CALL TO ORDER, READING OF ETHICS STATEMENT AND PUBLIC MEETING NOTICE
Chip Andrews, Chair

ROLL CALL

APPROVAL OF MINUTES
— Committee Action: Approval of November 12, 2020 minutes

INFORMATIONAL REPORTS
— University Advancement Update
  Brian Sischo, Vice Chancellor, University Advancement
  6.2A
— Fundraising and Campaign Report
  Jim Broschart, Associate Vice Chancellor, University Development
  6.2B
— Major Gifts, Annual Giving, Gift Planning, and Day of Giving Discussion
  Jim Broschart, Associate Vice Chancellor, University Development
  6.2C
— Wolfpack Women in Philanthropy Presentation
  Elin Gabriel and Gayle Lanier, Chair and Vice Chair,
  Wolfpack Women in Philanthropy
  6.2D

COMMITTEE DISCUSSION
— Naming Opportunity Proposals
  Jim Broschart, Associate Vice Chancellor, University Development
  Committee Action: Approval of Naming Opportunity Proposals
  6.3A

CLOSED SESSION

RECONVENE IN OPEN SESSION

ADJOURN
CONSENT AGENDA

Approval of November 12, 2020 Minutes
The University Advancement and External Relations Committee of the Board of Trustees of North Carolina State University met November 12, 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 1:15 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**

Trustee Weisiger made the motion, seconded by Trustee Goodnight, to approve the open session minutes of the September 10, 2020 meeting. Chair Andrews called for a vote by roll call.

- Chip Andrews VOTE
- Ann Goodnight VOTE
- Ed Stack VOTE
- Wendell Murphy VOTE
- Ron Prestage VOTE
- Ed Weisiger Jr. VOTE

The motion passed.

**Informational Reports**

**University Advancement Update**

Vice Chancellor Sischo presented a University Advancement update, sharing an overview of Red & White Week events, reporting on results from a recent Washburn & McGoldrick survey, and providing an update on the University Advancement Roadmap projects. Most importantly, he provided the committee with a high-level overview of the success of Day of Giving, reporting that over $23.2 million was raised to support critical areas of the University.

**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 $1.82 billion. He then shared a comprehensive overview of Day of Giving – stating that gifts were made in all 50 states, in addition to 13 countries.

University Communication Update
Associate Vice Chancellor Brad Bohlander then shared a University Communications update with the committee where he highlighted several areas of success over the past year which included promoting awareness of NC State’s brand and reputation, continuing to lead campaign communications, and finally the strategic response and support related to COVID-19.

Committee Discussion
Naming Opportunity Proposals
The Committee reviewed and approved a total of three naming opportunity proposals, which include one in the College of Design and two in the College of Education.

Closed Session
With no further business in open session, Chair Andrews made the motion, seconded by Trustee Goodnight, at 2:16 pm to go into closed session. The motion carried.

Reconvene in Open Session
After coming out of closed session, Chair Andrews announced the meeting in open session at 2:43 pm.

Adjournment
With no further business, Chair Andrews announced the meeting adjourned at 2:44 pm.

Submitted by Maggie Musick, Secretary

Approved by

______________________________
Chip Andrews, Chair
INFORMATIONAL REPORTS

University Advancement Update

Fundraising and Campaign Report

University Development Update

Wolfpack Women in Philanthropy Presentation
NC STATE

THINK AND DO THE EXTRAORDINARY

The Campaign for NC State
University Advancement Update

Brian Sischo
Vice Chancellor
University Advancement
## Increase NC State's Endowment

### Endowment Growth FY 2011 - FY 2021 (To Date)

<table>
<thead>
<tr>
<th>FY of Giving</th>
<th>Outright Gifts</th>
<th>Outright Pledges</th>
<th>Deferred Pledges</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>$35,585,124</td>
<td>$14,640,397</td>
<td>$6,647,364</td>
<td>$56,872,886</td>
</tr>
<tr>
<td>2012</td>
<td>$27,858,799</td>
<td>$8,580,691</td>
<td>$14,783,591</td>
<td>$51,223,081</td>
</tr>
<tr>
<td>2013</td>
<td>$53,482,810</td>
<td>$52,787,367</td>
<td>$25,610,371</td>
<td>$131,880,548</td>
</tr>
<tr>
<td>2014</td>
<td>$50,613,314</td>
<td>$18,415,962</td>
<td>$47,284,380</td>
<td>$116,313,656</td>
</tr>
<tr>
<td>2015</td>
<td>$30,789,177</td>
<td>$42,623,146</td>
<td>$46,197,913</td>
<td>$119,610,236</td>
</tr>
<tr>
<td>2016</td>
<td>$30,157,718</td>
<td>$27,929,015</td>
<td>$35,866,737</td>
<td>$93,943,471</td>
</tr>
<tr>
<td>2017</td>
<td>$48,352,932</td>
<td>$63,732,790</td>
<td>$30,978,190</td>
<td>$143,063,913</td>
</tr>
<tr>
<td>2018</td>
<td>$40,137,153</td>
<td>$33,646,481</td>
<td>$28,358,173</td>
<td>$102,141,808</td>
</tr>
<tr>
<td>2019</td>
<td>$28,199,852</td>
<td>$37,670,451</td>
<td>$51,141,085</td>
<td>$117,011,388</td>
</tr>
<tr>
<td>2020</td>
<td>$28,824,561</td>
<td>$6,556,025</td>
<td>$70,332,889</td>
<td>$105,713,475</td>
</tr>
<tr>
<td>2021 (To Date)</td>
<td>$21,168,489</td>
<td>$11,535,950</td>
<td>$34,702,928</td>
<td>$67,407,367</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$395,169,930</td>
<td>$318,118,277</td>
<td>$391,893,621</td>
<td>$1,105,181,828</td>
</tr>
</tbody>
</table>

