumni Association
2023	Park Scholarships
2022	NC State Alumni Association
2021	NC State Alumni Association
2020	Extraordinary Opportunity Scholarship
2019	Park Scholarships

UNIT	TOTAL GIFTS ▼	% OF BONUS	BONUS DOLLARS
1. Park Scholarships	904	22%	\$5,483
2. NC State Alumni Association	784	19%	\$4,755
3. Osher Lifelong Learning Institute Annual Giving	536	13%	\$3,251
4. Caldwell Fellows Program	473	11%	\$2,869
5. Chancellor's Transformational Endowment	202	5%	\$1,225
6. Wolfpack Women in Philanthropy Impact Fund	186	5%	\$1,128
7. Office of University Interdisciplinary Programs	183	4%	\$1,110
8. Office of Equal Opportunity	155	4%	\$940
9. The Graduate School	145	4%	\$879
10. NC State Global	99	2%	\$600
11. University's Greatest Needs Fund	67	2%	\$406
12. Office for Faculty Excellence	54	1%	\$328
13. NC State Extraordinary Opportunity Scholarship	52	1%	\$315



Power the Pack

This “beat your best” challenge rewards units who surpassed their highest number of gifts from a previous Day of Giving.

Year	Unit Winner
2025	Richard and Marlene Daugherty Centennial Campus Entrepreneurialism Endowment Income
2024	STEPS Enhancement Fund
2023	The Graduate School
2022	Office for Faculty Excellence
2021	Academic and Student Affairs

Units with most DoG gifts ever

UNIT	PREVIOUS GIFTS	TOTAL GIFTS	GIFTS % DIFFERENCE ▼	BONUS DOLLARS
1. Richard and Marlene Daugherty Centennial Campus Entrepreneurialism Endowment Income	2	8	300%	\$12,099
2. Genetic Engineering and Society (GES) Center	5	16	220%	\$8,873
3. Park Scholarships	717	904	26%	\$1,052
4. College of Humanities and Social Sciences	1,300	1,635	26%	\$1,039
5. Osher Lifelong Learning Institute Annual Giving	474	536	13%	\$528
6. College of Sciences	1,109	1,249	13%	\$509
7. North Carolina State University Foundation Awards and Grants Program Support	38	41	8%	\$318
8. Athletics	972	1,046	8%	\$307
9. The Graduate School	140	145	4%	\$144
10. College of Education	992	1,011	2%	\$77
11. College of Agriculture and Life Sciences	1,802	1,826	1%	\$54



Unit Leaderboard Total Dollars

Year	Unit Winner	
2025	College of Agriculture and Life Sciences	
2024	College of Agriculture and Life Sciences	
2023	College of Veterinary Medicine	
2022	College of Agriculture and Life Sciences	
2021	College of Veterinary Medicine	
2020	Veterinary Medicine	Wilson Textiles
2019	Veterinary Medicine	Design

UNIT	TOTAL GIFTS ▼	% OF BONUS	BONUS DOLLARS
1. Park Scholarships	904	22%	\$5,483
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UNIVERSITY ADVANCEMENT EDUCATION DAY 2025

NC STATE



EXPLORING OUR STARS

3rd Annual University Advancement Education Day

- All-day, in-person, conference-style event
- Networking opportunities
- Personal and professional development sessions
- Red Talk Speakers

Navigating the Workspace

Panel Event

- ❖ **David Perryman**, Director of Talent Acquisition & Employment, Human Resources, NC State University
- ❖ **Aleta Howell**, Sr. Director, Inclusive Strategy & Entry Talent Recruiting, Cisco
- ❖ **Julie Janeczko**, Vice President, Total Rewards, SAS
- ❖ **Amy Robertson**, Chief People Officer, Service Trade
- ❖ **Bert Armstrong**, Co-Founder and Principal, Armstrong McGuire





Jonathan Hernandez

Assistant Director of
Philanthropy

College of Natural
Resources and Wilson
College of Textiles

**“An Ultra Social
Species”**



Karen Sims-Harrell

Director, Gift and
Records
Management

Advancement Services

**“Grounded in
Resilience – Getting
Your Head in the
Game”**



Tina Morrison, MPA

Assistant Dean of
Philanthropy

**NC State College of
Sciences**

**“Three Stars Align:
Mapping Your Path”**



Chris Saunders

Managing Editor

NC State Magazine

**“Pepper and the
Value of Stories”**

Red Talk Speakers

NC STATE
DAY OF GIVING 03.26.25

Thank You
to our #NCStateCS community



NC STATE
UNIVERSITY Computer Science

NC STATE

College of Education

NC STATE
DAY OF GIVING 03.26.25

THANK
YOU



Thank you for #GivingPack to Plant & Microbial Biology!

