Administrative Leadership Meeting

Randy Woodson
Chancellor
Tuesday, March 13, 2018
## Upcoming ALMs

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Title</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 8, 2018</td>
<td>North Oval Development</td>
<td>Titmus</td>
</tr>
<tr>
<td>July 10, 2018</td>
<td>Understanding our Rankings</td>
<td>Titmus</td>
</tr>
</tbody>
</table>
NC State Milestones

- Department of Physics celebrates 100 years
- College of Education turns 90
- Department of Computer Science turns 50
- Caldwell Fellows celebrates 50th anniversary
- The Brickyard turns 50
- *Nubian Message* turns 25
- GLBT Center celebrates 10th year
Recent Accolades

- NC State ranked in top 100 of Forbes’ list of Best Employers for Diversity in America
- NC State named 2017-18 “Fulbright Top Producing Institution”
  - 8 Fulbright Scholars
  - 4th in U.S.
- 5 Faculty received NSF Faculty Early Career Development Awards
- PhD student Tyler Allen named to Forbes’ 30 Under 30 List
Questions?
The Pathway to the Future
Strategic Plan 2011-2020
Who We Are

University Advancement generates critical university support from alumni and donors, faculty and staff, students and parents, business and community leaders, media and other key influencers to help NC State achieve its Strategic Plan goals.

Advancement is dedicated to empowering NC State to achieve its Extraordinary potential.
Advancement Services

- Oversee the alumni and donor database, Advance™, gift agreements, process gifts and research contribution opportunities.

Alumni Association

- Engage alumni and friends through programs and services that foster pride and enhance a lifelong connection to NC State.
University Communications and Marketing

- Provide expert leadership, strategy and services to advance the NC State brand, achieve university’s strategic goals and the Campaign priorities.

University Development

- Connect the philanthropic interests of donors with opportunities across the university; generate support for student scholarships, fellowships, faculty positions and research as well as programmatic and facility support.
NC STATE
THINK AND DO THE EXTRAORDINARY
The Campaign for NC State
Overarching Goals

- Raise $1.6 Billion to support students, faculty, programs and facilities
- Enhance University reputation, where the whole is greater than sum of parts
- Mobilize network of alumni
- Grow culture of philanthropy
- Build a lasting Advancement infrastructure
Raise $1.6B
Our Priorities

We've mapped out a big, bold future for NC State: increasing scholarships and fellowships, strengthening our faculty and their research, and extending education and opportunity to tens of thousands of students. Discover how you can help us do all those things and more.

Extraordinary Opportunity
Unlock untold opportunities for deserving students in North Carolina, across the nation and around the world.

Extraordinary Purpose
Fuel the world’s best faculty and researchers to educate, innovate and find interdisciplinary solutions.

Extraordinary Places
Extraordinary Experience
Extraordinary Leadership
Our Donors

Note: Scale: 1=Not at all likely, 10=Extremely likely

Question Wording:
Rate your likelihood to donate money to any area of NC State University in the next five years.

Alumni:
- Likely to donate: 37%
- Neutral likelihood of donating: 35%
- Not likely to donate: 28%

Non-Alumni Donor:
- Likely to donate: 46%
- Neutral likelihood of donating: 31%
- Not likely to donate: 23%
Why and Where They Give

Note: 7% of alumni and 6% of non-alumni donors said that they would not like to support NC State. Chart scale truncated to show differentiation.

Question Wording: Fill in the blank: I would like to support NC State University in order to _______. (select all that apply)
- 74,606 donors from all 100 counties in NC, 50 states and 63 countries
- 22,362 new donors in campaign
- $1.23B in private support
Donor Designations are More Precise

- 1,500 new funds created; these represent new scholarships, fellowships, programmatic and facilities support.
- More than 6,500 active funds
Continued Growth

Endowment: $606.16M
Current Operations: $463.91M
Facilities: $162.29M
Engineering Building Oval
An Extraordinary Gift to Complete the Memorial Belltower
Enhance NC State’s Reputation
Media Relations

- 35,000+ Academic Media Placements = $40M in equivalent advertising

- 50+ research stories featured on federal agency news sites — incl. the NSF
Web Communications

- 10 million visitors each year to Homepage
- 20 million page views to core web site
- 1.2 million visits to NC State’s News - news.ncsu.edu
Peer Influencer Marketing

- Inside Higher Ed Banner Ads, Chronicle of Higher Education Ads
- Direct mail and email to targeted peer publics driving people to NC State web pages
Social Media Strategy

- Enterprise Channels drove more than 50 million total impressions, over 1.3 million engagements, and 2.5 million video views.