As of 1/11/2021

Note: These totals do not include Student Aid Association (Wolfpack Club)

*This includes all pledge payments received FY11-FY21, which may include payments of pledges previous to FY11.*
UNC System-Wide Fundraising

FY 2014-15 through FY 2019-20 Development Activity

*98.1% of gifts were restricted in FY2019-20
## UNC System-Wide Fundraising
### FY 2019-20 Development Activity

<table>
<thead>
<tr>
<th>UNC System Institution</th>
<th>Gifts and New Commitments</th>
<th>Cash Total Giving</th>
<th>Restricted Giving (Cash)</th>
<th>%</th>
<th>Unrestricted Giving (Cash)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appalachian State University</td>
<td>$26,554,193</td>
<td>$21,758,718</td>
<td>$21,104,371</td>
<td>97.0%</td>
<td>$654,347</td>
<td>3.0%</td>
</tr>
<tr>
<td>East Carolina University</td>
<td>$43,314,023</td>
<td>$23,134,594</td>
<td>$21,820,218</td>
<td>94.3%</td>
<td>$1,314,376</td>
<td>5.7%</td>
</tr>
<tr>
<td>Elizabeth City State University</td>
<td>$1,699,083</td>
<td>$1,699,083</td>
<td>$1,374,974</td>
<td>80.9%</td>
<td>$324,109</td>
<td>19.1%</td>
</tr>
<tr>
<td>Fayetteville State University</td>
<td>$2,300,000</td>
<td>$2,524,283</td>
<td>$2,180,635</td>
<td>86.4%</td>
<td>$343,648</td>
<td>13.6%</td>
</tr>
<tr>
<td>North Carolina A&amp;T State University</td>
<td>$18,177,487</td>
<td>$14,211,983</td>
<td>$12,828,607</td>
<td>90.3%</td>
<td>$1,383,376</td>
<td>9.7%</td>
</tr>
<tr>
<td>North Carolina Central University</td>
<td>$5,136,129</td>
<td>$4,400,439</td>
<td>$4,027,258</td>
<td>91.5%</td>
<td>$373,181</td>
<td>8.5%</td>
</tr>
<tr>
<td>NC State University</td>
<td>$235,356,981</td>
<td>$167,363,602</td>
<td>$166,498,303</td>
<td>99.5%</td>
<td>$865,299</td>
<td>0.5%</td>
</tr>
<tr>
<td>University of North Carolina at Asheville</td>
<td>$10,593,285</td>
<td>$5,690,131</td>
<td>$5,438,471</td>
<td>95.6%</td>
<td>$251,660</td>
<td>4.4%</td>
</tr>
<tr>
<td>University of North Carolina at Chapel Hill</td>
<td>$564,611,539</td>
<td>$422,247,771</td>
<td>$419,485,050</td>
<td>99.3%</td>
<td>$2,76,721</td>
<td>0.7%</td>
</tr>
<tr>
<td>University of North Carolina at Charlotte</td>
<td>$23,202,739</td>
<td>$23,004,927</td>
<td>$20,166,008</td>
<td>87.7%</td>
<td>$2,838,919</td>
<td>12.3%</td>
</tr>
<tr>
<td>University of North Carolina at Greensboro</td>
<td>$18,224,794</td>
<td>$14,363,364</td>
<td>$14,253,313</td>
<td>99.2%</td>
<td>$110,051</td>
<td>0.8%</td>
</tr>
<tr>
<td>University of North Carolina at Pembroke</td>
<td>$9,920,366</td>
<td>$6,321,599</td>
<td>$6,291,160</td>
<td>99.5%</td>
<td>$30,439</td>
<td>0.5%</td>
</tr>
<tr>
<td>University of North Carolina School of the Arts</td>
<td>$13,334,775</td>
<td>$11,309,147</td>
<td>$10,552,496</td>
<td>93.3%</td>
<td>$756,651</td>
<td>6.7%</td>
</tr>
<tr>
<td>University of North Carolina at Wilmington</td>
<td>$15,962,263</td>
<td>$10,936,683</td>
<td>$10,480,557</td>
<td>95.8%</td>
<td>$456,126</td>
<td>4.2%</td>
</tr>
<tr>
<td>Western Carolina University</td>
<td>$11,470,842</td>
<td>$8,906,279</td>
<td>$8,215,738</td>
<td>92.2%</td>
<td>$690,541</td>
<td>7.8%</td>
</tr>
<tr>
<td>Winston-Salem State University</td>
<td>$4,000,000</td>
<td>$5,680,174</td>
<td>$5,441,806</td>
<td>95.8%</td>
<td>$238,368</td>
<td>4.2%</td>
</tr>
<tr>
<td>North Carolina School of Science and Mathematics</td>
<td>$8,900,000</td>
<td>$7,051,683</td>
<td>$5,923,365</td>
<td>84.0%</td>
<td>$1,128,318</td>
<td>16.0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1,012,758,499</strong></td>
<td><strong>$750,604,460</strong></td>
<td><strong>$736,082,330</strong></td>
<td><strong>98.1%</strong></td>
<td><strong>$14,522,130</strong></td>
<td><strong>1.9%</strong></td>
</tr>
</tbody>
</table>

