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 MINUTESTAB 6.1
   Approval of September 10, 2020 Minutes 6.1A

2. INFORMATIONAL REPORTSTAB 6.2
   A. University Advancement Update 6.2A
      Brian Sischo, Vice Chancellor, University Advancement
   B. Fundraising and Campaign Report 6.2B
      Jim Broschart, Associate Vice Chancellor, University Development
   C. University Communications Update 6.2C
      Brad Bohlander, Chief Communications Officer, and
      Associate Vice Chancellor for University Communications

4. COMMITTEE DISCUSSIONTAB 6.3
   A. Naming Opportunity Proposals 6.3A
      Jim Broschart, Associate Vice Chancellor, University Development
5. CLOSED SESSION

A. Approval of September 10, 2020 Closed Session Minutes * 6.4A

✓ B. Request Approval for Naming Specific University Facilities and Programs 6.4B

✓ C. Watauga Medal Recommendation 6.4C

6. RECONVENE OPEN SESSION

7. ADJOURN

* Committee Approval
✓ Full Board Approval
CONSENT AGENDA

Approval of September 10, 2020 Minutes
OPEN SESSION MINUTES
University Advancement and External Relations Committee
Board of Trustees
North Carolina State University
September 10, 2020

The University Advancement and External Relations Committee of the Board of Trustees of North Carolina State University met September 10, 2020 on Zoom.

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

Chair Andrews called the meeting to order at 1:17 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 April 23, 2020 meeting were presented for approval, and with no changes, they were approved by consent.

Action Items
Review of Committee Responsibilities and Plan of Work
The committee reviewed the established committee responsibilities and a plan of work for the new year.

Revision to Policy 03.00.01 and 03.00.02
Vice Chancellor Sischo presented the revisions to policy 03.00.01, Coordination of Fundraising Activities and Acceptance of Private Donations. A motion was made by Mr. Weisiger and seconded by Mr. Stack. The motion carried.

Vice Chancellor also presented the revisions to policy 03.00.02, Criteria & Procedures for Naming Facilities, Programs & Funds. A motion was made by Mr. Stack and seconded by Mr. Weisiger. The motion carried.

Informational Reports
University Advancement Update

Vice Chancellor Sischo presented a University Advancement update, sharing an overview of the accomplishments from the previous fiscal year which included a record-breaking fundraising year and critical support to students and university operations in response to COVID-19. He
also provided an update on the impacts of the campaign to date, and a brief overview of Day of Giving, which will be held on Wednesday, September 16th.

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 $1.78 billion. He shared perspective on how COVID-19 has affected operations and noted that we continue to make significant progress towards a $2B campaign goal.

Alumni Association Update
Associate Vice Chancellor Benny Suggs then shared an Alumni Relations update with the committee where he highlighted several of the successes over the past year which included the successful execution of six virtual career service events in response to COVID-19. He also shared that NC State Alumni magazine received the CASE Platinum Award for the Best Article of the Year (Can Sweet Potatoes Save the World?).

Committee Discussion
Naming Opportunity Proposals
The Committee reviewed and approved one naming opportunity proposal for the College of Natural Resources.

Closed Session
A motion was made by Mrs. Goodnight and seconded by Mr. Weisiger, at 2:31 pm to go into closed session to approve five donor naming proposals. The motion carried.

Mr. Stack moved to approve the items discussed in Closed Session related to the approval of the donor naming proposals, which included five donor naming proposals for the College of Agriculture and Life Sciences. Mr. Prestage 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 2:37 pm.

Adjournment
With no further business, Chair Andrews announced the meeting adjourned at 2:39 pm.

