

Board of Trustees Report

Susan L. Hester, Vice Chancellor

September 26, 2023



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Overview

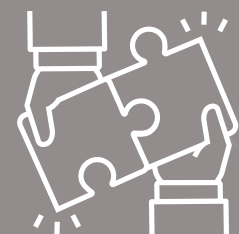
Embarking on YR-2 of IA's mission-focus strategic plan, implementation of four core goals has enhanced our value proposition to stakeholders attracting transformational philanthropic gifts and partners.

01



Create a culture of transformational philanthropy in the NCCU Community

Strengthen value-added collaborations with internal and external partners



02

03



Implement sound practices to ensure comprehensive and integrated efficiency, compliance, and accountability

Enhance communications to better inform stakeholders about the University's impact in the state, region, and global community



04

NCCU Campaign

Building Capacity - Internal Readiness



Staffing

Interviews in Process: *DOD -CHAS*,
Stewardship Coordinator, *AVC of*
Development

Posted Positions: *Prospect Researcher*,
Alumni Coordinator, *Administrative Support*

Critical Positions Needed: *Marketing*
Coordinator, *Campaign Director*, *SOB*
Development Associate, *DOD -Athletics*,
DOD -Law

Data & Gift Governance

Improved services for internal and external stakeholders include, Data governance, standard operating procedures, electronic gift agreement, fundraising compliance, and software platforms that enhance our engagement and user experiences giving to and supporting NCCU.

Click on the icons to view GiveCampus, GiveGab, Graduway, ThankView, and others

Professional Development

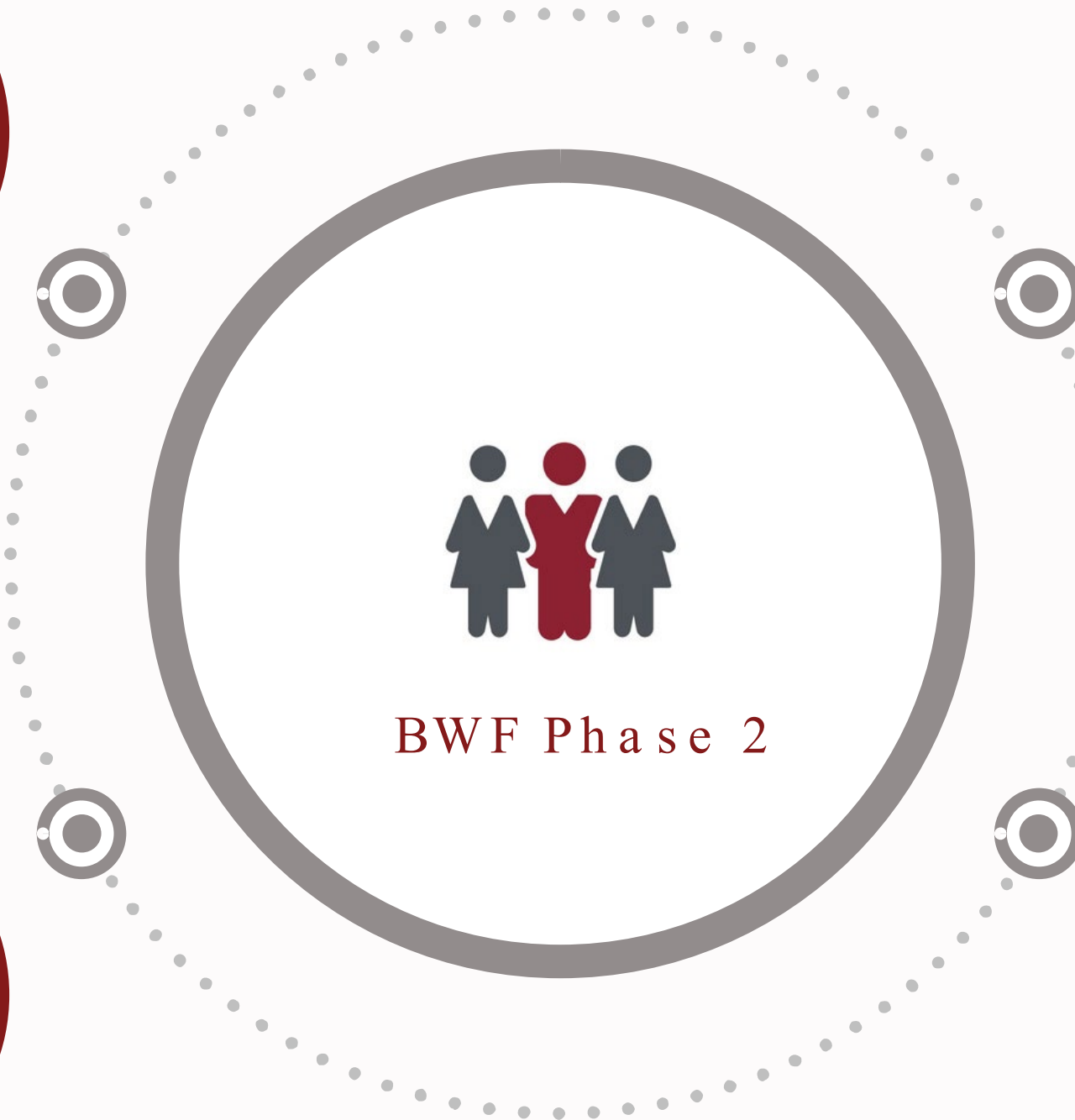
Professional Development and UNC System Shared Services training are underway for frontline fundraisers