We raised a total of

\$6,330

And received a total of

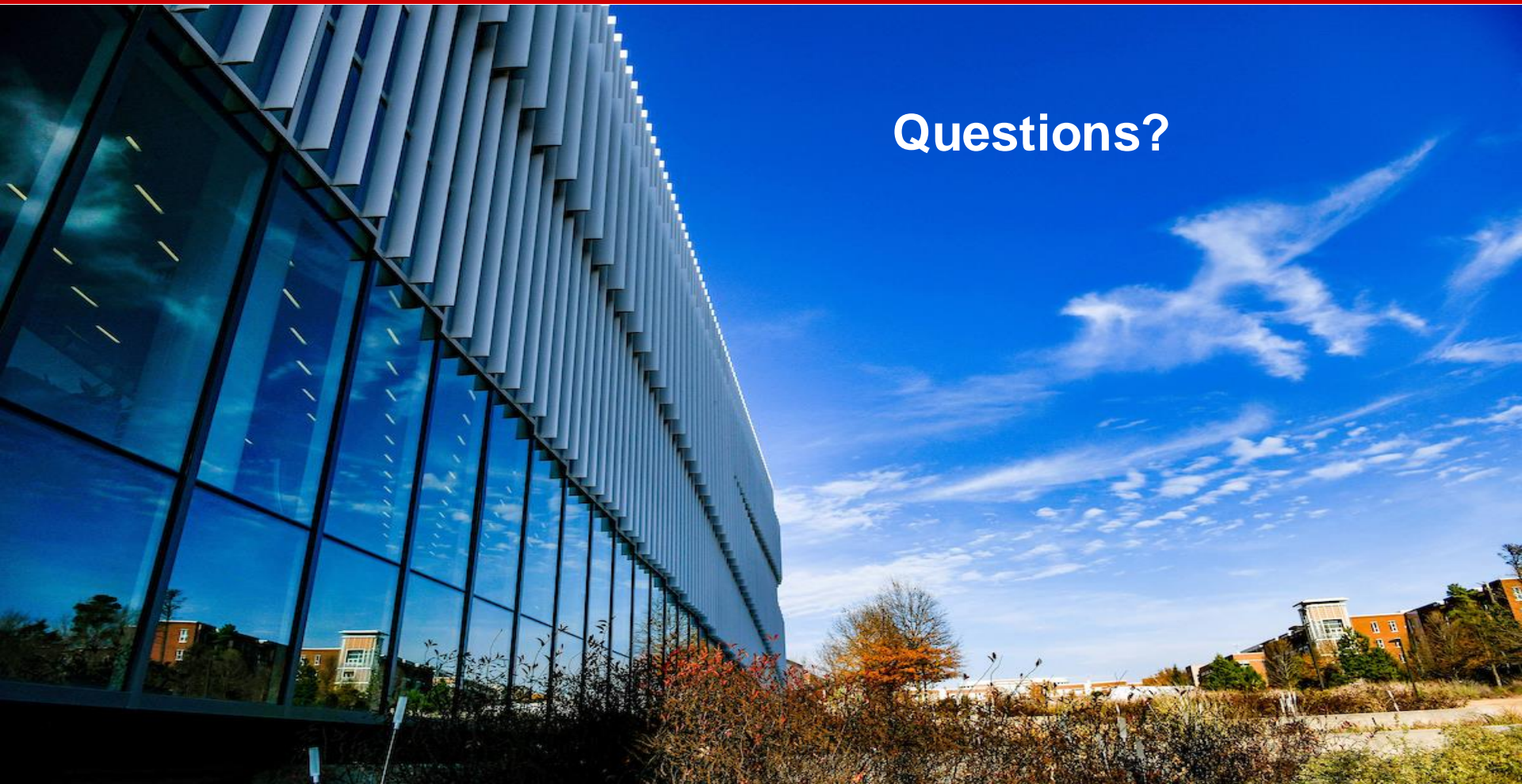
130

gifts from generous donors!

NC STATE
DAY OF GIVING
03.26.25
#GivingPack



Questions?