Submitted by Maggie Musick, Secretary

Approved by

__________________________
Chip Andrews, Chair
INFORMATIONAL REPORTS

University Advancement Update

Fundraising and Campaign Report

University Communications Update
NC STATE
THINK AND DO
THE
EXTRAORDINARY
The Campaign for NC State
University Advancement Update

Brian Sischo
Vice Chancellor
University Advancement
RED & WHITE WEEK
NC STATE
DAY OF GIVING
09.16.20
STRONGER AS A PACK
#GivingPack
Other UA Updates

The Taskforce for Inclusion, Diversity, and Equity (T.I.D.E)

Engagement Scoring Model

AVC Advancement Services – Search update
Questions?
Ahead of pace by $389,100

Ahead of pace by $6,567,157
YTD Gifts and New Commitments: September 30, 2020

- **YTD Total**: $43,753,391
- **3 yr average FY17-19**: $36,371,206
- **LYTD**: $56,076,204
Extraordinary Opportunity Scholarship Initiative
as of September 30, 2020

Matching Pool
Total $ Committed: $5,320,000
Total $ Received: $200,000
Total $ Matching Claims: $197,042

Individual Funds
Total $ Committed: $683,995
Total $ Received: $394,084
Established Funds: 8

Total Giving: $6,262,989
Includes matching pool, individual funds and university-wide funds
NC STATE

DAY OF GIVING

09.16.20

STRONGER AS A PACK

#GivingPack
Overall Summary

$ 23,223,425 Dollars
($13,535,397 in 2019)

8,230 Gifts
(10,810 in 2019)

6,955 Donors
(9,397 in 2019)
# Red vs. White Divisions

## Red Division

<table>
<thead>
<tr>
<th>UNIT</th>
<th>TOTAL DOLLARS</th>
<th>% OF BONUS</th>
<th>BONUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. College of Veterinary Medicine</td>
<td>$2,672,516.00</td>
<td>29%</td>
<td>$8,700.00</td>
</tr>
<tr>
<td>2. College of Sciences</td>
<td>$2,271,323.03</td>
<td>24%</td>
<td>$7,200.00</td>
</tr>
<tr>
<td>3. College of Agriculture and Life Sciences</td>
<td>$1,856,976.53</td>
<td>20%</td>
<td>$6,000.00</td>
</tr>
<tr>
<td>4. College of Engineering</td>
<td>$1,243,337.95</td>
<td>13%</td>
<td>$3,900.00</td>
</tr>
<tr>
<td>5. NC State Athletics</td>
<td>$660,896.00</td>
<td>7%</td>
<td>$2,100.00</td>
</tr>
<tr>
<td>6. College of Humanities and Social Sciences</td>
<td>$566,748.37</td>
<td>6%</td>
<td>$1,800.00</td>
</tr>
</tbody>
</table>

## White Division

<table>
<thead>
<tr>
<th>UNIT</th>
<th>TOTAL DOLLARS</th>
<th>% OF BONUS</th>
<th>BONUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Wilson College of Textiles</td>
<td>$2,650,194.82</td>
<td>35%</td>
<td>$10,500.00</td>
</tr>
<tr>
<td>2. Division of Academic and Student Affairs</td>
<td>$2,233,008.77</td>
<td>29%</td>
<td>$8,700.00</td>
</tr>
<tr>
<td>3. Poole College of Management</td>
<td>$827,512.50</td>
<td>11%</td>
<td>$3,300.00</td>
</tr>
<tr>
<td>4. NC State University Libraries</td>
<td>$676,420.00</td>
<td>9%</td>
<td>$2,700.00</td>
</tr>
<tr>
<td>5. College of Natural Resources</td>
<td>$659,473.96</td>
<td>9%</td>
<td>$2,700.00</td>
</tr>
<tr>
<td>6. College of Education</td>
<td>$434,842.66</td>
<td>6%</td>
<td>$1,800.00</td>
</tr>
<tr>
<td>7. College of Design</td>
<td>$194,986.00</td>
<td>3%</td>
<td>$900.00</td>
</tr>
</tbody>
</table>
## University Priorities

