BOARD OF TRUSTEES
NORTH CAROLINA STATE UNIVERSITY
AGENDA

University Advancement and External Affairs Committee
10:30 am – 12:00 pm., April 23, 2020
Zoom Meeting

Chip Andrews, Chair
Members: Ann Goodnight, Wendell Murphy, Ed Stack,
Dewayne Washington, Ed Weisiger, Jr.

CALL TO ORDER
Chip Andrews, Chair of Committee

ROLL CALL
Chip Andrews, Chair of Committee

READING OF PUBLIC MEETING NOTICE AND STATE GOVERNMENT ETHICS ACT
Chip Andrews, Chair of Committee

1. APPROVAL OF MINUTES
   Approval of February 27, 2020 Minutes

2. INFORMATIONAL REPORTS
   A. University Advancement Update
      Brian Sischo, Vice Chancellor, University Advancement
   B. Fundraising and Campaign Report
      Jim Broschart, Associate Vice Chancellor, University Development

3. COMMITTEE DISCUSSION
   A. Naming Opportunity Proposals
      Jim Broschart, Associate Vice Chancellor, University Development
4. CLOSED SESSION
   A. Approval of February 27, 2020 Closed Session Minutes * 6.4A
   ✓ B. Request Approval for Naming Specific University Facilities and Programs 6.4B

5. RECONVENE OPEN SESSION

6. ADJOURN

* Committee Approval
✓ Full Board Approval
CONSENT AGENDA

Approval of February 27, 2020 Minutes
The University Advancement and External Relations Committee of the Board of Trustees of North Carolina State University met February 27, 2020 in the Chancellor’s Conference Room.

Members Present:  
Chip Andrews, Committee Chair  
Ann Goodnight  
Ed Stack  
Wendell Murphy  
Dewayne Washington

Chair Andrews called the meeting to order at 1:13 pm. The roll was called and a quorum was present.

Chair Andrews reminded all attendees that this is a public meeting but not a meeting for public comment and read the State Government Ethics Act to remind all members of their duty to report conflicts of interest or appearances of conflict.

Approval of Minutes

The minutes from the November 21, 2020 meeting were presented for approval, and with no changes, they were approved by consent.

Informational Reports

University Advancement Update

Vice Chancellor Brian Sischo presented a University Advancement update, starting with an overview of 19 awards recently presented to NC State by the Advancement professional association CASE. NC State received the second highest number of awards among all private and public universities in the Southeast. He then shared that the current Campaign total has now surpassed $1.7 billion, and overviewed anticipated milestones leading to an aspirational target of $2 billion.

Vice Chancellor Sischo then provided an overview of the Extraordinary Opportunity Scholarship initiative, a new campaign effort to raise new scholarship funds for those students with the largest demonstrated financial need. This new scholarship initiative will be launched publicly on our second Day of Giving, March 25, 2020.

He concluded by providing an update on the University Advancement Five year Roadmap, with discussion focused on how NC State can model the characteristics of high Return on Investment Advancement programs.
Fundraising and Campaign Report
Associate Vice Chancellor Jim Broschart shared an overarching campaign and fundraising update informing the committee that the year to date total for new gifts and commitments is $160,730,951. This total reflects the best December ever (with $54 million raised), and the second best first half of the fiscal year (only second to the year the Campaign was launched in 2016). Furthermore, he shared an update on how efforts to reduce the size of fundraiser’s individual portfolios has actually increased the number of donor visits, discovery visits, and solicitations dramatically.

Committee Discussion

Major Gifts, Annual Giving, Gift Planning, Day of Giving Discussion
AVC Broschart then provided an overview of University Development functions in Major Gifts, Gift Planning, Annual Giving, and touched on strategies for the upcoming Day of Giving.

Naming Opportunity Proposals
The Committee reviewed and approved one naming opportunity proposal in the College of Agriculture and Life Sciences and one in the College of Sciences.

Closed Session

A motion was made by Mr. Stack, and seconded by Mr. Washington, at 2:25 pm to go into closed session to approve three donor naming proposals. The motion carried.

Mr. Murphy moved to approve the items discussed in Closed Session related to the approval of three donor naming proposals, which included two in the College of Agriculture and Life Sciences and one in the College of Engineering. Mrs. Goodnight seconded the motion. The motion passed.

Reconvene in Open Session

After coming out of closed session, Chair Andrews announced the meeting in open session at 2:31 pm.

Adjournment

With no further business, Chair Andrews announced the meeting adjourned at 2:40 pm.

Submitted by Maggie Musick, Secretary

Approved by _____________________________________

Chip Andrews, Chair
Think and Do the Extraordinary
Campaign Update

Jim Broschart
Associate Vice Chancellor
University Development
CAMPAIGN TIME PERIOD ELAPSED

$1B Public Launch Goal Met By October 28, 2016
$1,004,747,857

Current Total
$1,708,223,840

$2B Aspiration

$1.6B Campaign Goal Met By October 2, 2019
$1,610,525,153

$1.6B Campaign End Goal

Reachback Total
$329,530,561

CAMPAIGN GOAL ACHIEVED

80%

107%
<table>
<thead>
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<th></th>
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<tr>
<td>YTD Total</td>
<td>$171,902,816</td>
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<tr>
<td>3 yr average</td>
<td>$145,544,228</td>
</tr>
<tr>
<td>LYTD</td>
<td>$144,646,222</td>
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$41.78M to our next milestone: $1.75B by FYE
COMMITTEE DISCUSSION

Naming Opportunity Proposals
March 30, 2020

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 proposals:

**College of Engineering**

Fitts-Woolard Hall Adjustments
The College of Engineering proposes the opportunity to name 27 spaces in Fitts-Woolard Hall.