*98.1% of gifts were restricted in FY2019-20*
# UNC System-Wide Fundraising

## FY 2019-20 Development Return on Investment

<table>
<thead>
<tr>
<th>Institution</th>
<th>Total Cash Received</th>
<th>Total Gifts, Commitments and Pledges</th>
<th>ROI Total Cash Received (per Dev. $1 invested)</th>
<th>ROI Total Gifts, Commitments and Pledges (per Dev. $1 invested)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASU</td>
<td>$21,758,718</td>
<td>$26,554,193</td>
<td>$3.77</td>
<td>$4.61</td>
</tr>
<tr>
<td>ECU</td>
<td>$23,134,594</td>
<td>$43,314,023</td>
<td>$3.38</td>
<td>$6.33</td>
</tr>
<tr>
<td>ECSU</td>
<td>$1,699,083</td>
<td>$1,699,083</td>
<td>$2.15</td>
<td>$2.15</td>
</tr>
<tr>
<td>FSU</td>
<td>$2,524,283</td>
<td>$2,300,000</td>
<td>$1.94</td>
<td>$1.77</td>
</tr>
<tr>
<td>NCA&amp;T</td>
<td>$14,211,983</td>
<td>$18,177,487</td>
<td>$3.48</td>
<td>$4.45</td>
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<tr>
<td>NCCU</td>
<td>$4,400,439</td>
<td>$5,136,129</td>
<td>$1.73</td>
<td>$2.02</td>
</tr>
<tr>
<td>NC STATE</td>
<td>$167,363,602</td>
<td>$235,356,981</td>
<td>$12.44</td>
<td>$17.50</td>
</tr>
<tr>
<td>UNCA</td>
<td>$5,690,131</td>
<td>$10,593,285</td>
<td>$3.81</td>
<td>$7.10</td>
</tr>
<tr>
<td>UNC-CH</td>
<td>$422,247,771</td>
<td>$564,611,539</td>
<td>$8.06</td>
<td>$10.78</td>
</tr>
<tr>
<td>UNCC</td>
<td>$23,004,927</td>
<td>$23,202,739</td>
<td>$1.46</td>
<td>$1.48</td>
</tr>
<tr>
<td>UNCG</td>
<td>$14,363,364</td>
<td>$18,224,794</td>
<td>$1.84</td>
<td>$2.33</td>
</tr>
<tr>
<td>UNCP</td>
<td>$6,321,599</td>
<td>$9,920,366</td>
<td>$4.54</td>
<td>$7.13</td>
</tr>
<tr>
<td>UNCSA</td>
<td>$11,309,147</td>
<td>$15,962,263</td>
<td>$6.53</td>
<td>$7.70</td>
</tr>
<tr>
<td>UNCW</td>
<td>$10,936,683</td>
<td>$8,900,000</td>
<td>$3.99</td>
<td>$3.59</td>
</tr>
<tr>
<td>WCU</td>
<td>$8,906,279</td>
<td></td>
<td>$2.78</td>
<td></td>
</tr>
<tr>
<td>WSSU</td>
<td>$5,680,174</td>
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<td>$3.28</td>
<td>$2.31</td>
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<tr>
<td>NCSSM</td>
<td>$7,051,683</td>
<td></td>
<td>$9.87</td>
<td>$12.46</td>
</tr>
<tr>
<td>UNC Avg.</td>
<td>$750,604,460</td>
<td></td>
<td>$6.07</td>
<td>$8.19</td>
</tr>
</tbody>
</table>