<table>
<thead>
<tr>
<th>UNIT</th>
<th>TOTAL GIFTS</th>
<th>% OF BONUS</th>
<th>BONUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. NC State Extraordinary Opportunity Scholarship</td>
<td>679</td>
<td>24%</td>
<td>$6,000.00</td>
</tr>
<tr>
<td>2. Park Scholarships</td>
<td>412</td>
<td>15%</td>
<td>$3,750.00</td>
</tr>
<tr>
<td>3. NC State Black Alumni Society Scholarships</td>
<td>311</td>
<td>11%</td>
<td>$2,750.00</td>
</tr>
<tr>
<td>4. University's Greatest Needs Fund</td>
<td>203</td>
<td>7%</td>
<td>$1,750.00</td>
</tr>
<tr>
<td>5. Osher Lifelong Learning Institute Annual Giving</td>
<td>160</td>
<td>6%</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>6. NC State Alumni Association</td>
<td>155</td>
<td>6%</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>7. NC State Latinx Alumni Network Scholarship</td>
<td>153</td>
<td>6%</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>8. The Caldwell Fellows</td>
<td>139</td>
<td>5%</td>
<td>$1,250.00</td>
</tr>
<tr>
<td>9. Office for Institutional Equity and Diversity</td>
<td>93</td>
<td>3%</td>
<td>$750.00</td>
</tr>
<tr>
<td>10. Alumni Association Student Ambassador Program</td>
<td>83</td>
<td>3%</td>
<td>$750.00</td>
</tr>
</tbody>
</table>
Gifts Online

19.2% **increase** in **dollars** raised online

2019 Average: $120/gift  
2020 Average: $187/gift

30.5% **decrease** in number of **gifts** online
Facts and Figures

- 2 gifts of $2.5M, 7 gifts of $1M+
- 1,092 first time NC State donors
- 2,693 donors have supported *both* Days of Giving
- 294 donors have given *only* to Days of Giving
- 11 donors gave over 100 gifts
- 456 funds across NC State supported
- Giving represented from 9 *decades* of constituents
  - (1940's through 2020's)
### Leadership Participation

<table>
<thead>
<tr>
<th></th>
<th>Participation</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board of Trustees</td>
<td>54%</td>
<td>$1,008,200</td>
</tr>
<tr>
<td>Chancellor's Cabinet</td>
<td>100%</td>
<td>$14,815</td>
</tr>
<tr>
<td>NCSU Foundation</td>
<td>85%</td>
<td>$1,714,718</td>
</tr>
</tbody>
</table>
University Communications and Marketing

- *University Communications and Marketing* is NC State's dedicated communications and marketing *Center of Excellence*.

- We provide expert leadership, strategy, services and support to advance the NC State brand and achieve the university’s strategic goals.
Who We Are

- University Strategic Marketing
- University Communications
- University Special Events
- Development Communications and Stewardship
- Strategic Brand Management
Our Focus: Lead and Support

University Communications and Marketing provides the campus community with central, professional communications leadership, strategy, tools, services and support to ensure successful, on-brand, collaborative communications, events and partnerships that help achieve the strategic goals of the university, its colleges and units.
Reach and Impact — By the Numbers
Media Relations

- 41,000+ academic and research media clips tracked throughout the year in print, digital and broadcast
- $41+ million in equivalent advertising value generated by academic media coverage
- Total reach of 172.4 million readers/viewers
Media Relations

- NC State research stories featured on federal agency news sites — including the NSF — more than 60 times

- The Abstract – innovative research blog focused on discovery and impact

- Audio Abstract – Research Podcast delivering branded news directly to listeners
Internal Communications

- All-time high readership for the NC State Bulletin
- Readership spiked in March 2020, with an average open rate of 75% for the month
- Sustained increased readership since March, with a current average open rate of 68%
- New focus on our Resilient Pack
- More than 1.3 million visits to the NC State news site for fourth consecutive year

- Average time-on-page increased to 3 minutes and 41 seconds

- Top 2019-20 story was on nonwoven mask materials
Peer Influencer Strategy

A Revolution in Regenerative Medicine

Conventional 3D printers can manufacture replacement soft tissues. NC State researchers built one that does.