- Alumni Association Channels ranked among top in engagement.
Marketing and Advertising

- More than 110 million on-brand impressions and significant engagement through digital, print and broadcast channels
Special Events

- Ensure NC State’s most influential donors and friends have on-brand, inspirational experiences
- University Special Events and the Alumni Association engage 16,000+ guests annually
Mobilize Network of Alumni
Mobilize Network of Alumni

- 221k living alumni
- 300 annual alumni outreach events
- 6,500 Average number of alumni engaged annually by attending Outreach supported events
Mobilize Network of Alumni

- 480 new members joined Alumni Association Life Status in the last year
- Paid Alumni Association memberships reached an all-time high
- The Student Alumni Association continues to be the University's largest student organization cresting at 3,200 members
Alumni Magazine

- 24,000 copies mailed in U.S. and to 15 countries
- Distribution includes 18,500 alumni and friends and an additional 5,000 alumni rated as possible major gift prospects
- Advertising sales generate over $100,000 a year in revenue for the Alumni Association
Campaign Caravan

- Campaign Kick-Off Tour hosting 25 events in 12 states
- More than 2,200 people attended the kick-off tour events, which incorporated surveys for alumni/friends to fill out for more information about getting involved and/or giving back
Red and White Week

- Weeklong Celebration of Homecoming and all things Campaign
- Nearly **70** events engage alumni as well as students, faculty, staff, donors and friends
- Some highlights include: Evening of the Stars, Red & White Night, Bell Tower Tours, Concerts
Grow a Culture of Philanthropy

THINK AND DO THE EXTRAORDINARY

The Campaign for NC State
NC State Honors Two with Prestigious Watauga Medal

William K. "Bill" Collins Sr. and Benjamin P. "Bart" Jenkins III named the 2016 recipients of the Watauga Medal, NC State University's highest nonacademic honor.

Read More »

Full Circle

Bringing Others Along. From his days as an RA and student body president to his investment in the Caldwell Fellows, Tony Gatto has always believed in the NC State community.

Read More »

A Family of Fellows

The Caldwell Fellows is much more than a "scholarship program" for sophomore Julie O'Brien, who is on the move in 2016.

Read More »

$4.5 Million Bequest to Benefit NC State's Applied Math Program

An anonymous couple has made a $4.5 million bequest to the College of Sciences Foundation to benefit students and faculty in applied mathematics. The gift commitment, one of the largest ever received by the college, will endow a distinguished faculty chair, an undergraduate scholarship fund, and a graduate fellowship in the Department of Mathematics.

Read More »

Honoring 90 Years of NC State’s College of Education

Members of the NC State College of Education Board have issued the $60,000 Challenge. The board will give up to $60,000 to support students and programs across the college if alumni, faculty, staff, students and friends join them in meeting several goals that celebrate the college’s 90th anniversary and reflect its impact.
November 9, 2016

Poole College of Management is grounded in entrepreneurship, analytics, technology management, and corporate engagement. Help us grow from a young, innovative college to a powerhouse business school. #CampaignNCState

http://ncst.at/1lBAJZ

February 17, 2017

As we get geared up for Thanksgiving, take a look at how the Feed the Pack Community Food Pantry helps address food insecurity for both students and employees on campus. #CampaignNCState

NC State University

November 22, 2016

Bells will be ringing—Did you know that the chimes you hear from the Memorial Belltower come from speakers? Well, thanks to an extraordinary gift from Bill and Frances Henry, the Belltower will be bell-less no more. #CampaignNCState

Feed the Pack | The Campaign for NC State

October 18, 2016

As a scholarship recipient, Ghazale Johnston was able to pursue dual degrees. As an alumna, she’s p...

A Desire to Help Others

campaign.ncsu.edu

October 31, 2016

The College of Design is committed to helping our students design for life and shape the future. Your...

NC State College of Design
The Woodsons’ Historic Philanthropy

Chancellor Randy Woodson and his wife, Susan, face the crowd while being introduced during a timeout in a football game.
Student Philanthropy

Senior Campaign

Since 1913, seniors at NC State have united every year under one common goal: to leave their alma mater a little better than they found it. Whether you give to the college where you discovered your passions, the campus organization that brought you life-long friends or a financial aid fund that eases the burden for future students, it only takes $20.18 to leave your legacy at NC State before you graduate.

Why you should join the Senior Campaign?

› Tuition and public funding sustain us. Private support brings us from good to extraordinary.

› Gifts enhance scholarship and study abroad opportunities, bolster research and improve the campus experience.

› By donating to NC State, you become part of a proud tradition of students and alumni creating opportunities for
Build a Lasting Infrastructure
Partnership

- Talent Management
- Advancement Services – behind the scenes work to ensure Advancement success across campus
- Social Media Strategy Hub; Shared Positions
- Branding Toolkits; Campaign Toolkits; Special Events Council
- Lead Communicator Meetings / Unified Marketing Plan
- CDO/FLF Meetings
Social Media Hub
Questions?