ROI from all public and private funding sources
## UNC System-Wide Fundraising

**FY 2015-20 Development VSE Cash Support**

### Percentile to Peers Comparison

<table>
<thead>
<tr>
<th>Institution</th>
<th>FY15</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASU</td>
<td>94.1%</td>
<td>93.7%</td>
<td>64.7%</td>
<td>70.5%</td>
<td>82.3%</td>
<td>81.2%</td>
</tr>
<tr>
<td>ECU</td>
<td>28.5%</td>
<td>23.0%</td>
<td>40.0%</td>
<td>43.7%</td>
<td>53.3%</td>
<td>16.6%</td>
</tr>
<tr>
<td>ECSU</td>
<td>57.1%</td>
<td>25.0%</td>
<td>25.0%</td>
<td>55.5%</td>
<td>25.0%</td>
<td>50.0%</td>
</tr>
<tr>
<td>FSU</td>
<td>0.0%</td>
<td>22.2%</td>
<td>22.2%</td>
<td>30.0%</td>
<td>20.0%</td>
<td>33.3%</td>
</tr>
<tr>
<td>NCAT</td>
<td>7.6%</td>
<td>18.1%</td>
<td>7.6%</td>
<td>15.3%</td>
<td>16.6%</td>
<td>36.3%</td>
</tr>
<tr>
<td>NCCU</td>
<td>81.8%</td>
<td>54.5%</td>
<td>45.4%</td>
<td>54.5%</td>
<td>81.8%</td>
<td>30.0%</td>
</tr>
<tr>
<td>NCSU</td>
<td>66.6%</td>
<td>66.6%</td>
<td>66.6%</td>
<td>77.7%</td>
<td>88.8%</td>
<td>88.8%</td>
</tr>
<tr>
<td>UNCA</td>
<td>40.0%</td>
<td>72.7%</td>
<td>80.0%</td>
<td>81.8%</td>
<td>81.8%</td>
<td>70.0%</td>
</tr>
<tr>
<td>UNC-CH</td>
<td>33.3%</td>
<td>33.3%</td>
<td>41.6%</td>
<td>41.6%</td>
<td>41.6%</td>
<td>41.6%</td>
</tr>
<tr>
<td>UNCC</td>
<td>8.3%</td>
<td>39.3%</td>
<td>30.7%</td>
<td>15.3%</td>
<td>7.6%</td>
<td>33.3%</td>
</tr>
<tr>
<td>UNCG</td>
<td>7.1%</td>
<td>23.0%</td>
<td>28.9%</td>
<td>6.6%</td>
<td>7.1%</td>
<td>16.6%</td>
</tr>
<tr>
<td>UNCP</td>
<td>0.0%</td>
<td>0.0%</td>
<td>11.1%</td>
<td>11.1%</td>
<td>0.0%</td>
<td>87.5%</td>
</tr>
<tr>
<td>UNCSA</td>
<td>14.2%</td>
<td>14.2%</td>
<td>14.2%</td>
<td>14.2%</td>
<td>14.2%</td>
<td>14.2%</td>
</tr>
<tr>
<td>UNCW</td>
<td>35.2%</td>
<td>29.4%</td>
<td>41.1%</td>
<td>35.2%</td>
<td>31.2%</td>
<td>31.2%</td>
</tr>
<tr>
<td>WCU</td>
<td>50.0%</td>
<td>42.8%</td>
<td>73.3%</td>
<td>86.6%</td>
<td>42.8%</td>
<td>78.5%</td>
</tr>
<tr>
<td>WSSU</td>
<td>66.6%</td>
<td>100.0%</td>
<td>83.3%</td>
<td>62.5%</td>
<td>100.0%</td>
<td>85.7%</td>
</tr>
</tbody>
</table>

*BOG academic peers except for UNC-CH and NCSU*
Final Year of the Campaign

- Campus Celebrations
- Donor Recognition/ Communications & Stewardship
- Marketing Plans
- Final Celebration Event
- Advancement Services – Campaign Reporting
September 2020 NC State Day of Giving Recap

- 8,320 gifts.
- $23,223,425 raised — an increase of nearly $10 million from 2019.
- Donors from all 50 states.
- Special emphasis on increasing need-based scholarships, meeting emergency needs related to COVID-19 and promoting efforts to create a more equitable and inclusive university experience.
March 2021 NC State Day of Giving Strategy