At the intersection of biology, materials and medicine, we’re engineering scaffolds for cells that carry weight, speak into and grow on their own.

Our next target? Creating organs.

results.ncsu.edu

The Future Is Quantum

Quantum computing will unlock complex problems. As the host of the NSF University Center for Quantum Science and Engineering, NC State University is tackling the large-scale challenges that classical computers can’t solve.

We’re active in quantum computing, quantum materials, quantum information and more. Join us at the forefront.

quantum.ncsu.edu

Hot Spot for 5G Innovation

At NC State, we’re leading the charge on a $26 million National Science Foundation grant to revolutionize wireless systems.

From self-driving cars to robots that heal themselves, real-world solutions lie at the intersection of 5G technology and autonomous drones.

Groundbreaking research. Global benefits.

results.ncsu.edu

The Home of Plant Sciences

Agriculture is under assault. That’s why we founded the NC State Plant Sciences Initiative, a global effort dedicated to protecting our food supply and enhancing sustainability.

From using big data to detect plant diseases to bringing plants to combat desertification, we’re helping to feed, clothe and fuel the world.

gog.n.csu.edu/plant-sciences
Web and Digital

- Homepage garnered more than 10 million visitors over the last year
- One-third are new visitors
- 40+% of traffic is mobile
- NC State’s enterprise website generated about 20 million total pageviews
Enterprise Social Media — Overall Impact

- About 650,000 friends and followers across Facebook, Twitter, Instagram and LinkedIn
- More than 100 million total impressions – double from the previous year
- More than 2.4 million engagements – over 1 million more than last year
- The Hub generated several outstanding campaigns to advance the brand, engage key audiences and achieve goals
Marketing and Advertising

- Drive more than 100,000 million impressions and significant engagement
- Target demographic, psychographic and lifestyle campaigns
- Digital and social ads, organic social
- Television
- Streaming Audio (Pandora)
- Billboard
- Airport
- Sponsored Events
- Athletics
Development Communications and Stewardship

- Lead efforts to plan, execute and distribute major gift announcements
- Generated more than 45 original features and curated 390 others in the News (PIN) e-digest, Campaign newsletter and others
- Continued a Digital Philanthropy communications focus across Enterprise, Alumni and college social media channels
- Managed hundreds of chancellor and VC acknowledgements along with thousands of gift reports and donor/alumni greetings
University Special Events

- University Special Events engaged with nearly 13,000 households and welcomed nearly 7,000 guests to on-campus events before stay-at-home orders were enacted.
- Thirteen confirmed events were cancelled; however, Special Events engaged several thousand guests remotely through a series of outreach opportunities with the Chancellor.
- Since the pandemic, USE continued that important work for all virtual events - and created toolkits and guidelines for branded virtual events.
Strategic Brand Management

- Launched the Office of Strategic Brand Management, including incorporating Licensing Trademark operations into UComm and starting the University Sponsorship Program
- Worked with Wolfpack Outfitters to make officially-licensed NC State face masks to advance the NC State brand in this unprecedented time
- Led several efforts including: creating the executive sponsorship committee; insurance workgroup; band branding; Coke negotiations; exclusive Belltower collection and more
Belltower Collection
Strategically, Purposefully Elevating the Pack
DAY OF GIVING 2020

$23,223,425

In just 24 hours, the Wolfpack did the extraordinary on behalf of current and future NC State students.

See the results →
Campaign Priorities

Our Promise of Access

With the Extraordinary Opportunity Scholarship Initiative, we’re reaffirming our commitment to access and affordability for scholars from across our state.