ThankView



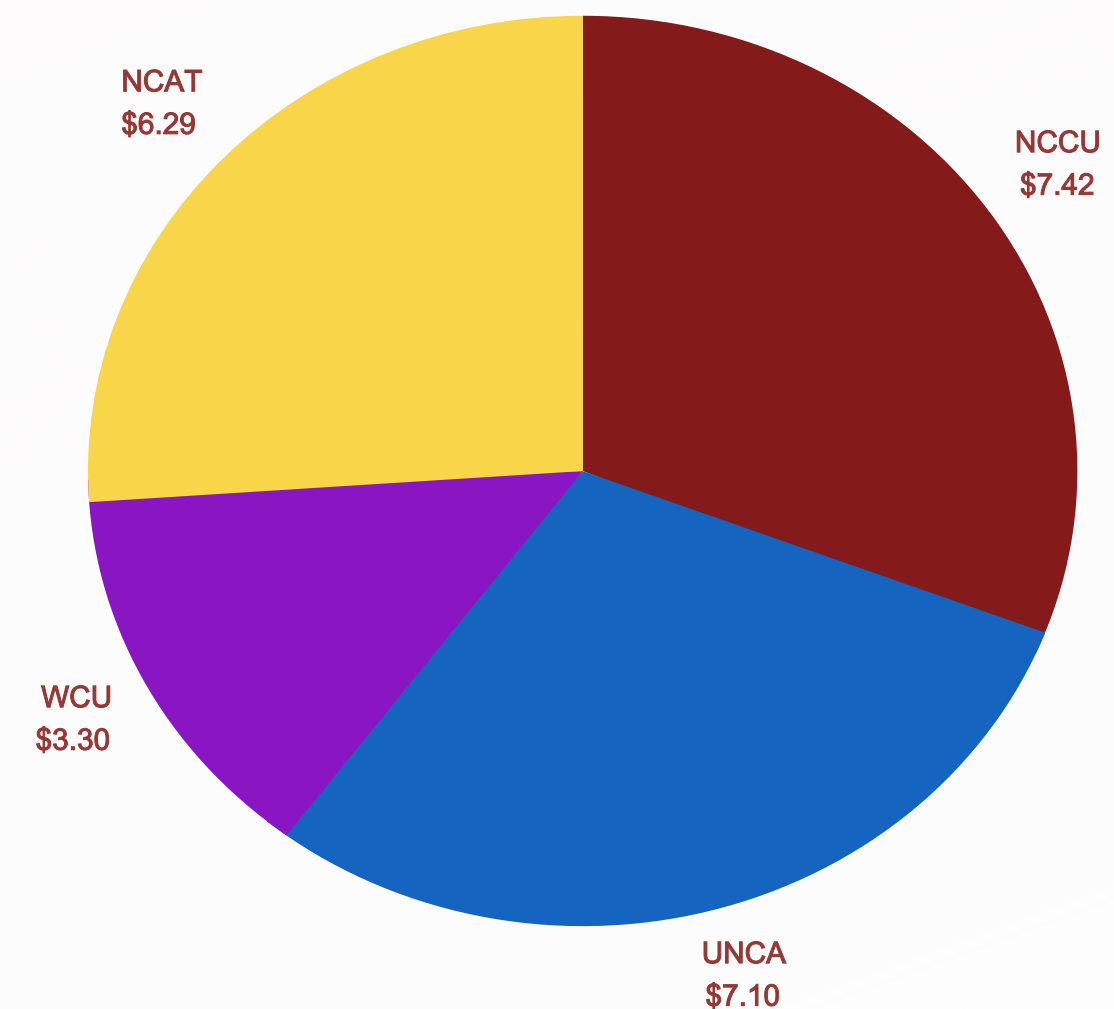