- Key theme — not “now more than ever”, but “now because always.”
- Investing in NC State will always have a positive impact and donor support ensures the university will do what it has always done, but better and bolder.
- Will demonstrate the lead role NC State can and will play in addressing the simultaneous challenges presented in 2020.
University Advancement Roadmap Update

- Planning started in August 2018, with a goal of creating a “constituent centered culture and organization”

- Five-year roadmap will position University Advancement to leapfrog to its vision of a top 10 Advancement organization

- Year Two top projects are underway - very productive!
Questions?
Think and Do The Extraordinary
Campaign Update

Jim Broschart
Associate Vice Chancellor
University Development
$1B Public Launch Goal Met By October 28, 2016
$1,004,747,857

Current Total $1,892,901,153

$2B Aspiration

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

Reachback Total $330,687,005

$1.6B Campaign End Goal

CAMPAIGN TIME PERIOD ELAPSED

CAMPAIGN GOAL ACHIEVED

88%

118%
TARGET $5M - $50M

- Natural Resources: 104% (Target: $35M, Contributions: $36M)
- Humanities & Social Sciences: 98% (Target: $35M, Contributions: $34M)
- Wilson College of Textiles: 241% (Target: $26M, Contributions: $63M)
- Libraries: 109% (Target: $22M, Contributions: $24M)
- Education: 192% (Target: $21M, Contributions: $40M)
- DASA: 147% (Target: $20M, Contributions: $29M)
- Design: 148% (Target: $13M, Contributions: $19M)
- Alumni Association: 170% (Target: $7M, Contributions: $12M)

Legend: Target, Contributions
YTD Gifts and New Commitments: December 31, 2020

- YTD Total: $127,043,017
- 3 yr average FY17-19: $118,170,613
- LYTD: $144,288,264
Extraordinary Opportunity Scholarship Initiative

as of December 31, 2020

Matching Pool
- Total $ Committed: $5,320,000
- Total $ Received: $1,054,779
- Total $ to Match: $583,545

Individual Funds
- Total $ Committed: $1,557,000
- Total $ Received: $1,167,089
- Established Funds: 14

Total Giving: $7,224,063

Includes matching pool, individual funds and university-wide funds
Updates from University Development:

- Welcome Jim Miller, Executive Director of Central Major Giving.
- Partnership with colleges: Search underway for four (4) Leadership Annual Giving Officers. (Goals: Build early pipeline. Attract flexible funding. Qualify.)
- Re-thinking Charlotte regional strategy.

Campaign Strategy, ≈ $100M Remaining:

- Continued contests/incentives for frontlines to maintain activity levels.
- Pursue and close planned giving survey leads.
- Evaluate additional campaign giving milestones to inspire donors.
- EOSI and other student-related giving.

Challenges:

- Staff COVID fatigue.
- “2B is a lock” mentality.
Wolfpack Women in Philanthropy


NC State Board of Trustees
University Advancement Committee Meeting

February 25, 2021
Why Focus on Women’s Philanthropy?

- Women are the fastest growing philanthropy group, with wealth, influence and commitment to change. They now control a significant portion of U.S. and global wealth.

- Extensive research shows women are more likely to give than men and have different motivations and patterns for giving than men. One is not better than the other, simply different.

- Women in the U.S. control 85% of consumer spending and significantly influence over 70% of the major financial decisions for themselves and their families.

- NC State wants to engage women donors in ways that acknowledge their preferences to maximize commitment of women’s untapped time, talent, treasure, ties (networking & netweaving) and testimony (stories) to the university.

What the Research Says

- Women's share of wealth has increased considerably. Women now hold 40 percent of global personal wealth or $72 trillion, up from $51 trillion in 2015 and $34 trillion in 2010.

- In the U.S. 45 percent of millionaires are women and in 2020, women hold more than $22 trillion (51% of U.S. personal wealth) … and that number is expected to jump by 30% percent to nearly $29 trillion over the next few decades as intergenerational wealth is transferred to women.

- Women are increasingly more highly educated and, since 2014, earn more bachelor’s degrees and attend graduate school more often than men.

- 90 percent of philanthropic decisions in high-net worth households are made by women or influenced by women as an equal partner.

- With the exception of sports, women give more than men to philanthropy; the wealthiest 25 percent of women give 156 percent more compared to their male peers; 50 percent of single women give to charity compared to 40 percent of single men.
Our Purpose and Objectives

Vision
Inspire and engage women to transform the culture of philanthropy at NC State through influential leadership and impactful giving.

Mission
Build a sustainable, engaged network of women committed to NC State through their leadership, philanthropy and influence.