NC STATE

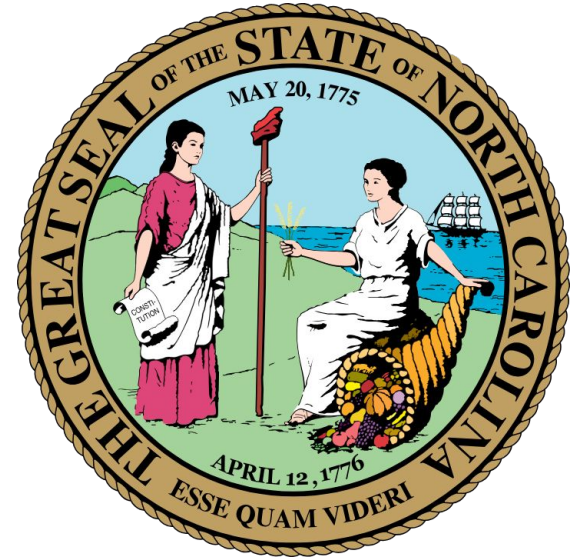
External Affairs, Partnerships and Economic Development

Julie Smith
Vice Chancellor



North Carolina General Assembly 2025 – 2027 Biennium

- Long Session Start – January 8th
- Revenue Forecast – February 14th
- Governor's Budget – March 19th
- Senate Budget – Anticipated mid-April
- Crossover – May 8th



Governor's Budget Proposal



- 2% Salary Increase; \$1,000 Bonus
- 2% Labor Market Adjustment Reserve
- Enrollment Growth
- Performance Funding Pool
- Building Reserves
- Repairs and Renovations
- Poe Hall

Select Bills of Interest

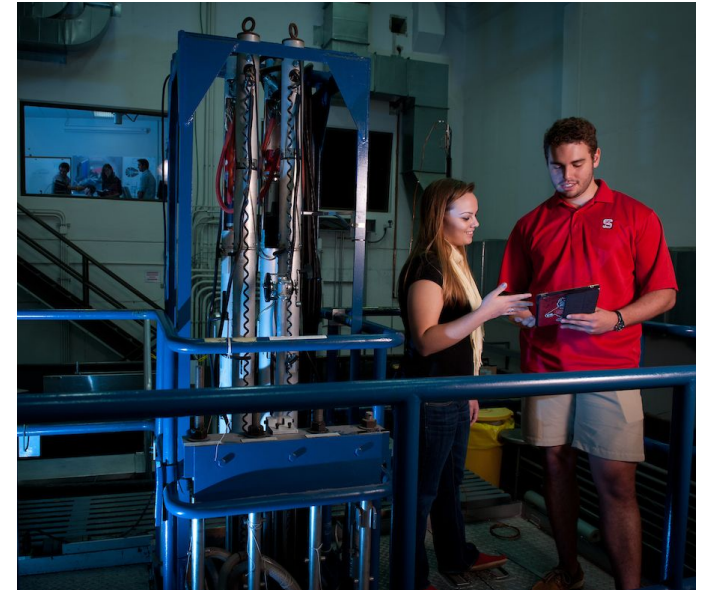
- House Bill 47, Disaster Recovery Act of 2025 - Part I
- House Bill 69, Military and Veterans Educational Promise Act
- Senate Bill 104, Senate Board of Governors (BOG) Elections
- House Bill 177, Reduce Barriers to State Employment
- Senate Bill 229, Authorize NIL Agency Contracts

Select Bills of Interest

- Senate Bill 300, NC REACH Act
- Senate Bill 333, Prohibit Illegal Accreditation Requirements
- House Bill 469, Restoring Rivalries Act
- Senate Bill 474, The DAVE Act
- Senate Bill 558, Eliminating “DEI” in Public Higher Education

Nuclear Feasibility Study

- Study to assess the feasibility of establishing and operating a new advanced research and test reactor (RTR) at NC State
 - Better positions NC State and the state of North Carolina to be a national leader in advanced nuclear technology
 - Supports the state's power ecosystem and spurs the innovation required to manufacture and deploy smaller, cheaper, and safer nuclear power reactors
- Supported by industry expert Hatch, the study identified technology and site selection recommendations for a new advanced RTR





NC STATE'S INCLUSIVE POSTSECONDARY EDUCATION PROGRAM





Questions?