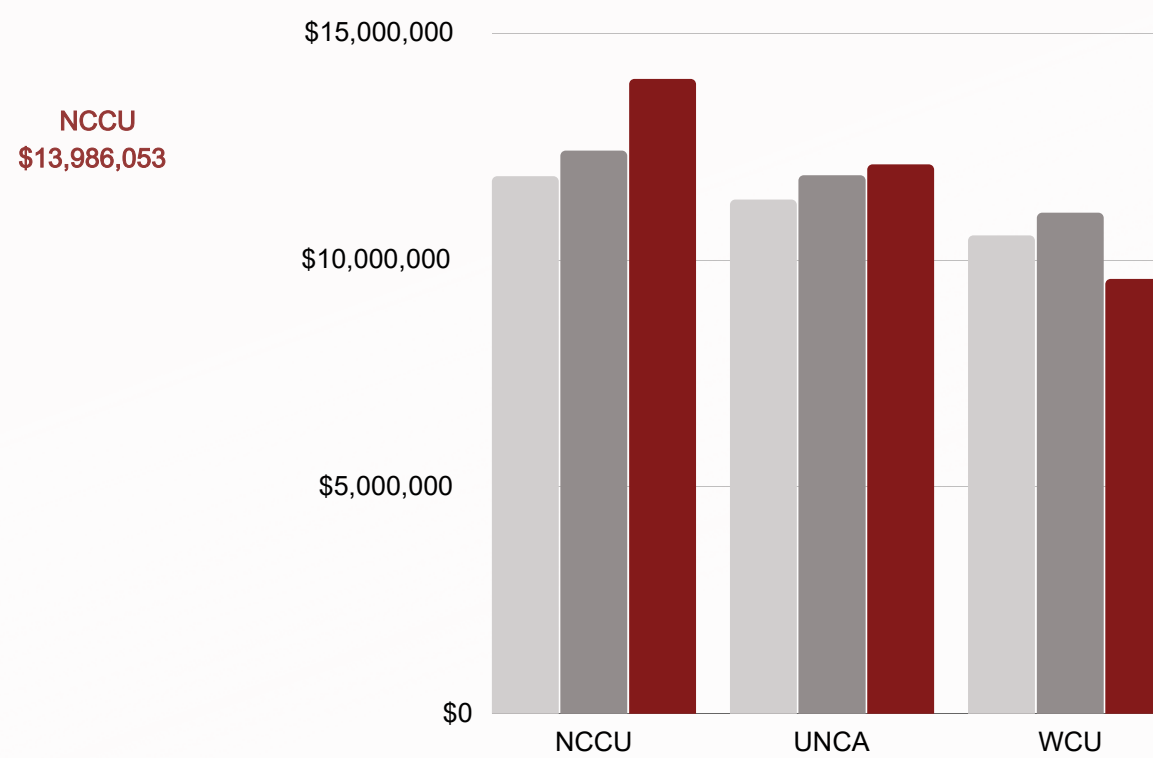
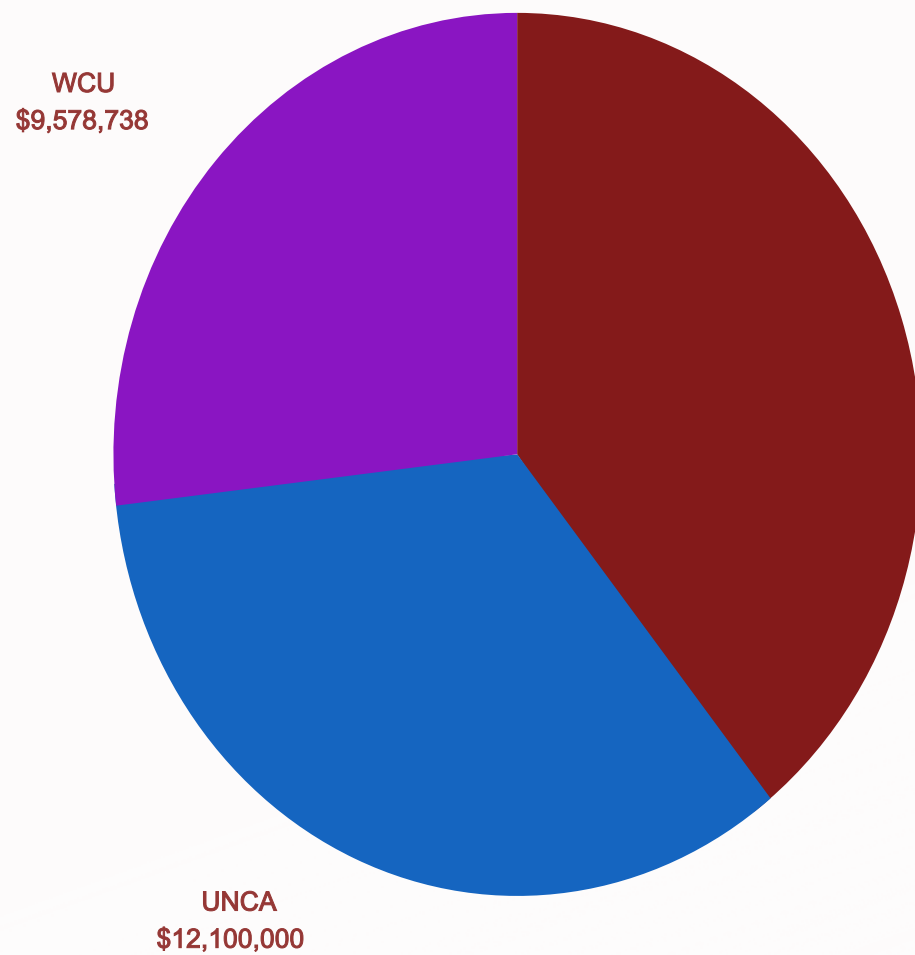
Graduway



