BOARD OF TRUSTEES
NORTH CAROLINA STATE UNIVERSITY
AGENDA

University Advancement and External Affairs Committee
1:15 p.m. – 3:00 p.m., September 10, 2020
Zoom Meeting

Chip Andrews, Chair
Members: Ann Goodnight, Wendell Murphy, Ed Stack,
Ron Prestage, 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 April 23, 2020 Minutes

2. ACTION ITEMS
A. Review of Committee Responsibilities
B. Review Plan of Work
C. Revision to policy 03.00.02: Criteria & Procedures for Naming Facilities, Programs & Funds
   Brian Sischo, Vice Chancellor, University Advancement
D. Revision to policy 03.00.01 – Coordination of Fundraising Activities and Acceptance of Private Donations (Gifts)
   Brian Sischo, Vice Chancellor, University Advancement

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

C. Alumni Association Update 6.3C
   Benny Suggs, Associate Vice Chancellor, Alumni Relations, and Executive Director, NC State Alumni Association

4. COMMITTEE DISCUSSION TAB 6.4
   A. Naming Opportunity Proposals 6.4A
      Jim Broschart, Associate Vice Chancellor, University Development

5. CLOSED SESSION TAB 6.5
   A. Approval of April 23, 2020 Closed Session Minutes * 6.5A
   ✓ B. Request Approval for Naming Specific University Facilities and Programs 6.5B

6. RECONVENE OPEN SESSION

7. ADJOURN

* Committee Approval
✓ Full Board Approval
CONSENT AGENDA

Approval of April 23, 2020 Minutes
The University Advancement and External Relations Committee of the Board of Trustees of North Carolina State University met April 23, 2020 on Zoom.

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

Chair Andrews called the meeting to order at 10:41 am. 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 February 27, 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 how COVID-19 has affected Advancement programs on a national scale, and more specifically, NC State. He then engaged the committee in a discussion on potential post-COVID-19 impacts on future University Advancement programs and operations.

Vice Chancellor Sischo provided an update on ongoing Advancement Roadmap discussions with a Deans Task Force; information on the Student Emergency Fund; and concluded with an overview of the Wolfpack Women in Philanthropy Initiative.

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 $1,719,179,391. He shared an update on how development officers in the colleges and units are adjusting operations and consulting with industry leaders on best-practices to implement during the current pandemic.
Committee Discussion

Naming Opportunity Proposals

The Committee reviewed and approved a total of four naming opportunity proposals, which include one in each of the following areas: the College of Engineering, College of Natural Resources, NC State Libraries, and Poole College of Management.

Closed Session

A motion was made by Mr. Weisiger, and seconded by Mrs. Goodnight, at 11:48 am to go into closed session to approve seven donor naming proposals. The motion carried.

Mr. Stack moved to approve the items discussed in Closed Session related to the approval of seven donor naming proposals, which included one in the College of Agriculture and Life Sciences and six in the College of Engineering. Mr. Washington 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 11:53 am.

Adjournment

With no further business, Chair Andrews announced the meeting adjourned at 11:55 am.

Submitted by Maggie Musick, Secretary

Approved by ________________________________

Chip Andrews, Chair
ACTION ITEMS

Review of Committee Responsibilities

Review of Plan of Work

Revision to policy 03.00.02

Revision of policy 03.00.01
September

- Fund Raising Reports (NC State Pol. 01.05.01, App IV.a)
- Campaign Update (NC State Pol. 01.05.01, App IV.a.iii)
- Alumni Engagement Update (NC State Pol.01.05.01, App IV.a.vii)
- Review Committee Responsibilities and Work Plan (Annually)
- Naming Specific University Facilities and Programs (NC State Pol. 01.05.01, App IV.a.iv)(Approval)

November

- Fund Raising Reports (NC State Pol. 01.05.01, App IV.a)
- Campaign Update (NC State Pol. 01.05.01, App IV.a.iii)
- University Communications  (Branding) (NC State Pol. 01.05.01, App IV.a.iv)
- Watauga Medal Nominations (NC State Pol.01.05.01, App IV.a.vi) (Approval)
- Naming Specific University Facilities and Programs (NC State Pol. 01.05.01, App IV.a.iv) (Approval)

February

- Fund Raising Reports (NC State Pol. 01.05.01, App IV.a)
- Campaign Update (NC State Pol.01.05.01, App IV.a.iii)
- University Development Update
- Naming Specific University Facilities and Programs (NC State Pol. 01.05.01, App IV.a.iv)

April

- Fund Raising Reports (NC State Pol. 01.05.01, App IV.a)
- Campaign Update (NC State Pol.01.05.01, App IV.a.iii)
- Advancement Services Update (NC State Pol 01.05.1, App. 1. IV.a.v.)
- Naming Specific University Facilities and Programs (NC State Pol. 01.05.01, App IV.a.iv)
**PROPOSED REVISION TO:** POL 03.00.02 Criteria and Procedures for Naming Facilities, Programs and Funds

**Rationale:** A revision to POL03.00.02- Criteria and Procedures for Naming Facilities, Programs, and Funds is needed to streamline and centralize facility, program, and fund namings to reflect industry best practices and to provide University Advancement more oversight of the naming process. This proposed change ensures that naming is strategic and standardized to strengthen the brand of North Carolina State University. Also, it will enhance fundraising efforts and address gaps previously identified in the naming process. The proposed revisions also improve ethical standards in regards to namings.