Learn more →

A Million Thanks to Our Pack

April 28, 2020 | Amy Rossi

As NC State adjusted operations in response to the coronavirus pandemic, alumni, friends, faculty and staff reached out with one question: How can we help?

Our Wolfpack came together to raise over $1,000,000 for the Student Emergency Fund. You have helped more than 1,500 students stay on track academically in the face of unexpected financial emergencies related to job loss, technology needs, housing and childcare.
Forged in Fire

The first 18 bells that arrived at the Memorial Belltower in June 2020 are the result of months of hard work. The making of a bell encompasses molding, casting and finishing. NC State’s bells are being cast from extremely hot molten bronze (about 80% copper and the rest tin) in a choreographed process led by Ben Sunderlin (in green), shown here casting the second-largest bell for our belfry during a September 2019 visit to the B.A. Sunderlin Bellfoundry in Ruther Glen, Virginia. A bell mold is buried in a sand pit and the metal is poured in. Photos by Becky Kirkland.
Live From the International Space Station

A Video Chat From Outer Space Becomes a Statewide Teaching Moment

When NASA approved NC State’s request to host a live downlink from the International Space Station with astronaut and alumnus Christina Koch, the university had just a few months to pull together an event that highlighted the science and wonder of space exploration — as well as the strengths in STEM education that helped one of its alums reach for the stars.

Teams from across NC State and event co-host the North Carolina School of Science and Mathematics came together to design an engaging and educational program around the 20-minute Q&A with Koch. They also led a coordinated effort to get the word out to audiences at both schools and beyond via social media and email campaigns, media pitches and outreach to K-12 schools across the state.

The result was a cosmic success. Koch answered questions from students from both schools. Astrophysicist and science communication superstar Katie Mack spoke about her path to a successful career in science. A panel of...
Partnership Portal

Why Partner With NC State?
Unparalleled access to cutting-edge research and world-class brainpower — plus a seamless partnership process.

Join Forces With Us
When you partner with NC State, you put a leading research university to work for you. Our Centennial Campus is home to more than 76 industry partners, and we’re at the forefront of research commercialization. In fact, we have an entire department dedicated to supporting corporate partnerships.

Partnership Engagement Opportunities

Co-Location
- Join a collaborative community of industry, government and academic leaders
- Access state-of-the-art equipment, labs and facilities, and subject matter experts and emerging talent

Talent
- Hire highly qualified students as interns or co-ops
- Collaborate with faculty experts to solve challenges and glimpse future trends

Entrepreneurship
- License intellectual property developed at NC State
- Collaborate with NC State innovators to launch and scale a new product

Learn more...
In-House Advertising Service

- Advances marketing strategy and impact across the university
- Supports both central efforts as well as campaigns for the colleges and units
- In the first six months, we launched 17 advertising campaigns totaling $470,620 in ad spend. This equates to $70,593 in university savings.
University Calendar

- Launched a new University Calendar to improve the way NC State communicates events and calendar opportunities
Digital and Web Strategy
COVID-19 Leadership

- UComm provided extensive leadership, messaging and strategic communications support around COVID-19 to university departments and partners across campus
- Created, edited, coordinated more than 450 messages to campus community
- Drafted, edited and/or otherwise managed all central university messages – print, video or otherwise - about COVID-19
- Created a COVID-19 Communicators Toolkit and managed a university-wide Coronavirus Content Calendar
Protecting the Pack

Our Commitment

At NC State, we are doing everything we can to protect the Pack as we respond to the COVID-19 pandemic.

To make that happen, every member of the community must do their part. This site presents protocols, guidelines, and frequently updated information to help promote a safe and supportive environment for students, faculty, and staff.