NC STATE
UNIVERSITY

Board of Trustees

April 3, 2025

Advancement Services Update

Jeff Baynham

Associate Vice Chancellor

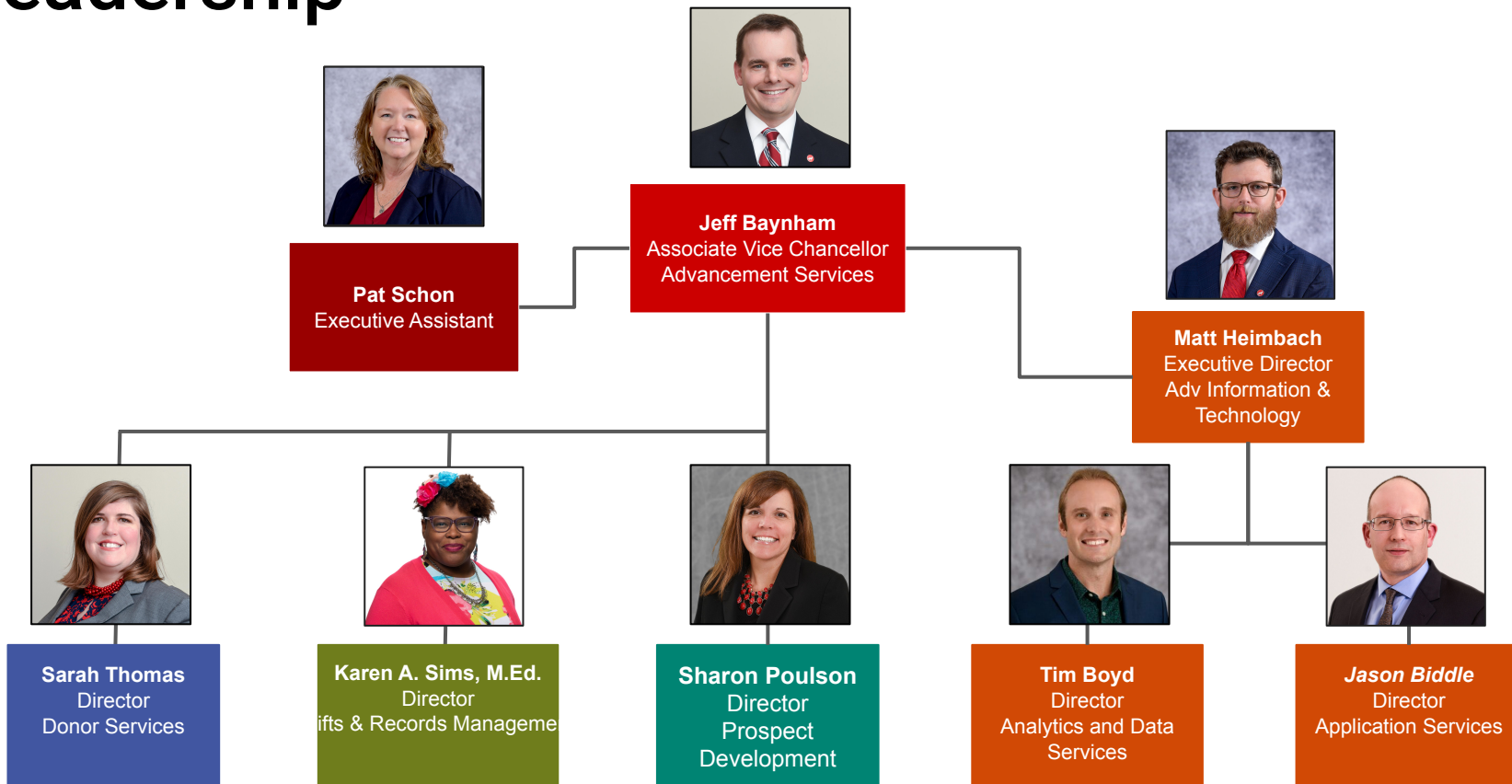




Advancement Services Vision

Elevate philanthropy and engagement at NC State University by providing *innovative, impactful, best-in-class resources and solutions* for our colleagues, alumni and donors.

Leadership



FY24 by the numbers

Donor Services

543	Gift agreements approved
146	Naming opportunities approved
27	Donor Namings
11	Distinguished Professorships

FY24 by the numbers

Gifts & Records Management

72,285	Gifts and pledges processed
452,571	Biographical elements updated
2,219	Matching gift claims received
\$651,347	Matching gift funds received

FY24 by the numbers

Prospect Development

2,338	Referrals to MG team for qualification
\$1.05B	Total gift capacity referred
447	Research requests completed
10,405	Prospect management requests completed

FY24 by the numbers

Advancement Information Technology

- 843** Completed report request
- 2** New interactive dashboards created
- 267** Solicitation segments created & sent
- 9** Institutional surveys completed

FY24 by the numbers

Advancement Training

- 1,097** Participants
- 67** Led hours of training
- 45** Training sessions
- 46** Learning articles