**Consultation Process:**

___X___ Vice Chancellor for University Advancement authorizes transmittal of PRR for review [BCS 7/27/2020]

___X___ Office of General Counsel review [BWM 8/7/2020]

___X___ Chancellor’s Cabinet Meeting, or official with delegated authority [8/11/2020]

_____ University Council (recommendation/notification), if applicable

_____ Board of Trustees (approval/notification), if applicable

PRR #03.00.02

Criteria and Procedures for Naming Facilities, Programs and Funds

**Authority:** Issued by Board of Trustees. Changes or exceptions to administrative regulations issued by the ______ may only be made by the ______.

**History:** First Issued November 18, 1994. Last Revised: April 22, 2011.

**Related Policies:**
- UNC Code Appendix 1 Section VI (Property and Buildings)
- UNC Code Appendix 1 Section XVI (Auxiliary Enterprises, Utilities and Miscellaneous Facilities)
- POL 03.00.01 – Coordination of Fundraising Activities and Acceptance of Private Donations (Gifts)

**Additional References:**

Contact Info: Vice Chancellor for University Advancement (919-515-3226)
1. PURPOSE

1.1 This policy sets forth the criteria and procedures for the naming North Carolina State University Facilities, Programs, and Funds in recognition of an individual or organization.

2. DEFINITIONS

2.1 The term "Facility" includes buildings, rooms, interior spaces, exterior spaces (gardens, courts, plazas, memorials, roads, markers, streets, athletic fields, open spaces, land, forests, pastures, etc.), and all other tangible and relatively permanent features owned, operated or controlled by North Carolina State University.

2.2 The term "Program" includes colleges, departments, institutes, centers, and other units associated with North Carolina State University's functions.

2.3 The term "Fund" includes endowed and restricted funds established to support students, faculty/staff, Programs, and Facilities associated with North Carolina State University.

3. REVIEW

3.1 This policy shall be reviewed periodically by the Office of University Advancement or designee. All recommended changes to this policy require approval by the Chancellor and Board of Trustees.

4. RESPONSIBILITIES FOR NAMING FACILITIES AND PROGRAMS

4.1 Board of Trustees

4.1.1 The act of naming Facilities and Programs shall be that of the Board of Trustees, acting after receiving the recommendation of the Chancellor. Donors, honorees, or benefactors should be informed throughout the naming discussions that final naming approval for all University Facilities and Programs rests with the Board of Trustees.

4.2 Chancellor

4.2.1 Subject to the responsibilities of the Board of Trustees, the Chancellor shall have responsibility and authority with respect to and is an essential participant in, all Facility and Program naming actions.

4.2.2 No Facility or Program may be named without the early knowledge and
prior approval of the Chancellor. The Chancellor shall endeavor to determine that the proposed action is consistent with the interests of the University, to assure that the amount of any gift warrants the action proposed, and to maintain equity in the relationship of gifts for similar naming actions.

4.2.3 The Chancellor may recommend exceptions to this policy, subject to the approval of the Board of Trustees, and after consultation with University leadership when appropriate.

4.3 Special Committee on Donor-Funded Naming Opportunities

4.3.1 The Special Committee on Donor-Funded Naming Opportunities shall be appointed by the Vice Chancellor for University Advancement.

4.3.2 The Special Committee on Donor-Funded Naming Opportunities shall review donor-funded naming proposals requesting the naming of Facilities and/or Programs in honor of donors or benefactors who have made substantial contributions to the University in accordance with pre-approved and recommended gift minimums and within the guidelines for naming of Facilities and Programs at North Carolina State University and make recommendations to the Vice Chancellor for University Advancement.

4.3.3 The Special Committee on Donor-Funded Naming Opportunities shall meet as required to efficiently perform its duties either in person or remotely. The chair shall call meetings. A simple majority of the membership of the committee shall constitute a quorum. No proxy shall be recognized in any meeting of the committee.

4.4 Special Committee on Honorary Namings

4.4.1 The Special Committee on Honorary Namings shall be appointed by the Vice Chancellor for University Advancement.

4.4.2 In the rare event of an honorary naming of a Facility or Program, the Special Committee on Honorary Namings shall review proposals in recognition of individual or organization who have attained achievement of extraordinary and lasting distinction and shall make recommendations to the Vice Chancellor for University Advancement.

