



NCCentral

UNIVERSITY

Board of Trustees

Athletics

April 23, 2024

Department Highlights

Replacement of Football Turf



Department Highlights



Department Highlights



Department Highlights

MORGAN CALLAHAN
2ND TEAM

BOXTOROW ALL-AMERICAN

2023-2024



WOMEN'S BASKETBALL

ALL MEAC TEAMS

2ND



MORGAN CALLAHAN

DEFENSIVE TEAM

3RD



KYLA BRYANT

ROOKIE TEAM



Department Highlights



Department Highlights

Hornet Invitational hosted by Alabama State University at Grand Reserve Golf Club

Women

1st Place – North Carolina Central University

2nd Place – Bethune-Cookman

Tennessee State, Alabama State,
Prairie View

Men

1st Place – NCCU & Alabama State

Tennessee State, Southern University



Department Highlights



NCCU
EAGLES

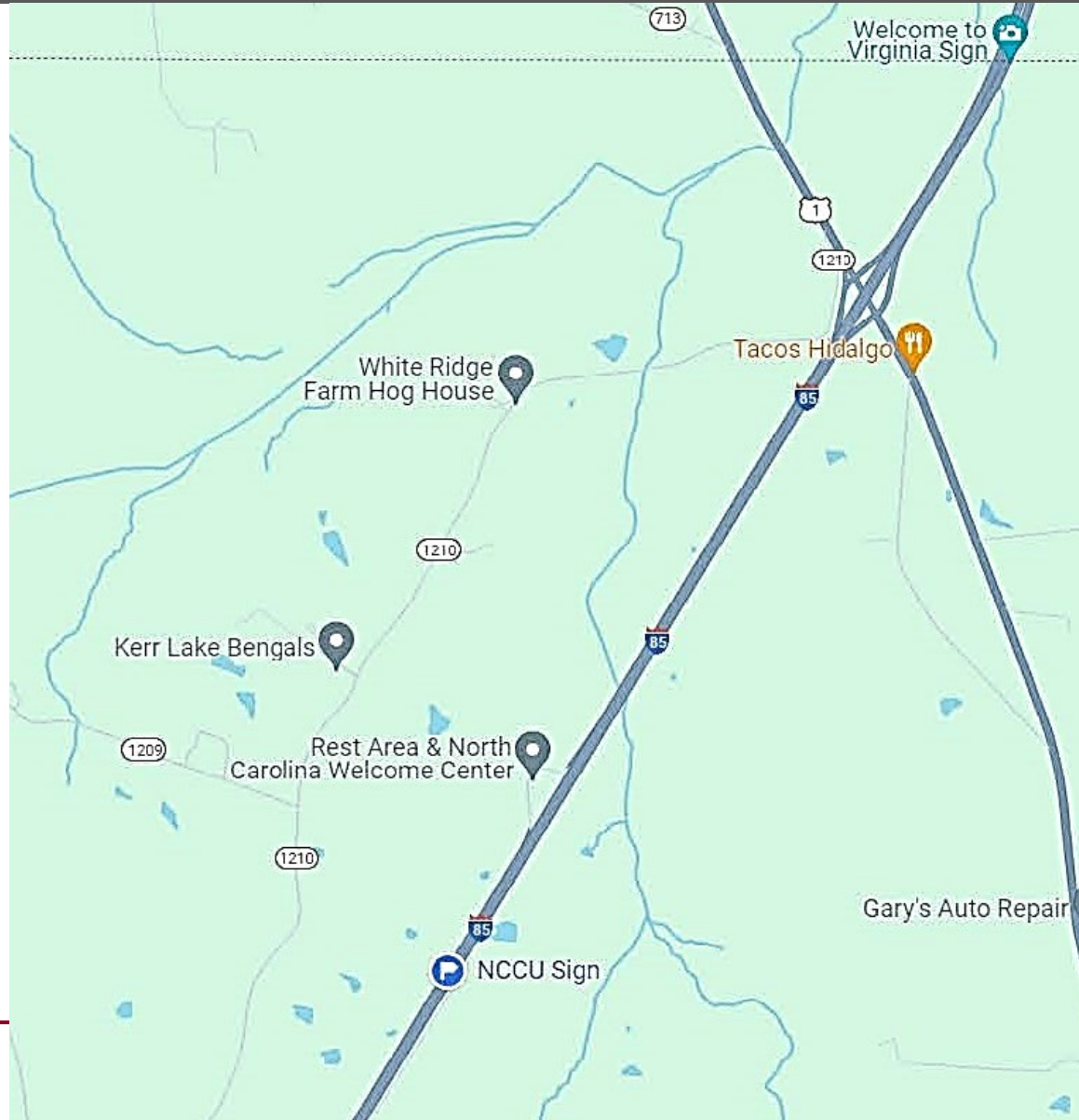
WELCOME

DR. SIERRA HOBBS