Powering the Future of Engagement and Philanthropy

Kindsight





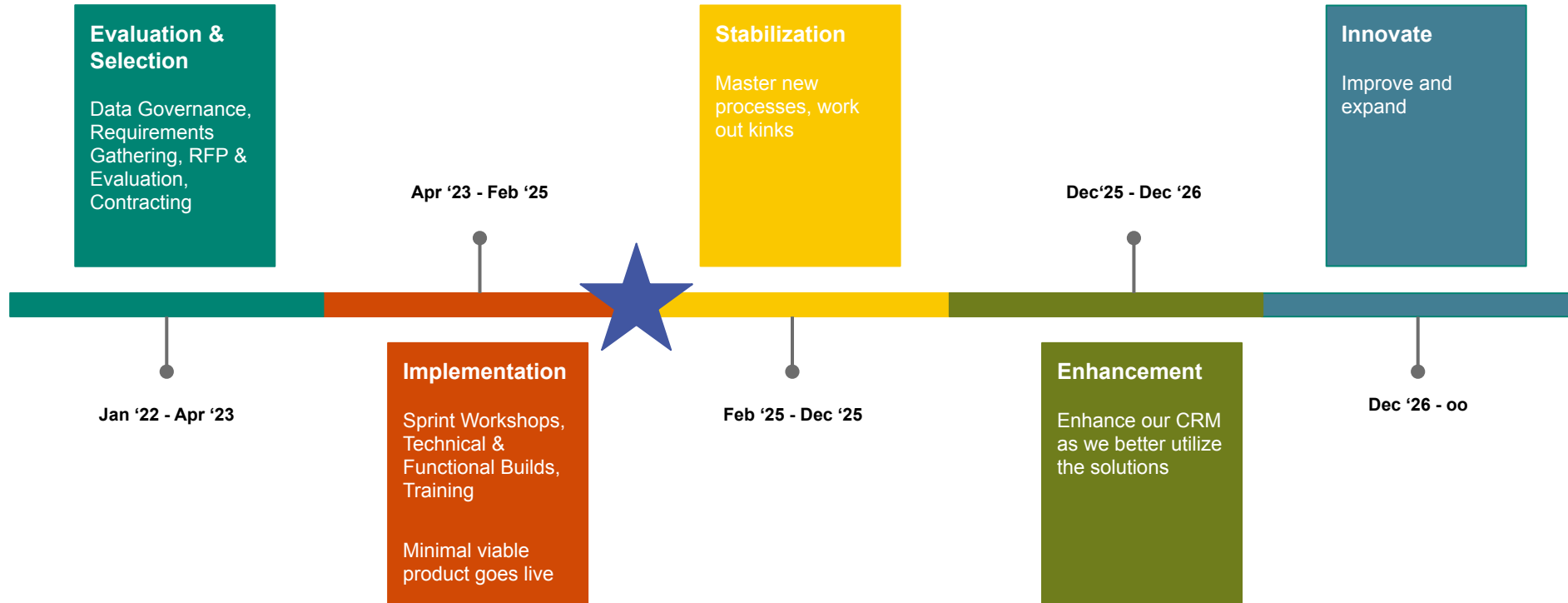
LOBO

ascend on Salesforce

52

DAYS LIVE

Selection, Implementation & Beyond



It takes a Pack!

22-Month Implementation

NC State Hours

21,000+

Huron Hours

15,000+

NC State Staff

90+

End Users

320

Why we made the change

Legacy System

- Aging legacy database reaching end of lifecycle
- Fragmented user experience
- Delayed and inconsistent data
- Lack of scalability and innovation

Lobo

- Leverage power of Salesforce
- Single, integrated platform
- Modern data architecture
- One source of truth
- Scalable and secure