4.4.3 The Special Committee on Honorary Namings shall meet as required to efficiently perform its duties either in person or remotely. The chair shall call meetings. A simple majority of the membership of the committee shall constitute a quorum. No proxy shall be recognized in any meeting of the committee.
4.5 University Advancement

4.5.1 For Facilities and Programs, all namings shall be directed and managed through University Advancement.

4.6 Office of the University Architect

4.6.1 Signage approvals are managed through the Office of the University Architect.

5. CRITERIA FOR NAMING FACILITIES AND PROGRAMS

5.1 For all namings, the donor, honoree, or benefactor must exhibit an image and demonstrate integrity consistent with the values and mission of the University.

5.2 Honorary Namings

5.2.1 Honorary namings are to recognize individuals who have attained achievements of extraordinary and lasting distinction.

5.2.2 The naming of Facilities and Programs are reserved for philanthropic gifts to the University or connected to a sponsorship. The naming of a Facility or a Program that honors a person in the absence of a gift shall remain a rare method of recognizing individuals.

5.2.3 Honorary namings of Facilities will not be named for members of the University faculty or staff, members of the Board of Trustees, members of the Board of Governors, the Governor, elected officials, or state employees concerned with the functions, oversight or control of the University, so long as the relationship exists.

5.3 Donor-Funded Naming Opportunities

5.3.1 Donor-funded naming opportunities are to recognize donors who have made substantial financial contributions to the University. The term "donors" includes individuals, corporations, and other organizations.

5.3.2 For donor-funded naming opportunities, the recommended gift minimum shall be determined University Advancement. The recommendation is valid for up to five years. The Vice Chancellor for University Advancement may grant
exceptions on occasion upon their discretion.

5.4 Corporate or Organization Naming

5.4.1 Corporations or other organizations shall not name a University Program, unit, department, or college unless approved as an exception by the Chancellor or designee.

5.4.2 Only in rare, exceptional situations should an entire Facility be named for a corporation or organization. Such gifts shall represent a "transformative contribution," and an exception shall be made by the Chancellor or designee.

5.4.3 Corporate or organization naming of a Facility shall be term-limited up to twenty years unless approved as an exception by the Chancellor or designee.

5.4.4 In the instance of corporate or organizational namings of Facilities, due diligence shall be taken to avoid any appearance of undue influence or conflict of interest.

6. AGREEMENT FOR NAMING FACILITIES AND PROGRAMS

6.1 A Facility or Program naming agreement is required for all donor-funded naming opportunities. The agreement shall be approved by the Board of Trustees and contain the terms and conditions agreed to by the University and the donor. Electronic signatures are acceptable.

7. NAMING FACILITIES

7.1 Naming opportunities may include (1) new Facilities that are to be constructed or acquired, (2) existing Facilities that are undergoing major or minor renovations, or (3) existing Facilities that are not undergoing renovations.

7.2 Selection of Facility names should take into account the University's Physical Master Plan and all new major capital projects that are dependent upon private funding.

7.3 Colleges or departments pursuing donor-funded naming opportunities for capital projects with required fundraising goals must submit fundraising plans to the Office of University Advancement or designee for approval by the Vice Chancellor for University Advancement and Vice Chancellor for Finance and Administration, as per POL 03.00.01 – Coordination of Fundraising Activities and Acceptance of Private Donations (Gifts).

7.4 University Advancement and the Facilities Division reserve the right to determine if
a Facility should or should not be named.

7.5 Items such as furniture, trees, shrubs, plants, benches, bricks, bike racks, and any item of personal property that is moveable and not permanent shall not be named. The Vice Chancellor for University Advancement may grant exceptions on occasion upon their discretion.

7.6 Facilities that are being leased to North Carolina State University or by North Carolina State University shall not be named.

7.7 For donor-funded named rooms and spaces, the recommended gift minimum is determined by the project cost or replacement cost, current marketable value, location, and prospect pool. The recommendation is valid for up to five years. The Vice Chancellor for University Advancement may grant exceptions on occasion upon their discretion.

7.8 For a donor or benefactor to name a building, the recommended gift minimum shall be a substantial and significant amount that will enhance the University's mission.

7.9 All recommended gift minimums shall be predetermined by University Advancement prior to the donor's commitment to name the Facility.

7.10 The minimum gift amount for a Facility to be named is $25,000. The Vice Chancellor for University Advancement may grant exceptions on occasion upon their discretion.

7.11 The allocation of funds for donor-funded Facility naming opportunities shall be predetermined before the donor makes a commitment and shall be pre-approved by University Advancement. The funds shall be established in a pooled endowed or restricted fund unless the donor's contribution meets both the endowment minimum and the recommended gift minimum to name the Facility. In addition, the donor's intent must align with the pre-approved allocation of funds purpose. The donor cannot have a named fund if the fund purpose is directed to a capital project.

7.12 Facilities shall not be named through a grant, sponsored research, or sponsorship without prior approval from University Advancement and is subject to approval by the Chancellor and Board of Trustees.