Our top priority in all decisions is the health, safety and well-being of our Wolfpack community.
Celebrating our Graduates

The Class of 2020 Writes Their Own Story
As they look to the future, our newest graduates reflect on their time at this place they’ve called home.
May 9, 2020

NC State University
Class of 2020 — It’s your graduation morning. Normally at this time you’d be lining up at PNC Arena next to your best friends, batting butterflies in your stomach and crossing your fingers that you don’t trip. This year isn’t normal, but it doesn’t define you. Hard work, kindness, innovation and resilience — that’s what the class of 2020 is made of. This is your story, as told by you, and it’s only just beginning. #NCState20

Socially Distant NC State Alma Mater
New Student and Family Orientation Vibrant as Always, but Online for Now

NC State’s New Student Programs was able to quickly pivot from in-person to virtual orientation sessions in a matter of weeks.
Honoring our Community

Resilient Pack
From shunning out masks to materials to ensuring the campus food pantry stays safely open, NC State staff and faculty have risen to meet the challenges posed by COVID-19. Here are just a few of their stories.

Recent Stories

Insights Into a Tiny Insect That Causes Big Damage
After the Blaze: How Wildfires Can Impact Drinking Water
Brewing Up Ancient Beer

Teamwork, Trust Keep NC State Stocked
NC State employees hustled to get critical supplies for campus when COVID-19 reached the United States, ensuring the Wolfpack had the necessities for safe classes, research and work.

Protect the Pack

Our Community in Action

MAC Recruiting Goes Viral
In a normal year for one of our Master of Accounting (MAC) students, fall recruiting kicks off with a loud, fun event that offers exclusive engagement with several dozen public accounting firms. This year, of course, is far from normal. As the COVID-19 pandemic continues to prevent events from taking place in person, Meet the... →

Switching Gears
COVID-19 forced NC State’s academic programs online this spring, but the Global Learning Initiative with an opportunity to expand their reach. G.L.I.’s Global Education, Academics, and Research Strategies (GEARS) program — an academic, research and cultural exchange program... →

Counseling the Pack
The Counseling Center and Prevention Services made a seamless transition to telehealth, and staff and mental health services have been more accessible than ever before during the COVID-19 pandemic. →

HEI Student Raises the Bar for at-Home Fitness
Driving Expertise

NC State Experts on COVID-19
Experts across NC State’s campus are available to speak with media about the wide-ranging effects of COVID-19 on our world. Meet faculty at the forefront:

Food Safety

Ben Chapman, professor of agricultural and human sciences and food safety specialist, can discuss food preparation, food handling and care for kitchen surfaces. He can be reached at bchapma@ncsu.edu or 919.515.3005.

Virus Transmission Through Food

LisaAnn Jakus, William Neal Reynolds Distinguished Professor of Food, Bioprocessing and Nutrition Sciences, is an expert in food virology, specifically the transmission of viruses through the food chain. She can be reached at ljakus@ncsu.edu or 919.861.2974.

Vaccine Manufacturing

Jennifer Pancottta, director of industry programs and research at NC State.

NC State in the News: COVID-19
NC State news is shared far and wide. Below are just some of our recent appearances in local, regional, national and international media publications related to COVID-19.

July 2020 Media Mentions

Students return to campus as coronavirus infections grow in some states
Published: July 31, 2020 | Associated Press
North Carolina State University staggered the return of its students over 10 days and welcomed the first 1,000 students to campus, where they were greeted Friday by physically distant volunteers donning masks and face shields. The flow of passage was well-organized but low-key after, as boxes were unloaded, luggage was wheeled and beds were hauled. "It's just odd not seeing anybody. You expect it to be hustle and bustle and all that around, but there was nothing. It was pretty empty," said Dominick DePace, an incoming freshman from Charlotte, N.C.

Bars, strip clubs and breweries discover how to survive during the pandemic: Reopen as restaurants
Published: July 31, 2020 | The Washington Post
Ben Chapman, a professor and food safety specialist at North Carolina State University, says converting bars to restaurants may be a clever solution to help businesses survive, but the conversion won’t necessarily help Americans survive the pandemic.