Comprehensive transformation

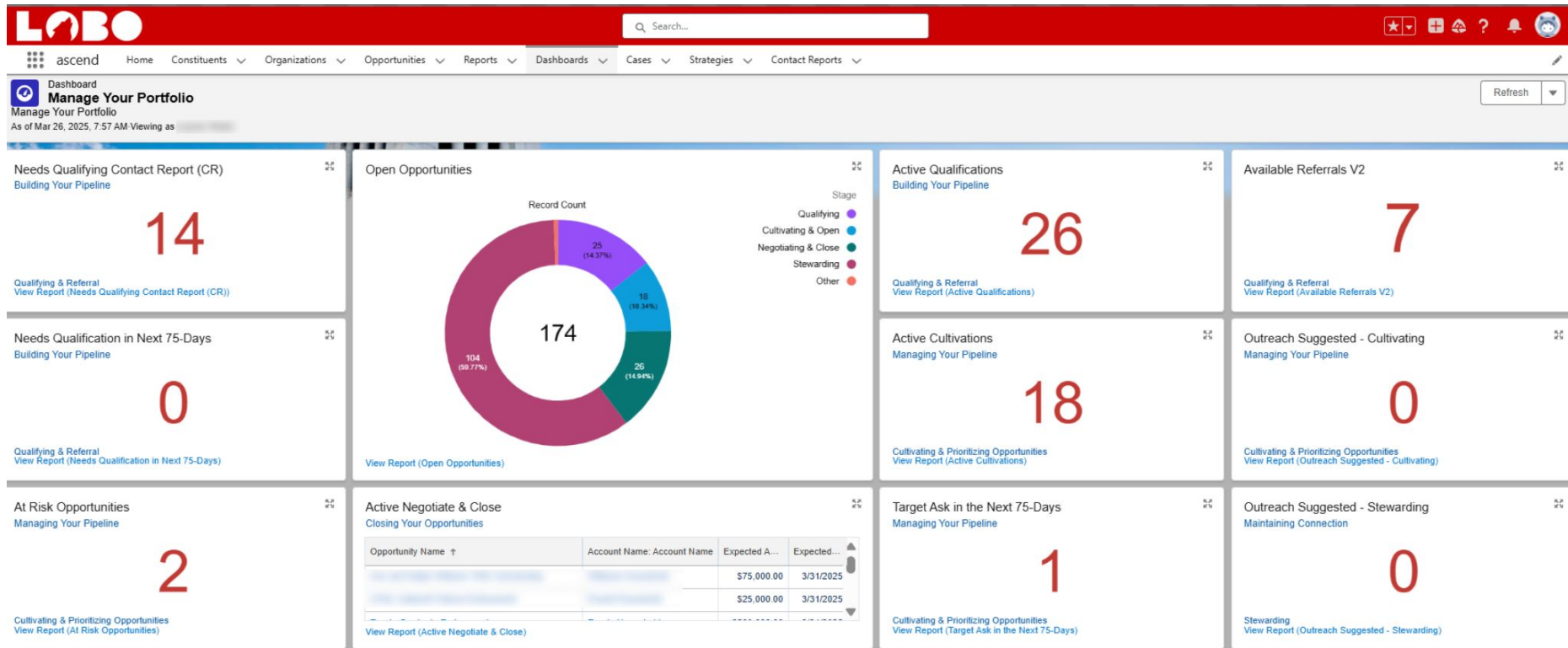
New Connected applications

- Online giving forms
- Leadership giving
- Event registration
- Crowdfunding
- Volunteer Fundraising
- Matching gifts
- Backup
- Deployment tools

New Reporting & Analytics

- Replaced all legacy reporting applications
- All previous reports and dashboards had to be rebuilt
- Develop new suite of real-time dashboards, tracking tools, and insights
- Increase self-service

Managing your portfolio



What's next

- Continue stabilization
- Address gaps in functionality from the legacy system
- Continue to build out reporting inventory
- Prioritize and implement enhancements
 - Lobo Optimization Steering Committee
- Constituent portal (future investment)
- AI integration (future investment)