8. NAMING PROGRAMS

8.1 For Programs, the recommended gift minimum shall be a substantial and significant amount that will enhance the University's mission.
8.2 For a gift to name a Program, the funds shall be allocated to either a named or unnamed unrestricted endowment designated by the Dean or the head of the unit. The Vice Chancellor for University Advancement may grant exceptions on occasion upon their discretion.

8.3 The allocation of funds for donor-funded Program naming opportunities shall be predetermined by the Dean or Unit Leadership before the donor makes a commitment and shall be pre-approved by the Board of Trustees.

8.4 The recommended gift minimum shall be predetermined by University Advancement prior to the donor's commitment to name the Program. The recommendation is valid for up to five years.

8.5 Programs shall not be named through a grant, sponsored research, or sponsorship without prior approval from University Advancement and is subject to approval by the Chancellor and Board of Trustees.

9. STATUS OF CONTRIBUTION AT THE TIME OF NAMING FACILITIES AND PROGRAMS

9.1 When a Facility or Program is to be named in consideration of a financial contribution, the gift shall have been received by the University or affiliated foundation, or its future receipt shall be assured through the appropriate signed agreement before a naming action shall be taken, as follows:

9.1.1 Pledges to be paid over a period of time, typically up to five years, are acceptable for current naming of Facilities and Programs when a signed pledge payment agreement for the total is in hand. Pledges for beyond five years must be approved by the Vice Chancellor for University Advancement or designee.

9.1.2 If the pledged gift is to name new construction, renovation, or other projects with cash-flow considerations, the timing of the pledge payments should be such that sufficient current dollars are available to cover project costs.

9.2 Irrevocable planned gifts may generate current naming of Facilities and Programs if current cash flow considerations are not an issue for the requesting Facility or Program. Irrevocable planned gifts will be credited at their face value, with particular emphasis being given to the predictability of the long-term value of the irrevocable deferred gift.

9.3 Combinations of revocable planned gifts and cash may occasionally generate current naming opportunities under certain circumstances and must be approved by the Vice Chancellor for University Advancement or designee. Each combination request must be
explained fully to the respective committee and a case made for the appropriateness of the naming given the specifics of a particular gift. Particular emphasis will be given to the cash flow requirements of the requesting Facility or Program, the predictability of the long-term value of the revocable deferred gift component, and the predictability of its receipt.

10. DURATION AND MODIFICATION OF NAMINGS FOR FACILITIES AND PROGRAMS

10.1 The duration of a donor's, honoree's, or benefactor's name on any Facility or Program ordinarily continues for as long as the Facility or Program is used in the same manner or purpose for which the naming occurred. Upon demolition, replacement, substantial renovation, redesignation of purpose, or similar modification of a named Facility or Program, the University may deem that the naming period has concluded.

10.1.1 At the discretion of University Advancement, the appropriate University representative may be directed to make all reasonable efforts to inform in advance the original donors, honorees, benefactors, or their surviving family members when the naming period is deemed to have concluded.

10.1.2 The duration of a donor wall is contingent upon the life cycle of the Facility or Program, and once the life cycle has ended, the donor wall can be removed with approval from University Advancement.

10.2 Renaming

10.2.1 When the donor's, honoree's, or benefactor's naming period has concluded, the Facility or Program may be renamed, with the original name removed, in recognition of new gifts, subject to any specific terms and conditions set forth in the original agreement.

10.3 Term Naming

10.3.1 In appropriate instances, most often involving a corporate donor, naming may be granted for a predetermined fixed term. At the end of the term, the name of the Facility or Program shall expire but may be renewed with the same or a new name. The Facility naming agreement should specify the period of time for which the Facility or Program will be named.

10.4 Donor, Honoree, or Benefactor Name Changes

10.4.1 If a donor, honoree, or benefactor requests a change to the name of a
Facility or Program (e.g., due to divorce or corporate merger), the University will consider the request.

10.5 Removal of Naming Approval or Conferral

10.5.1 The University reserves the right, on reasonable grounds, to remove and terminate its obligations regarding a naming, with no financial responsibility for returning any received contributions to the donor or benefactor. The Board of Trustees must approve all removals prior to removal. Reasonable grounds to remove and terminate a naming include, but are not limited to, the following:

10.5.1.1 If the donor's, honoree's or benefactor's reputation, actions, or behavior do not align with the university mission and values. Removal of the naming shall only occur after review in accordance with regulations promulgated by the Chancellor.

10.5.1.2 If the donor or benefactor fails to maintain payments on a pledge upon which the naming was bestowed. In such an instance, the naming may be removed after a pro rata period of time that reflects the number of pledge payments made, given the estimated useful life of the building or the term of years covered by the Facility Naming Agreement, as applicable.

10.5.1.3 If a planned gift upon which the naming was bestowed does not result in the value agreed upon.

10.5.1.4 If a Facility has been named without proper approval, after due diligence has occurred to ensure the naming was not properly approved.

11. NAMED FUNDS

11.1 Endowments and named Funds shall be established by University Advancement and do not require review or approval by the Board of Trustees.

