

DRAFT

FAYETTEVILLE STATE UNIVERSITY

MINUTES
INSTITUTIONAL ADVANCEMENT COMMITTEE
BOARD OF TRUSTEES
Chancellor's Conference Room, C. J. Barber Building
Thursday, December 9, 2010
9:30 a.m.

The Institutional Advancement Committee of the Fayetteville State University (FSU) Board of Trustees convened Thursday, December 9, 2010, in the J. C. Jones Board Room of the Charles Chesnutt Library. The meeting was called to order at 9:30 a.m.

ROLL CALL

The following Trustees were in attendance: Mrs. Gloria M. Carter, Mrs. Sylvia Ray, Mr. Terence Murchison, Dr. Shirish Devasthali, and Mr. John B. Brown, Jr. Other Trustees in attendance were: Dr. John R. Griffin, Jr., Mrs. Juanita Pilgrim, Dr. J. Wayne Riggins, Dr. Ruth Dial Woods, Dr. Lucy Vidal-Barreto, and Mr. Roosevelt Wright. Staff persons in attendance were Chancellor James Anderson, Attorney Wanda Jenkins, Mr. Arthur G. Affleck, Ms. Wendy Jones, Mrs. Mary Bailey, Mr. Jeffery Womble, Mr. Ben Minter, Ms. Michaela Brown, and Mrs. Tamara Holmes-Brothers.

Chairman Devasthali read the State Government Ethics Act to remind members of their duty to avoid any conflicts of interest and appearances of conflicts under this Act.

APPROVAL OF MINUTES

It was moved by Chairman Devasthali and properly seconded that the minutes of the Institutional Advancement Committee meeting held on September 23, 2010, be accepted as printed and distributed. The motion carried.

DIVISION UPDATE

Mr. Arthur G. Affleck, Vice Chancellor for Institutional Advancement, provided an overview of the 2010-2011 fundraising efforts and shared progress made within the division. The 2010-2011 Fundraising Report is as follows:

2010-2011 Fundraising Report

As of November 30, 2010, Fayetteville State University has received a total of \$682,089.00 in gifts.

- Alumni giving continues to exceed the prior year
- Phone-a-thon Highlights:

- Two phone-a-thons scheduled for this year, as opposed to one last year
- \$101,000 pledged exceeded goal of \$100,000
- We have received \$30,000 to date
- Board of Trustees giving is at 50% since July 1, 2010

Alumni Affairs

Homecoming 2010 was a success. Ms. Michaela Brown, Director of Alumni Affairs, worked closely with Mrs. Veda Neal, National Alumni Association President, in planning events. Successful events included the Senior Academy breakfast and the Alumni picnic.

Mr. Affleck shared that the CIAA Brunch will be held on Friday, March 4, 2011 at the Marriott City Center in Charlotte. Black Entertainment Television Network (BET) will be involved.

Corporate and Foundation Relations

Corporate and Foundation Relations continue to foster positive donor relationships. Chancellor Anderson and several members of the Institutional Advancement (IA) team (Mr. Arthur Affleck, Ms. Michaela Brown, Mrs. Mary Bailey, and Mrs. Tamara Holmes-Brothers) went to Atlanta to reach out to alumni and make corporate visits. One visit was to the Coca-Cola Foundation.

Prior to the IA team's departure, Coca-Cola Foundation members requested that FSU submit a proposal to them within 24-hours, with the possibility of receiving a \$25,000 to \$50,000 grant entitled "First Generation Scholarship/Coca-Cola Sustainability Scholars Program" grant. The IA team responded accordingly. A notification email was sent to Mr. Affleck communicating that a grant was approved and funds would be electronically transferred to FSU in the amount of \$25,000 for scholarships.

Another corporate visit to New York rendered FSU students Ms. Brittany Harrison and Ms. Ivery Osborne telephone interviews with Morgan Stanley. The New York visit, made some months ago, consisted of Chancellor Anderson, Mr. Affleck, and Mrs. Holmes-Brothers who urged Morgan Stanley to consider FSU students for positions with their company. Other students, who have also worked with Career Services and Student Affairs, have likewise had opportunities for interviews and/or to be hired by Morgan Stanley and other corporations the university has developed relationships with (such as AT&T, Johnson and Johnson, and Altria).

Development Office

Ms. Wendy Jones, Associate Vice Chancellor for Development, successfully coordinated fundraising initiatives including the annual fund, phone-a-thon, and State Employees Combined Campaign.

Major Gifts

Mrs. Mary Bailey, Associate Vice Chancellor for Major gifts, has been successful in cultivating relationships with individual donor and business prospects in Southern Pines, Charlotte, and Raleigh.

Marketing and Public Relations (PR)

The Marketing and PR Departments have received numerous ovations from the community for creating the *Ovation!* publication for Performing and Fine Arts at FSU. Mr. Jeffery Womble, Director of Public Relations, has been working with Meltwater News Service to receive and distribute news that is published about the university.

FSU Strategic Branding, Marketing & Communications Initiative

Desired outcomes with data we've been using should help support our media selection, planning coverage, market awareness and conditioning. Conditioning is being done in key markets to enhance integrated public communications and to support targeted recruitment communications.

Mr. William "Bill" Patterson, marketing consultant working with FSU, has helped us to sort through some of the data. Demographic charts were developed to allow FSU to clearly identify where our students come from and where our alums go after graduation. These charts help us to better target prospective alumni and students.

With Mr. Womble's help, key media outlets have been identified to distribute information to high schools across the state (public or private) as well as alumni across the country. The communications process has already begun through Meltwater News Service to identify general media online print and broadcast to reach out to our alumni, in hopes that they will also reach out to us. Mr. Affleck has a session planned in Texas to communicate to our alumni there and have them support us.

Mr. Affleck stated that we don't have any alumni chapters in Texas, although we have over 100 alumni who live throughout the state of Texas. A meeting has been planned to establish an initial chapter in either Houston or Dallas. There are also pockets in California.

Mr. Patterson developed a logic model and has initiated a process of engaging, in terms of collecting marketing requirements. The first request by the Provost was that we get very aggressive about summer school. Thus, a four-year summer school marketing plan was developed. Phase I kicked-off prior to Thanksgiving. Phase II will involve continuing to communicate to current students, which represent the largest percentage who attend summer school. However, the goal is to grow the 85 students who attended from other institutions last year to a much larger number. We're also beginning to engage various deans to develop marketing plans. The goal is when we get an output from the strategic supplier we can make trade-offs and overlay the direction to the requirements internally. Other deliverables will be the final reporting by March timeframe that will give us the findings.

Mr. Affleck stressed the importance of getting everyone's thoughts and views on the brand survey and any additional information they'd like to share beyond the survey. As a result of the survey, the firm (Zone 5) will come back to us with a series of recommendations. The board will have a chance to weigh-in before anything happens or any significant changes are made.

Mr. Affleck recognized his team at the meeting: Mr. Jeffery Womble, Mr. Ben Minter, Mrs. Tamara Holmes-Brothers, Ms. Wendy Jones, Mrs. Mary Bailey, and Ms. Michaela Brown. Mrs. Mary Bailey shared that we recently received a \$50,000 check for the Honors program which is the second part of a \$100,000 pledge that was committed at the Honors reception.

Questions/Comments/Concerns:

In conclusion, Mr. Affleck stated that student feedback is important and their input is a part of the branding process. Comments from students will be shared with the Board. Chairman Devasthali thanked Mr. Affleck for his report.

Respectfully submitted,

Dr. Shirish Devasthali
Chairman

Ms. LaShanta McCorkle, Recorder
Mrs. Treva Bentley, Transcriber