Telling our Story

**Council for Advancement and Support
of Education (CASE)**
2024 District III Conference

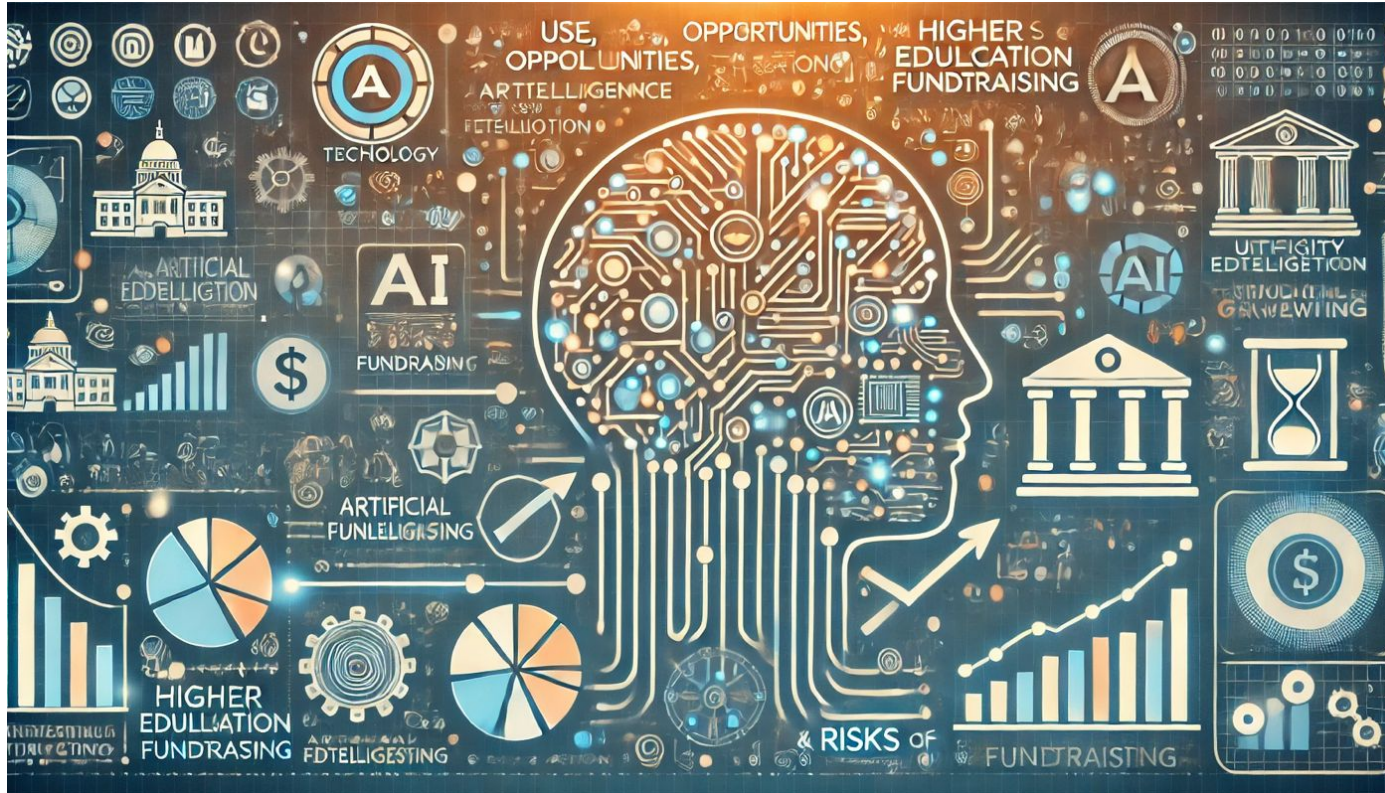


Artificial Intelligence

The image features a silhouette of a person with curly hair, seen from the side, working on a laptop. The person is positioned in the lower half of the frame. A prominent red rectangular bar is overlaid across the middle of the image, containing the text 'Artificial Intelligence' in white. The background consists of a grid of light and dark squares, with a decorative border at the bottom featuring a repeating geometric pattern.