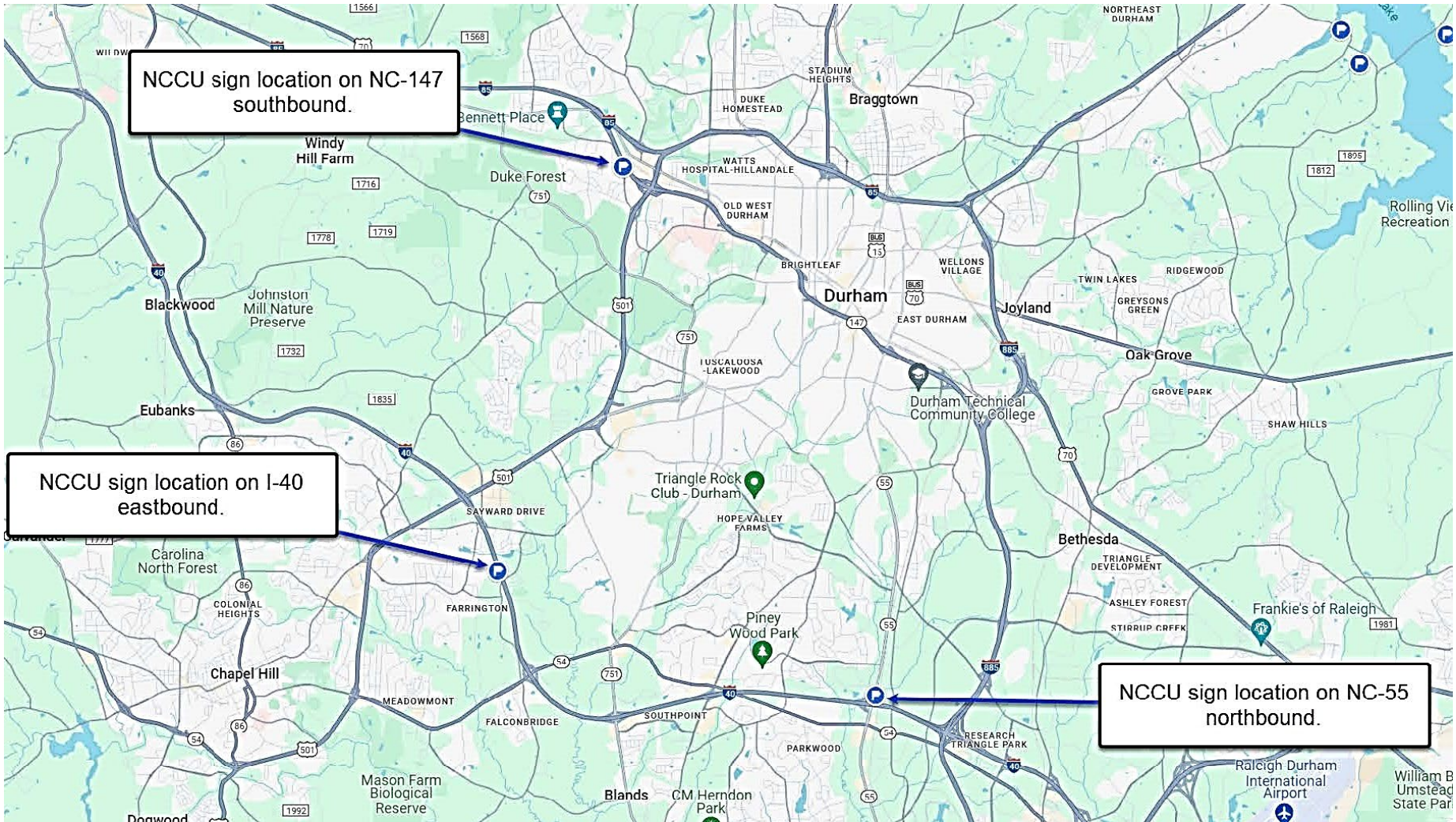
ASSISTANT ATHLETIC DIRECTOR
FOR SPORTS MEDICINE



Department Highlights



Department Highlights



Athletic Fundraising Campaign

Strategic Plan and SWOT Analysis

Foundational guide to navigate the challenges and leverage the opportunities for North Carolina Central University's Athletic Department

- Relationship Building
- Clear Communication

Athletic Fundraising Campaign

Strategic Plan and SWOT Analysis

Understanding the Landscape

- **Past Performance:** Recognize the department's historical fundraising challenges.
- **Alumni Engagement:** Assess the current state of alumni relations and identify reasons for low engagement and giving.
- **Market Analysis:** Research the giving trends in similar institutions and understand the potential donor base's interests and capacities.