Key Focus Areas

Engagement and Recognition: Build a sustainable, engaged group of women who will help secure the future of NC State.
KPI: university engagement score (new)

Philanthropic Development: Grow the amount of financial contributions by women to the university.
KPI: annual % growth of $ contributed by women donors

Leadership and Advocacy: Gain support for and implement plans with key university boards to increase women representation.
KPI: % of women holding board positions

Our Leadership Council

- **Chair**: Elin Gabriel ’85
- **Vice Chair**: Gayle Lanier ’82
- **Council Members**: Ann Goodnight ’68 (Chair Leadership & Advocacy), Susan Woodson, Ghazale Johnston ’96, Barbara Mulkey ’77, Sherice Nivens ’98, Anna Sullivan ’83, Noel Lichtin (Chair of Engagement & Recognition), Carme Williams ’04 (Chair of Philanthropic Development)
- **Council staff support team**: Christina Walker, Lisa Hall ’90 ’01, Stephanie Money ’10, Latasia Priest, Lauren Welch ’04, Victoria Duggan ’21, Maggie Musick, Carrie Bhada

**Key attributes**
- Deep affection for NC State and the success of the university’s students, staff, faculty and alumni.
- Strong passion for the mission of NC State and an eagerness to take actions that will help WWIP’s success.
- Desire to serve as an ambassador for the university and dedicate one’s time, talent, treasure, ties (network and netweaving) and testimony (stories) to NC State.
## Our Leadership Committees

<table>
<thead>
<tr>
<th>Leadership and Advocacy Committee Chair: Ann Goodnight</th>
<th>Engagement and Recognition Committee Chair: Noel Lichtin</th>
<th>Philanthropic Development Committee Chair: Carme Williams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Committee Members:</td>
<td>Committee Members:</td>
<td>Committee Members:</td>
</tr>
<tr>
<td>Cres Calabrese</td>
<td>Meredith Hamlet, staff</td>
<td>Katherine Miller, Staff</td>
</tr>
<tr>
<td>Allison Medlin, Staff</td>
<td>Anna Sullivan*</td>
<td>Sherice Nivens*</td>
</tr>
<tr>
<td>Barbara Mulkey*, Staff</td>
<td>Ellen Richardson, Staff</td>
<td>Ghazale Johnston*</td>
</tr>
<tr>
<td>Adama Washington</td>
<td>Marjorie Flink</td>
<td>Cathy Sigal</td>
</tr>
<tr>
<td>Nan Strader</td>
<td>Jeanne Stallings</td>
<td>Eva Feucht, Staff</td>
</tr>
<tr>
<td>Leah Goodnight Tyler</td>
<td>Melissa Shampine, Staff</td>
<td>Lauren Welch, LC Staff</td>
</tr>
<tr>
<td>*Latasia Priest, LC Staff</td>
<td>*Stephanie Money, LC Staff</td>
<td>Representative</td>
</tr>
<tr>
<td>Representative</td>
<td>*Representative</td>
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* denotes members of the WWIP Leadership Council

## Role of WWIP Leadership and Committees

<table>
<thead>
<tr>
<th>Role</th>
<th>WWIP</th>
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</thead>
<tbody>
<tr>
<td>Identify ways to influence and engage more women for philanthropy</td>
<td>Yes</td>
</tr>
<tr>
<td>Use personal networks to cultivate and influence more women for engagement and philanthropy</td>
<td>Yes</td>
</tr>
<tr>
<td>Understand ways to appeal to women’s preferences and motivations with philanthropy, engagement, leadership and recognition.</td>
<td>Yes</td>
</tr>
<tr>
<td>Provide insight to University Advancement and university boards on opportunities to improve women’s philanthropy, engagement, leadership and recognition.</td>
<td>Yes</td>
</tr>
<tr>
<td>Partner with Boards to identify pipeline of women leaders for roles on Boards</td>
<td>Yes</td>
</tr>
<tr>
<td>Provide networking, netweaving and learning opportunities for women</td>
<td>Yes</td>
</tr>
<tr>
<td>Change fund-raising practices &amp; processes</td>
<td>No</td>
</tr>
<tr>
<td>Fund-raise</td>
<td>No</td>
</tr>
</tbody>
</table>
Engagement and Recognition Actions & Plan

- Partnered with Annual Giving for 2020 Giving Tuesday, highlighting the Women’s Center Fund, 20th anniversary.
- Membership criteria defined
- Q1 ’21 outreach to enroll members
- Webpage highlights NC State Women stories and philanthropy
- March: celebration of Women’s History month
- March 8th: Women’s Philanthropy virtual event
- March 24th: Day of Giving 2021
- Red and White Week 2021: WWiP Engagement and Educational Event

Opportunity – Philanthropy by Women

Total Giving by Women Per Year with Prediction
Day of Giving: 2019 and 2020 Trends

The below data represents all women’s giving during the 2019 and 2020 Days of Giving. This data is for individuals (not organizations) and reflects gifts and pledges.