11.2 The minimum gift amount to establish a named endowed Fund is $50,000. The Vice Chancellor for University Advancement may grant exceptions to this minimum gift amount on occasion upon their discretion.

11.3 The minimum gift amount to establish a named current-use Fund is $10,000. The Vice Chancellor for University Advancement may grant exceptions to this minimum gift amount on occasion upon their discretion.

11.4 Endowment levels above the minimum for named endowed Funds shall be
established by the Vice Chancellor for University Advancement.

12. FINANCIAL CONTRIBUTIONS

12.1 Financial contributions resulting in the naming of a Facility, Program, or Fund may be made to an affiliated foundation but, if the University is constructing or renovating a Facility, then funds will be transferred to the University.

13. RESPONSIBILITIES FOR COSTS

13.1 In the event that outside legal counsel is necessary, all legal costs related to donor-funded naming opportunities and endowed Funds are the responsibility of the college/unit supported by the gift.

13.2 All costs of donor, honoree or benefactor signage or recognition are the responsibility of the college/unit supported by the gift.

13.3 If the donor, honoree or benefactor requests a sign or recognition to be changed, all replacement signage and other related costs shall be at the donor's expense.

14 NAMING RECOGNITION

14.1 Naming signage shall not be approved until approved by the Board of Trustees.

14.1.1 Naming signage shall conform to all University signature guidelines and shall not be installed until approved by the Office of the University Architect and University Advancement.

14.1.2 Naming signage standards shall conform to all University branding standards. Signage reflecting a corporate or organizational naming of a Facility may not include the donor's logo or other components of branding. This policy applies only to donor-funded namings and does not apply to leased spaces, or other contractual business relationships.

14.2 No statues or significant works of art recognizing a donor's gift or to honor a person shall be commissioned or installed without following the Guidelines for Public Art Acquisition and by receiving approval of the Office of the University Architect and University Advancement.

14.3 No publicity of the naming shall be released to the public until it has been approved by the Board of Trustees.

14.4 All gift minimums for donor recognition, which includes public displays, signs,
donor walls and mounted object that recognizes a donor, shall be predetermined by University Advancement.

14.5 All mounted naming signage that has not been properly approved is subject to removal.
PROPOSED REVISION TO: POL 03.00.01 Coordination of Fundraising Activities and Acceptance of Private Donations (Gifts)

Rationale: Establish language for refusal and return of gifts that may be contrary to the integrity or best interest of the University. Clarify ability to receive and honor an anonymous gifts.

Consultation Process:

___X___ Vice Chancellor for University Advancement authorizes transmittal of PRR for review [BCS 7/27/2020]

___X___ Office of General Counsel review [BWM 8/7/2020]

___X___ Chancellor’s Cabinet Meeting, or official with delegated authority [8/11/2020]

_____ University Council (recommendation/notification), if applicable

_____ Board of Trustees (approval/notification), if applicable

PRR #03.00.01
Coordination of Fundraising Activities and Acceptance of Private Donations (Gifts)

Authority: Issued by Board of Trustees. Changes or exceptions to administrative regulations issued by the __________ may only be made by the __________.

History: Formerly Coordination of Fundraising Activities, first issued September 23, 1989, and University Acceptance of Private Donations (POL03.00.03), first issued: September 11, 2009. Last Revised: April 22, 2011.

Related Policies:
UNC Policy Manual 600.2.5.2[R] - Required Elements of University-Associated Entity Relationship
UNC Code: Appendix 1 Section VII – Endowments and Trust Funds
NCSU POL03.00.02 - Criteria and Procedures for Naming Facilities and Programs

Contact Info: Vice Chancellor for University Advancement (919-515-3226)
1. TRUSTEE APPROVAL OF FUNDRAISING ACTIVITIES

1.1 The integrity of NC State University is a vital factor in all fundraising projects conducted by the university or intended to benefit the university by any of its affiliated organizations. To safeguard the university’s integrity, all fundraising projects intended to benefit the university must be approved by the Board of Trustees except as discussed below.

2. COORDINATION OF FUNDRAISING ACTIVITIES

2.1 The success of university fundraising efforts requires that the university be knowledgeable and supportive of the special fundraising campaigns throughout the university community to ensure proper enthusiasm, support and timing for such efforts. This policy is therefore established for the coordination of fundraising efforts by the university and any of its associated entities that engage in fundraising on behalf of or in support of the university.

2.2 Capital Fundraising Campaigns

2.2.1 All major capital fundraising campaigns intended to benefit the university or any of its associated entities must be submitted to the Vice Chancellor for University Advancement for review prior to submission to the Advancement Committee of the Board of Trustees for its final review. All capital fundraising campaigns must be approved by the Advancement Committee prior to any advance gift phase. The term “capital fundraising campaign” means an effort to raise a large sum of money for endowment or capital needs in a limited period of time for specified needs. The term does not include funds solicited as part of ongoing annual fundraising. The Chancellor or Chancellor’s Designee is charged with establishing and implementing procedures for the coordination of such capital campaigns.