Athletic Fundraising Campaign

Strategic Plan and SWOT Analysis

Building the Infrastructure

- **Staffing:** Hire or allocate dedicated staff for fundraising, including a development officer experienced in higher education or athletic fundraising.
- **Institutional Advancement:** Utilize the in-donor management software to track interactions, preferences, and giving history of current and potential donors.
- **Training:** Provide training for the athletic department staff and coaches on fundraising techniques and donor engagement strategies.

Athletic Fundraising Campaign

Strategic Plan and SWOT Analysis

Cultivating Relationships

- **Alumni Engagement:** Develop targeted communication strategies to re-engage alumni, including storytelling that highlights the impact of athletics on student lives and the community.
- **Donor Stewardship:** Create a robust donor recognition and stewardship program to build long-term relationships with new and existing donors.
- **Community Involvement:** Increase the visibility of NCCU's athletic programs in the community through events, partnerships, and media to build a wider base of support.

Athletic Fundraising Campaign

Strategic Plan and SWOT Analysis

Campaign Strategy

- **Case for Support:** Develop a compelling case for support that outlines the needs and opportunities within the athletic department and how donations will make a difference.
- **Major Gifts:** Identify and cultivate relationships with potential major gift donors, both alumni and non-alumni, with personalized engagement plans.
- **Annual Giving and Micro-Campaigns:** Establish a strong annual giving program and thematic micro-campaigns that allow donors to support specific sports, projects, or initiatives.

Athletic Fundraising Campaign

Strategic Plan and SWOT Analysis

Evaluation and Adaptation

- **Metrics and Benchmarks:** Set clear metrics and benchmarks to measure the success of the fundraising efforts and adjust strategies as needed.
- **Feedback Loops:** Create channels for donor feedback to understand donor satisfaction and concerns, informing future engagement strategies.
- **Transparency and Reporting:** Regularly report on the progress of the fundraising campaign to stakeholders, maintaining transparency and trust.

Athletic Fundraising Campaign

SWOT Analysis

Strengths

- Strong Sense of community & pride in athletic achievements
- Potential untapped alumni base and community supporters

Weaknesses

- Historical lack of fundraising infrastructure and culture
- Limited current donor base and data on potential donors

Athletic Fundraising Campaign

SWOT Analysis

Opportunities

- Potential for significant untapped alumni contributions and new donor segments
- Ability to leverage technology and social media to reach a wider audience

Threats

- Economic downturns affecting donor capacity
- Potential internal resistance to change and new initiatives

Athletic Fundraising Campaign

SWOT Analysis

Addressing Barriers:

- Eagle Club
- Peak Sports
- Cultural Change
- Building Trust

Athletic Fundraising Campaign

Facility Upgrades by Fundraised Funds since 2022

McDougald-McLendon Arena - Weight Room	\$55,000.00
McDougald-McLendon Arena - P/T Room and Polar Tub	\$25,000.00
McDougald-McLendon Arena - Tennis Locker Rooms	\$62,000.00
Dr. LeRoy Walker Complex - Weight Room	\$125,000.00
Dr. Leroy Walker Complex - Indoor Golf Facility	\$75,000.00

Athletic Fundraising Campaign

Facility Improvements & Needs

SMALLER ITEMS:

- Softball Batting Cage (\$3,500.00)
- Softball Tarp (\$3,800.00)
- Bleachers Track & Field (\$21,000.00 per section to seat approximately 120 people)
- Scoreboard O'Kelly Riddick Stadium (\$100,000.00 Panel-Display North End Zone)
- Tennis Scoreboards and Cameras (\$2,500.00 per court – NCCU has 4 courts)
- Tennis Court Dividers (\$8,000.00 per divider – need 3)

LARGER ITEMS:

McDougald-McLendon Arena

- Beautification and handicap accessible
- Environmental "Spit Shine"
- Upgrade Hall of Fame and Wall of Champions
- Renovate conference and storage rooms

O'Kelly-Riddick Stadium

- Upgrade fence and lights, painting stadium
- Major renovation locker rooms

University Track & Field

- Fix major drainage issue
- Purchase new track equipment

Thank You