Expert: We need to prepare for COVID-19 vaccine distribution now
Published: July 30, 2020 | Fortune
This is precisely the sort of challenge June Swann has spent her professional life preparing for.
Questions?
COMMITTEE DISCUSSION

Naming Opportunity Proposal
October 16, 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 Design

Department of Industrial Design, 111 Lampe Drive
The College of Design proposes the opportunities to name 18 spaces in 111 Lampe Drive that will be renovated and upgraded for the Department of Industrial Design.

College of Education

William and Ida Friday Institute of Educational Innovation
The College of Education proposes the opportunities to name 10 spaces in the Friday Institute.

Prototyping and Fabrication Lab, Poe Hall Room 106
The College of Education proposes the opportunity to name Room 106 in Poe Hall.
October 16, 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 Design**

**Department of Industrial Design, 111 Lampe Drive**
The College of Design proposes the opportunities to name 18 spaces in 111 Lampe Drive that will be renovated and upgraded for the Department of Industrial Design.

**College of Education**

**William and Ida Friday Institute of Educational Innovation**
The College of Education proposes the opportunities to name 10 spaces in the Friday Institute.

**Prototyping and Fabrication Lab, Poe Hall Room 106**
The College of Education proposes the opportunity to name Room 106 in Poe Hall.
Board of Trustees Consent Agenda
University Advancement Committee
Naming Opportunities Proposals

November 12, 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: 3
- Total Facility Proposals: 3
- Total Program Proposals: 0
- Total Naming Opportunities: 25
- Total Gift Amount: $3,515,000
- Colleges/Units Represented:
  - College of Design
  - College of Education

College of Design
Department of Industrial Design, 111 Lampe Drive
111 Lampe Drive was originally built in 1926. The first floor will be renovated and upgraded to house studios and offices for the Department of Industrial Design.

- Naming Type: Renovated/Upgraded spaces
- Total Naming Opportunities: 18
- Total Gift Amount of Naming Opportunities: $1,925,000
- Purpose of Funds: Gifts will support the renovation and upgrade project at 111 Lampe Drive.
College of Education

William and Ida Friday Institute of Educational Innovation
The Friday Institute for Educational Innovation opened in November 2005 with over 33,000 square feet of space for multidisciplinary research and educational outreach.

- Naming Type: Existing spaces
- Total Naming Opportunities: 10
- Total Gift Amount of Naming Opportunities: $1,240,000
- Purpose of Funds: Gifts will support the Friday Institute Enhancement Fund.

Prototyping and Fabrication Lab, Poe Hall Room 106
Poe Hall was constructed in 1970 as the home of the School of Education. Room 106 is the largest active learning/lab space in the building.

- Naming Type: Existing space
- Total Naming Opportunities: 1
- Total Gift Amount of Naming Opportunities: $350,000
- Purpose of Funds: The gift will support the Dean’s Fund.

Policy References
POL 03.00.02 – Criteria and Procedures for Naming Facilities, Programs and Funds
Proposals for Naming Opportunity Approval

Board of Trustees’ Meeting
November 12, 2020
College of Design

Department of Industrial Design, 111 Lampe Drive

- **Naming Type**: Renovated and existing spaces
- **Total Naming Opportunities**: 18
- **Total Gift Amount of Naming Opportunities**: $1,925,000
- **Fund Purpose**: Gifts will support the 111 Lampe Drive renovation and upgrade project.
William and Ida Friday Institute for Educational Innovation

- **Naming Type:** Existing spaces
- **Total Naming Opportunities:** 10
- **Total Gift Amount of Naming Opportunities:** $1,240,000
- **Fund Purpose:** Gifts will support the Friday Institute Enhancement Fund.
College of Education

Prototyping and Fabrication Lab
Poe Hall Room 106

- **Naming Type**: Renovated space
- **Total Naming Opportunities**: 1
- **Total Gift Amount of Naming Opportunities**: $350,000
- **Fund Purpose**: A gift will support the Dean’s Fund.