Artificial Intelligence

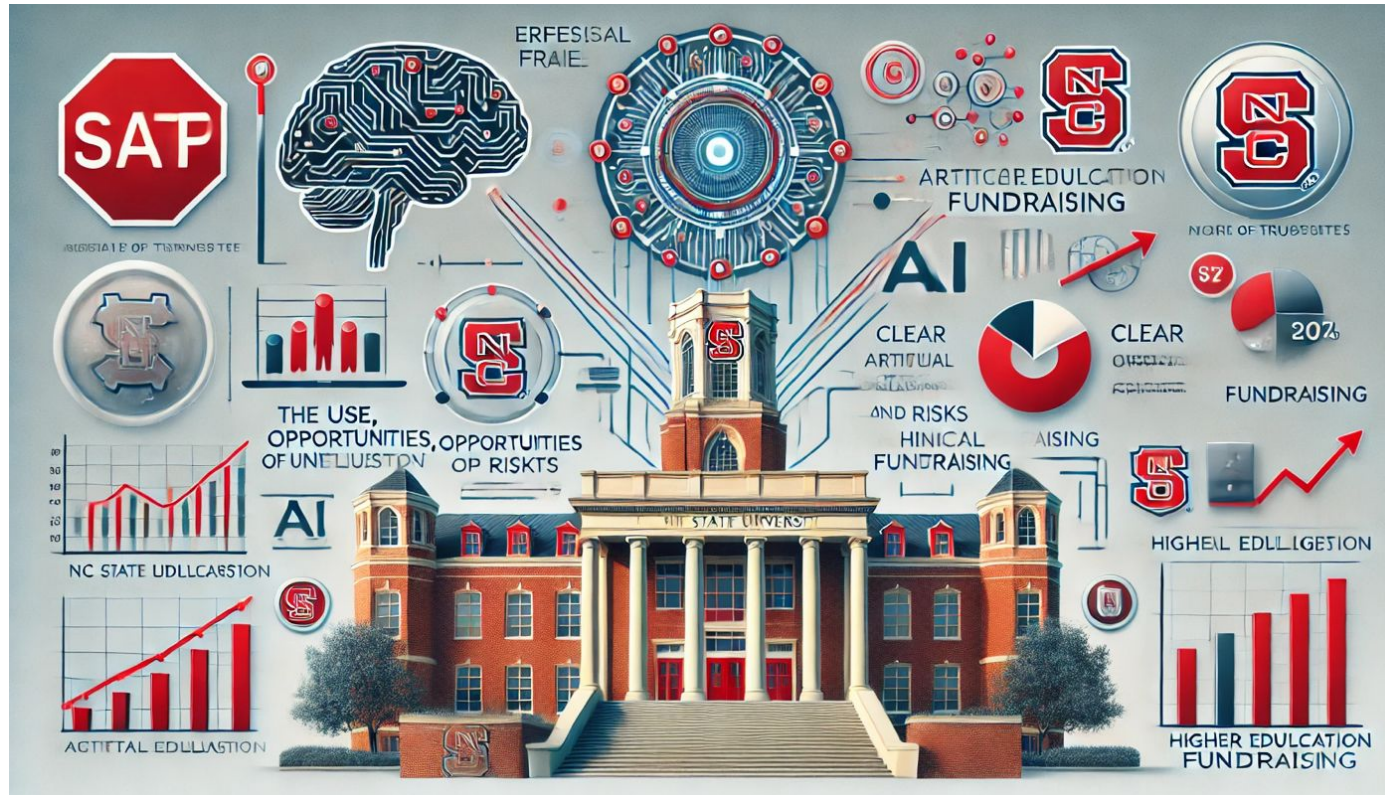
PROMPT: I am a higher education fundraising executive at NC State University and am doing a presentation to the Board of Trustee on the use, opportunities, and risks of AI. I would like a great graphic for my presentation intro.



Artificial Intelligence

PROMPT: There are several spelling errors in this graphic, and I'd like it to be personalized to NC State.

Artificial Intelligence



What is AI?

Artificial Intelligence (AI): Technologies enabling machines to perform tasks that typically require human intelligence, such as reasoning, learning, and decision-making.

Traditional AI: Rule-based systems, predictive analytics, and automation focused on specific, well-defined tasks.

Machine learning, deep learning

Generative AI: AI systems capable of creating original content, such as text, images, or media, based on learned patterns and data.

What we are doing now

- Predictive modeling projects
- Text mining projects
- Engagement profiles
- Workflow automations
- AI Tools
 - ChatGPT, Gemini, Co-Pilot, Zoom AI, Grammarly, Hootsuite, Google Ads, Algolia, etc.

72.2% of UA
staff are
utilizing AI in
their work

Opportunities

- Predictive analytics to identify high-potential donors
- Customized campaigns and targeted, personalized asks
- Enhanced stewardship through automated recognition and tailored communication
- Full donor profile summaries, strategies, and sentiment
- Virtual gift and engagement officers
- AI-driven segmentation and engagement strategies
- Chatbots and virtual assistants
- AI-powered asset management tools

Risks & Challenges

- Protecting donor privacy
- Hallucinations
- Avoiding AI biases
- Ensuring tone and voice are retained
- Ensuring transparency in usage
- Training for appropriate use
- Cost

AI at NC State

- Artificial Intelligence Advisory Group
 - AI and Business Operations Subgroup
- Data Governance Council
- OIT Security and Compliance
- Guiding Principles for AI Tools
- AI Guidance for Communicators
- *Elevating the Extraordinary* UA Strategic Plan: Embracing AI
 - Appropriate Use of AI in UA
 - Strategic AI Applications
 - Incorporating AI within CRM and Reporting

A photograph of a modern university building with a mix of concrete, brick, and glass. A large red banner with the text "Current Challenges" is superimposed over the center. In the foreground, there are red-leafed trees, a brick walkway, and several people walking. Bicycles are parked near the building's base.

Current Challenges

Current Challenges

- Federal executive orders, policies and DoE guidance
- Stabilization and enhancement of Lobo and reporting
- Resources to onboard new technologies
- Retaining and hiring staff

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Thank You