2.3 Annual Fundraising Plans

2.3.1 Each associated entity shall establish and file an annual fundraising plan with the Vice Chancellor for University Advancement and the respective dean or entity head for approval.

2.4 Agreements with Associated Entities

2.4.1 In order to maintain its status and have authority to fundraise, each entity must enter into an agreement with the university, which shall be reviewed periodically.
3. ACCEPTANCE OF PRIVATE DONATIONS PURPOSE

3.1 The university actively encourages the solicitation and acceptance of private gifts from individuals, corporations, foundations and associations that enable it to fulfill its mission of teaching, research, extension, and engagement. This policy is intended: (a) to provide guidance to North Carolina State University community and the general public regarding the acceptance of gifts; (b) to ensure that private gifts to North Carolina State University are properly recorded and administered using appropriate internal controls and sound financial business practices; (c) to ensure that the acceptance, management, and reporting of gifts are handled in compliance with external regulations, national standards, and the University’s fiduciary obligations to donors; and, (d) to make certain that accepted gifts enhance the reputation and standing of the University and do not compromise or adversely impact its mission, reputation, or integrity.

4. STATEMENT

4.1 A gift is personal property (cash, securities, books, equipment, life insurance, etc.) or real property provided by a private (non-governmental) donor for which no goods or services are expected, implied or forthcoming for the donor. Industry payments, made under contractual requirements, are not recognized as gifts.

4.2 A gift may be outright or deferred.

4.3 A gift may be unrestricted, restricted or for permanent endowment for use in meeting needs identified by the University, a college, department, or its associated entities.

4.4 Gifts to the university may be either for the general purposes of the university or for the specific use of one of its constituent schools, departments, institutes, centers, programs or agencies.

4.5 University Associated Entities include any of the private, non-profit organizations that are recognized to support the mission of NC State and promote the educational, charitable or other activities at the university. These entities are required to follow UNC-GA Regulation 600.2.5.2[R], “Required Elements of University-Associated Entity Relationship.”

5. PRINCIPLES

5.1 The university and its associated entities will assess the financial desirability of receiving assets as private gifts from potential donors and determine whether to accept a gift as offered.
5.2 The university and its associated entities reserve the right to refuse any gift including gifts that are too restrictive in purpose, require expenditures beyond their resources, compromise the academic freedom of the university community, or that would disparage, impair, or adversely impact the reputation, image, integrity, or otherwise be contrary to the mission or best interests of the university.

5.2.1 The acceptance of a gift neither implies nor means that the university or its associated entities endorse or approve the donor’s views, opinions, businesses or activities.

5.3 The university and its associated entities cannot accept gifts that involve unlawful discrimination based on race, color, religion, sex (including pregnancy), national origin, age (40 or older), disability, gender identity, genetic information, sexual orientation, veteran status or any other basis prohibited by federal, state and local laws and regulations.

5.4 While valuable benefits, particularly tax and financial considerations may accrue to donors in certain circumstances, the donor must have a donative intent as a primary motive for making a gift to the university directly or to an associated entity. Donative intent is the intention to give away something of value for the benefit of the university. Funds received by the university or by an associated entity for the benefit of the university shall only be accounted for as gifts where such donative intent is present. Amounts received in exchange for services or property shall not be accounted for as gifts. Amounts received that result in tangible benefits to the donor in the form of recognition items, tickets to events, and similar forms of thank-you gifts will be accepted, processed and receipted in accordance with applicable IRS regulations.

5.5 At the request of a donor, the university and its associated entities may treat a gift as anonymous. In doing so, the university and its associated entities will make every effort to honor the donor’s request to the extent the law allows.

5.5.1 A gift will not be treated as anonymous for the purpose of shielding the university or its associated entities from damage to their reputation or disguising a gift which would have otherwise not been accepted.

5.6 The university or its associated entities may return a gift if the university and/or its associated entity determines that the gift compromises the academic freedom and/or mission of the university and/or could disparage, impair, or adversely impact the reputation, image, integrity, or otherwise be contrary to the best interests of the university.

6. REGULATIONS, RULES AND STANDARD OPERATING PROCEDURES

6.1 The Chancellor or Chancellor’s Designee may adopt procedures for the acceptance of
gifts to ensure that private gifts to the university are appropriately accepted in accordance with this policy, properly recorded and administered using appropriate internal controls and sound financial business practices; and to ensure that the acceptance and management of gifts are handled in compliance with external regulations and the university’s fiduciary obligations to donors. Such procedures must comply with applicable federal and state laws and be consistent with this policy and other applicable university administrative regulations.
INFORMATIONAL REPORTS

University Advancement Update

Fundraising and Campaign Report

Alumni Association Update
NC STATE

THINK AND DO THE EXTRAORDINARY

The Campaign for NC State
University Advancement Update

Brian Sischo
Vice Chancellor
University Advancement
Summary of Accomplishments

Fiscal Year 2019-20

• Record-Breaking Year in Fundraising
• Five-Year Strategic Plan Roadmap
• Taking Care of the Pack during COVID-19
• Expansion of Principal Gifts Program
• Developing & Retaining Extraordinary Employees
• Advancement Services – Process Improvements
• Launch of Strategic Brand Management
• Alumni Engagement - Virtual Events
CAMPAIGN BY THE NUMBERS