- YOY total $ from women increased 60%
- YOY average $ donated per woman increased 129%

<table>
<thead>
<tr>
<th></th>
<th>Dollars</th>
<th>Percentage</th>
<th>Donors</th>
<th>Percentage</th>
<th>Average $ per donor</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$ 9,324,368</td>
<td>50.79</td>
<td>4,958</td>
<td>52.63</td>
<td>$1881</td>
</tr>
<tr>
<td>2020</td>
<td>$14,884,945</td>
<td>43.61</td>
<td>3,458</td>
<td>49.73</td>
<td>$4305</td>
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Opportunity – Board Representation

Women and Men’s Board Participation

Currently 34% representation by women on boards.
Why is Board Diversity Important?

▪ Women bring different experiences and perspectives to the table.

▪ Women are more likely to focus on the effects of decisions and policies on key stakeholders. These are not just people issues; they affect the bottom line.

▪ Women trustees remind boards about the diversity implications of various issues and decisions and have significant impact on increasing diversity.
Barriers Women Face

- Financial requirements
- Who-You-Know recruitment style
- Board size
- Not being heard

Research-Based Board Strategies for Achieving Diversity and Inclusion

1. Involve the whole board in an intentional process
2. Make sure candidate lists are diverse
3. Examine and improve recruitment processes
4. Construct systems for identifying needs and refreshing membership
5. Seek “appropriate challengers” to avoid the “people who think like us” mindset
6. Create pipelines
7. Pay attention to on-boarding and ongoing board processes
8. Rethink financial requirements and take socioeconomic diversity into account
9. Establish a separate fundraising board and reduce the size of the governing board
How can WWIP and NCSU Boards partner now?

- Make sure NCSU UA has correct demographic info from Boards
- Adopt suggestions from the research into Board DEI strategies
- Each Board sets term limits and diversity goals into their nominations process
- Work together to identify and cultivate a pipeline of strong female candidates
- Educate and encourage women of all generations to engage with NCSU
- Identify and share specific practices to connect, engage and amplify women’s propensity for giving to NC State University
- Collaborate on engagement, recognition and fundraising efforts
Roadmap and looking ahead

- **Q1 2021**
  - Jan - Communication to thank and invite to join WWIP 2020 donors / key campaign contributors
  - Feb - All World communication incl. WWIP
  - Mar 1 - Women’s History celebration all month
  - Mar 8 - WWIP virtual event
  - Mar 24 - Day of Giving
  - Partnership with Boards on pipeline of potential women candidates

- **Q2 2021**
  - FY 2021-2022 planning

- **Q3-4 2021**
  - WWiP Educational & Engagement event
  - Red and White Week Celebration and Events
  - Campaign Celebration

Questions, Ideas, Thoughts?

Contact information:
Elin Gabriel: eegwwip@gmail.com
Gayle Lanier: gslanier@gmail.com

WWIP Email: WolfpackWomeninPhilanthropy@ncsu.edu
Webpage: https://campaign.ncsu.edu/connect/wwip/
Thank you!
APPENDIX
Research on Gender and Philanthropy

- Formal research on gender and philanthropy began in the early ‘90s at the Univ of Wisconsin Madison and this evolved into the non-profit Women’s Philanthropy Institute in 1997. In 2004, the WPI became part of Indiana University’s Lilly Family School of Philanthropy. Today, this is the only institution 100% dedicated to understanding gender and other diversity with respect to philanthropy.

- McKinsey, PwC and many other organizations have done extensive research into diversity and the impact on Board performance
Reference Articles on Women and Boards

- https://agb.org/trusteeship-article/increasing-diversity-on-the-boards-of-colleges-and-universities/
- https://www.wnli.org/studies
Why is Board Diversity Important?

- Women make contributions related to their wide-ranging expertise, as do men, but they also bring different experiences and perspectives to the table with particular contributions related to issues involving consumers, culture change, improved governance, and the way decisions are made.

- Women are more likely than their male counterparts to focus on the effects of decisions and policies on key stakeholders (students, faculty, and other employees.) This is particularly important in an era when the campus experience ranks highly among the criteria that prospective students and their families consider in the search process. They are not just people issues; they affect the bottom line.

- Women trustees take responsibility for reminding boards about the diversity implications of various issues and decisions and have significant impact on increasing diversity on boards and more broadly within the institutions.
Barriers Women Face

- Financial requirements: nonprofits generally expect board members to make financial contributions to the institutions, sometimes sizeable. That can work to exclude or reduce the numbers of women who are considered.
- Who-You-Know recruitment style: non-profits rely on the current board members to identify and recruit new members (instead of using search firms.) This Who-You-Know recruitment style and use of social networks are often limited to the largely white male social and business circle of white male trustees.
- Board size: Critical mass needed for women to succeed in contributing is 30%. On large boards sometimes even higher is needed.
- Not being heard: on large boards women may be excluded from power positions or committees like the executive committee, which may make most or all key decisions, or women may be appointed to committees in such small numbers that their voices are muted.