**College of Natural Resources**

Camp Slocum, G.W. Hill Forest
The College of Natural Resources proposes the opportunity to name 42 spaces at Camp Slocum in G.W. Hill Forest.

**NC State Libraries**

Academic Success Center, D.H. Hill Jr. Library
The NC State Libraries propose the opportunity to name 12 spaces in the new Academic Success Center at D.H. Hill Jr. Library.

**Poole College of Management**

Office of Inclusion and Diversity Suite, Nelson Hall
Poole College of Management proposes the opportunity to name the Office of Inclusion and Diversity Suite (Room 1215) in Nelson Hall.
March 30, 2020

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 proposals:

**College of Engineering**

**Fitts-Woolard Hall Adjustments**
The College of Engineering proposes the opportunity to name 27 spaces in Fitts-Woolard Hall.

**College of Natural Resources**

**Camp Slocum, G.W. Hill Forest**
The College of Natural Resources proposes the opportunity to name 42 spaces at Camp Slocum in G.W. Hill Forest.

**NC State Libraries**

**Academic Success Center, D.H. Hill Jr. Library**
The NC State Libraries propose the opportunity to name 12 spaces in the new Academic Success Center at D.H. Hill Jr. Library.

**Poole College of Management**

**Office of Inclusion and Diversity Suite, Nelson Hall**
Poole College of Management proposes the opportunity to name the Office of Inclusion and Diversity Suite (Room 1215) in Nelson Hall.
Board of Trustees Consent Agenda
University Advancement Committee
Naming Opportunities Proposals
April 24, 2020

Background
As per POL 03.00.02 – Criteria and Procedures for Naming Facilities and Programs, 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: 4
- Total Naming Opportunities: 82
- Total Gift Amount: $7.885 million
- Colleges/Units Represented:
  - College of Engineering
  - College of Natural Resources
  - NC State Libraries
  - Poole College of Management

College of Engineering

Fitts-Woolard Hall Adjustments
These adjustments to the 2017 approved naming opportunities reflect re-evaluation based on changes made to the final construction. The building is scheduled to open in Summer 2020. Updates include seventeen changed room numbers, ten changed minimum gift values and eight spaces removed from the list of naming opportunities.

- Naming Type: New construction
- Total Naming Opportunities: 27
- Total Gift Amount of Naming Opportunities: $4.21 million
- Purpose of Funds: The gift will support the construction of Fitts-Woolard Hall.

Continued on the following page
Board of Trustees Consent Agenda
University Advancement Committee
Naming Opportunities Proposals
April 24, 2020

College of Natural Resources

Camp Slocum, G.W. Hill Forest
G.W. Hill Forest is managed as a teaching laboratory and demonstration forest. Camp Slocum houses College of Natural Resources students each summer for six to nine weeks of immersive, practical experience.

- Naming Type: Existing facilities
- Total Naming Opportunities: 42
- Total Gift Amount of Naming Opportunities: $1.6 million
- Purpose of Funds: The gift will support Camp Slocum renovations.

NC State Libraries

Academic Success Center, D.H. Hill Jr. Library
The Academic Success Center project is part of the current library renovations. The Center will feature the University Tutorial Center with tutoring, writing, and speaking services, as well as some career counseling and academic advising services. It is scheduled to open in Fall 2020.

- Naming Type: Facility renovation
- Total Naming Opportunities: 12
- Total Gift Amount of Naming Opportunities: $1.975 million
- Purpose of Funds: The gift will support the Library Excellence Endowment.

Continued on the following page
Poole College of Management

Office of Inclusion and Diversity Suite, Nelson Hall
The renovated Room 1215 will include an office and a collaborative area. The Office of Inclusion and Diversity is part of PCOM’s Undergraduate Programs. The renovation is scheduled for Spring 2020.

- **Naming Type:** Facility Renovation
- **Total Naming Opportunities:** 1
- **Total Gift Amount of Naming Opportunities:** $100,000
- **Purpose of Funds:** The gift will be directed into the Dean’s Enhancement Endowment.

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Policy References
POL 03.00.02 – Criteria and Procedures for Naming Facilities and Programs
College of Engineering

Fitts-Woolard Hall Adjustments

- **Naming Type:** New construction
- **Total Naming Opportunities:** 27
- **Total Gift Amount of Naming Opportunities:** $4.21 million
- **Timeline:** The building is scheduled to open in Summer 2020.
- **Fund Purpose:** Gifts will support construction of Fitts-Woolard Hall.

*Adjustments to previously approved opportunities, based on changes made to the final construction.*
College of Natural Resources

Camp Slocum
at G.W. Hill Forest

- **Naming Type:** Existing interior and exterior facilities
- **Total Naming Opportunities:** 42
- **Total Gift Amount of Naming Opportunities:** $1.6 million
- **Fund Purpose:** Gifts will support Camp Slocum renovations.
NC State Libraries

D.H. Hill Jr. Library
Academic Success Center

- **Naming Type:** Renovations
- **Total Naming Opportunities:** 12
- **Total Gift Amount of Naming Opportunities:** $1.975 million
- **Fund Purpose:** Gifts will be directed into the Library Excellence Endowment.
Poole College of Management

Nelson Hall Room 1215
Office of Inclusion and Diversity Suite

- **Naming Type**: Renovation
- **Total Naming Opportunities**: 1
- **Total Gift Amount of Naming Opportunities**: $100,000
- **Fund Purpose**: Gifts will be directed into the Dean’s Enhancement Endowment.