Endowments
as of June 30, 2020

943
New Campaign Endowments

$1.42B
Total Endowment Market Value

3068
Total Endowments

Student Support

541
New Funds in Campaign

$415M
Endowment Market Value of Funds created in Campaign

Faculty Support

1960
Total # Funds

74
New Funds in Campaign

$153M
Endowment Market Value of Funds created in Campaign
CAMPAIGN BY THE NUMBERS

Student Support
as of June 30, 2020

541 / 1960
New Student Support Endowments / Total Endowments

$415M
Endowment Market Value of Student Support Funds created in Campaign

$620M
Total Endowment Market Value of Student Support

Undergraduate Support
464
New Campaign Endowments

Graduate Support
77
New Campaign Endowments
CAMPAIGN BY THE NUMBERS
Faculty Support
as of June 30, 2020

- **Faculty Support**
  - New Faculty Support Endowments / Total Endowments: 74 / 193
  - Endowment Market Value of Faculty Support Funds Created in Campaign: $153M
  - Total Endowment Market Value of Faculty Support: $257M

- **Faculty Support**
  - New Campaign Endowments: 12

- **Professorships**
  - New Campaign Endowments: 62
$1.75B+ Public University Campaigns
Currently Underway (as of April 2020)
Looking Ahead
Goals for FY21

- Post-COVID Adjustments
- Year-two implementation of UA Roadmap
- Achieve $1.9B in Campaign (by Day of Giving 2021)
- Streamline business practices
- Focus on improved Diversity Inclusion and Equity within University Advancement
NC State Bell Tower Viewing
NC STATE
DAY OF GIVING
09.16.20
STRONGER AS A PACK
#GivingPack
Overall Strategy

NC State Day of Giving: Stronger as a Pack is a one-time September fundraising event focused on raising funds for scholarships, diversity and inclusion efforts, and enhancement funds.

The theme is intended to give colleges, programs and units the flexibility to show constituents how private support strengthens our students, reinforces our work and amplifies our impact across the state.
Questions?
Think and Do The Extraordinary Campaign Update

Jim Broschart
Associate Vice Chancellor
University Development
Milestone met 1/2/20
$1,680,853,547

Milestone met 2/13/20
$1,719,179,391

Milestone met 6/5/20
$1,719,179,391

$1.6B by 12/31/19
$1,680,853,547

$1.7B by Day of Giving
$1,719,179,391

$1.75B by 6/30/20
$1,719,179,391

Reachback Total $330,687,005

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

Current Total $1,776,890,760

$2B Aspiration

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

$1.6B Campaign End Goal

CAMPAIGN TIME PERIOD ELAPSED 85%

CAMPAIGN GOAL ACHIEVED 111%
TARGET $50M - $400M

- Ag and Life Sciences: 104% ($400M - $415M)
- University-Wide: 122% ($364M - $300M)
- Engineering: 98% ($225M - $230M)
- Athletics: 92% ($193M - $210M)
- Veterinary Medicine: 104% ($183M - $175M)
- Poole College: 144% ($94M - $65M)
- Sciences: 105% ($63M - $60M)

Legend: Gray = Target  Red = Contributions
Behind Pace by 3.9M
YTD Gifts and New Commitments: July 31, 2020

- YTD Total: $12,710,838
- 3 yr average FY17-19: $16,364,409
- LYTD: $28,970,824
Fundraising Results During the Pandemic:

2020 Amount Raised and 3 Yr Avg Amount Raised

- 2020 Amount Raised
- 3 Yr Avg Amount Raised

![Graph showing fundraising results during the pandemic.](chart.png)
Fundraising Results During the Pandemic:

2020 Gift Count and 3 Yr Avg Gift Count

- 2020 Gift Count
- 3 Yr Avg Gift Count

Week
Movement in Donor Behaviors:

- Eleven (11) new gift agreements totalling $507,000, targeted to students from under-represented groups established since May.
  (For perspective: the norm would be one or two among approximately 160 gift agreements created during this period.)

- Three (3) gift agreements amended to re-target students from under-represented groups since May.

- Waiting. Flat pipeline.
Current Outlook: Path to $2B

Necessary 2B by 12/31/21: 3.3M
Necessary 2B by 11/2021: 3.5M
Current: 3.7M
At June 2020: 3.9M
Good Work Still Happening!