Research-Based Board Strategies for Achieving Diversity and Inclusion

1. Involve the whole board in an intentional process (not just to the nominating committee)
2. Make sure candidate lists are diverse
3. Examine and improve recruitment processes/move out of your comfort zone
4. Construct systems for identifying board needs and refreshing board membership (use a matrix of skills & demographics)
5. Seek “appropriate challengers” to avoid the “people who think like us” mindset and ensure spirited discussions
6. Create pipelines
7. Pay attention to on-boarding and ongoing board processes
8. Rethink financial requirements for board membership and take socioeconomic diversity into account
9. Establish a separate fundraising board and reduce the size of the governing board

Our History

Fall 2017: Ideation Phase
- Opportunity recognized by staff
- K. Loehr / Gender Matters book
- Strong executive sponsorship
- Washburn & McGoldrick consultancy engaged

Spring 2018: Internal Development Phase
- Founding group kicked off
- Researched and benchmarked programs in 10 target universities
- Steering Committee formed and developed Vision, Mission and Key Focus Areas

Fall 2018*: Official Launch; Benchmarking and Research Phase
- Data collection & analysis
- Committee formation
- COVID delayed planned Spring launch
- New leadership structure transition July 1, 2020

Spring 2019*: Mission and Vision Development

Fall 2019*: Branding and Organization Structure Definition

Summer 2020*: Public Launch and Leadership Transition

*Denotes dates WWIP Leadership Committee held meetings.

COMMITTEE DISCUSSION

Naming Opportunity Proposal
January 26, 2021

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 Natural Resources**

Biltmore-Robertson Wing, Paper Science and Engineering
The College of Natural Resources proposes the opportunities to name four spaces in Biltmore-Robertson Wing.

Pulp and Paper Laboratories, Paper Science and Engineering
The College of Natural Resources proposes the opportunities to name five spaces in the Pulp and Paper Laboratories building.

**NC State Athletics and the Wolfpack Club**

Football Team Locker Room
NC State Athletics and the Wolfpack Club propose the opportunity to name the football team locker room (Room 110) in the Wendell H. Murphy Football Center.
January 26, 2021

MEMORANDUM

TO: W. Randolph Woodson, Chancellor

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

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**NC State Athletics and the Wolfpack Club**

**Football Team Locker Room**
NC State Athletics and the Wolfpack Club propose the opportunity to name the football team locker room (Room 110) in the Wendell H. Murphy Football Center.
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: 10
- Total Gift Amount: $1,900,000
- Colleges/Units Represented:
  - College of Natural Resources
  - NC State Athletics and the Wolfpack Club

College of Natural Resources
Biltmore-Robertson Wing, Paper Science and Engineering
Biltmore Hall and Robertson Wing, known as Biltmore-Robertson, was completed in 1970 and extensively renovated in 2016. The four proposed spaces are used by the Paper Science and Engineering program, including labs and a meeting room.

- Naming Type: Existing spaces
- Total Naming Opportunities: 4
- Total Gift Amount of Naming Opportunities: $525,000
- Purpose of Funds: Gifts will support facility improvements for Paper Science and Engineering.
Pulp and Paper Laboratories, Paper Science and Engineering

The Pulp and Paper Laboratories building was constructed in 1991, adjacent to Biltmore-Robertson. The five proposed spaces are used by the Paper Science and Engineering program, including labs and a classroom.

- **Naming Type:** Existing spaces
- **Total Naming Opportunities:** 5
- **Total Gift Amount of Naming Opportunities:** $875,000
- **Purpose of Funds:** Gifts will support facility improvements for Paper Science and Engineering.

NC State Athletics and the Wolfpack Club

Football Team Locker Room, Murphy Football Center

The football team locker room (Room 110) is located in the Wendell H. Murphy Football Center at Carter-Finley Stadium. The room had a major renovation in 2016. The Murphy Football Center, constructed in 2003, is the home of NC State football operations including sports medicine, training, meeting and broadcast facilities.

- **Naming Type:** Existing space
- **Total Naming Opportunities:** 1
- **Total Gift Amount of Naming Opportunities:** $500,000
- **Purpose of Funds:** The gift will support scholarships for the football program.

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**Policy References**

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

Board of Trustees’ Meeting

February 25, 2021
College of Natural Resources

Biltmore-Robertson Wing
Paper Science and Engineering

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- **Total Naming Opportunities:** 1
- **Total Gift Amount of Naming Opportunities:** $500,000
- **Fund Purpose:** The gift will support scholarships in the football program.