First - Ever Development Achievement Awards
Discovery Initiative
$11M & $7M Commitments Closed
Gift Officer Activity
Alumni Association Update

Thursday, September 10, 2020

Benny Suggs ’69
RADM USN (ret)
Associate Vice Chancellor – Alumni Relations
Executive Director – NC State University Alumni Association
We create powerful experiences to keep you connected to your NC State passions, memories and fellow alumni. NC State played an important role in determining who you are and will continue to shape your identity throughout your life. As a member of the Alumni Association, you gain exclusive benefits and rich opportunities to engage with your university and your peers. *The NC State Alumni Association gives you inspiration to fuel your pride.*
Alumni Population Centers
Networks and Constituency Groups

- 40 Alumni Networks across the country
- Constituency Groups including:
  - Black Alumni Society
  - Lawyers
  - Forever Club
  - Caldwell Fellows
  - Native Americans
  - Young Alumni
  - Park Scholars
  - Alumni Entrepreneurs
  - Alumni Veterans
  - Latinx Alumni
Year in Review
Highlights

Legacy Luncheon:
• Moved our popular Legacy Luncheon indoors to Reynolds Coliseum, increasing attendance and the overall experience for this important group of new students and their alumni families.

Student Alumni Association:
• Grew membership in the Student Alumni Association by 10% thus maintaining its status as the largest student organization on campus.
Highlights

Career Services:
• Even more important with the economic fallout from the pandemic. We provided 6 virtual events, including a series just for young professionals, that reached over 2,000 viewers.

UA Roadmap:
• Created an alumni engagement definition and scoring model using categories determined by CASE (volunteer, experiential, philanthropic and communication).
Student Support:
• Provides $900,000 in support to 150 students including 75 Caldwell Fellows.

Caldwell Fellows:
• Increased annual stipends from $7,000 to $8,000 bringing total value of a Caldwell award to approximately $10,000 annually.
Highlights

Resource Page:

• Created an Alumni Association Resource page to highlight alumni-owned businesses and curated social media content to keep alumni informed and engaged remotely.

CASE Award Recognition:

• For the first time earned a Platinum Award in the national contest for Best Article of the Year (Can Sweet Potatoes Save the World?).
• Received Case Gold Award for BASFest (engagement).
• NC State Magazine won a number of awards in the District III competition.
Engagement Activity:

• In the eight months of the year before the pandemic hit, we saw an 11% increase in the number of regional engagement events over the previous year.

• Closer to home, we were able to successfully transition the Wake County Alumni Network into a new, larger Triangle Alumni Network (1/3 of all living alumni) with a wider reach of volunteers and programming.

• Sponsors/supports more than 250 alumni events nationally each year.
Highlights

Finances:
• Our efforts to bring in revenue from memberships, sponsorships, magazine advertising and other partnerships combined with a constant focus on the bottom line by all department heads resulted in a budget carryover of $180,000. Although the pandemic hurt our operations, we were able to close out the fiscal year in great shape.

• We completed our 10th year with a clean annual audit.
Questions or Comments
COMMITTEE DISCUSSION

Naming Opportunity Proposal
August 18, 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 proposal:

College of Natural Resources

CONNECT Program
The College of Natural Resources proposes the opportunity to name the CONNECT Program.
August 17, 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 proposal:

**College of Natural Resources**

**CONNECT Program**
The College of Natural Resources proposes the opportunity to name the CONNECT Program.
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: 1
- Total Naming Opportunities: 1
- Total Gift Amount: $500,000
- Colleges/Units Represented:
  - College of Natural Resources

College of Natural Resources
CONNECT Program
The CONNECT program provides a pathway for students to begin their education at a community college and transfer to the College of Natural Resources’ Department of Forestry and Environmental Resources. During their first year at a transfer institution, students receive academic advising and additional support from the Department.

- Naming Type: Program
- Total Naming Opportunities: 1
- Total Gift Amount of Naming Opportunities: $500,000
- Purpose of Funds: The gift will be directed into a named endowment to provide unrestricted support for the program.

Policy References
POL 03.00.02 – Criteria and Procedures for Naming Facilities and Programs
CONNECT Program

College/Unit: College of Natural Resources

Total Number of Gift Opportunities: 1

Total Amount of Gift Opportunities: $500,000

Fund Information: Naming gifts will be directed into a named endowment to provide unrestricted support for the program.

Information about Gift Amount:

<table>
<thead>
<tr>
<th>Program Naming Opportunity</th>
<th>Minimum Gift Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONNECT program</td>
<td>$500,000</td>
</tr>
</tbody>
</table>

Program Information: The CONNECT program provides a pathway for students to begin their education with a qualifying year at a community college and then transfer to the Department of Forestry and Environmental Resources in the College of Natural Resources. During their first year at a transfer institution, students receive academic advising and additional support from the Department. Majors include Forest Management, Natural Resources, Environmental Technology and Management, and Fisheries, Wildlife and Conservation Biology.
Proposals for Naming Opportunity Approval

Board of Trustees’ Meeting
September 10, 2020
College of Natural Resources

CONNECT Program

- **Naming Type:** Program
- **Total Naming Opportunities:** 1
- **Total Gift Amount of Naming Opportunities:** $500,000
- **Fund Purpose:** Gifts will be directed into a named endowment to provide unrestricted support for the program.