Classes in Reunion

Institutional Growth

UNC System Development Summary Report FY-2022 Tier III Institutions



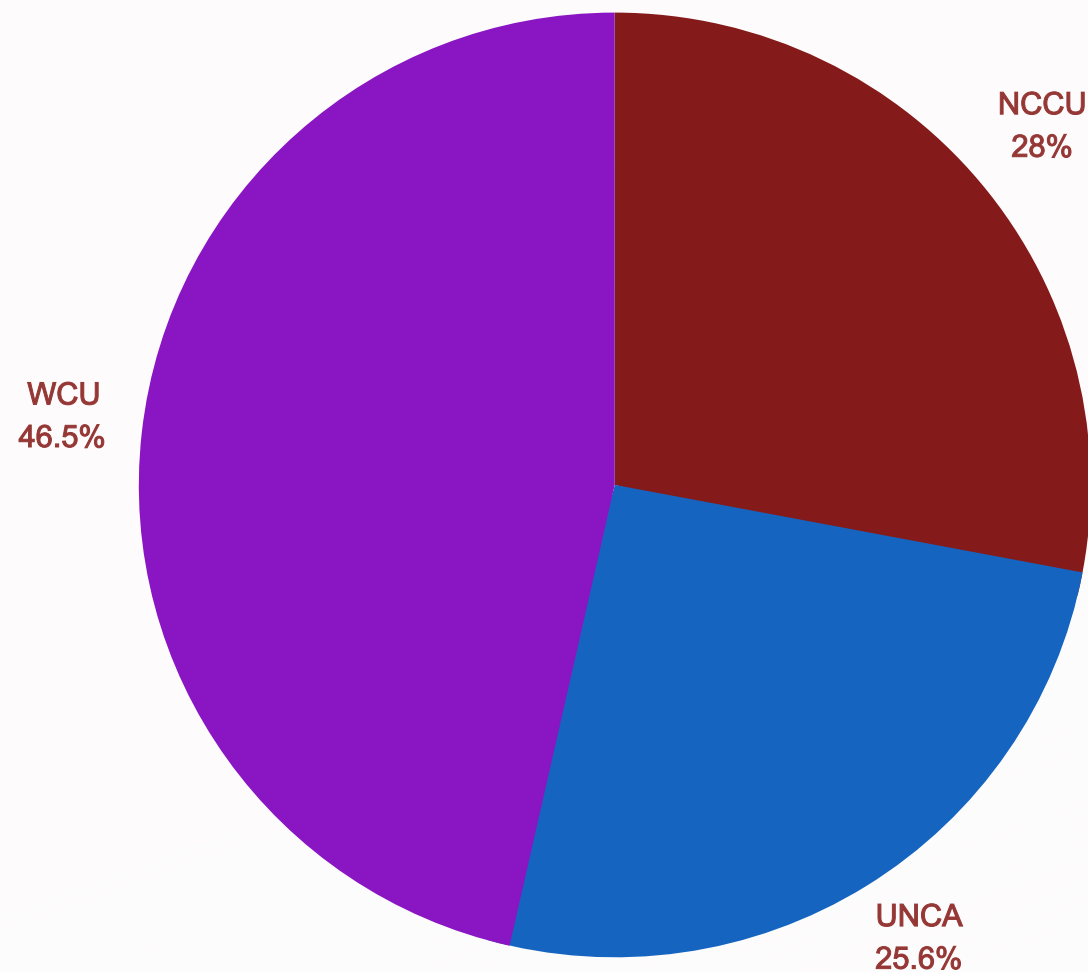
FY22 Cash and Commitments
 NCCU \$ 13,985,053
 UNCA \$ 12,100,100
 WCU \$ 9,578,738

Three Year Average FY20, 21, 22
 NCCU \$ 11,280,981 - 24% Difference
 UNCA \$ 10,785,624 - 12% Difference
 WCU \$ 10,037,119 - -5% Difference

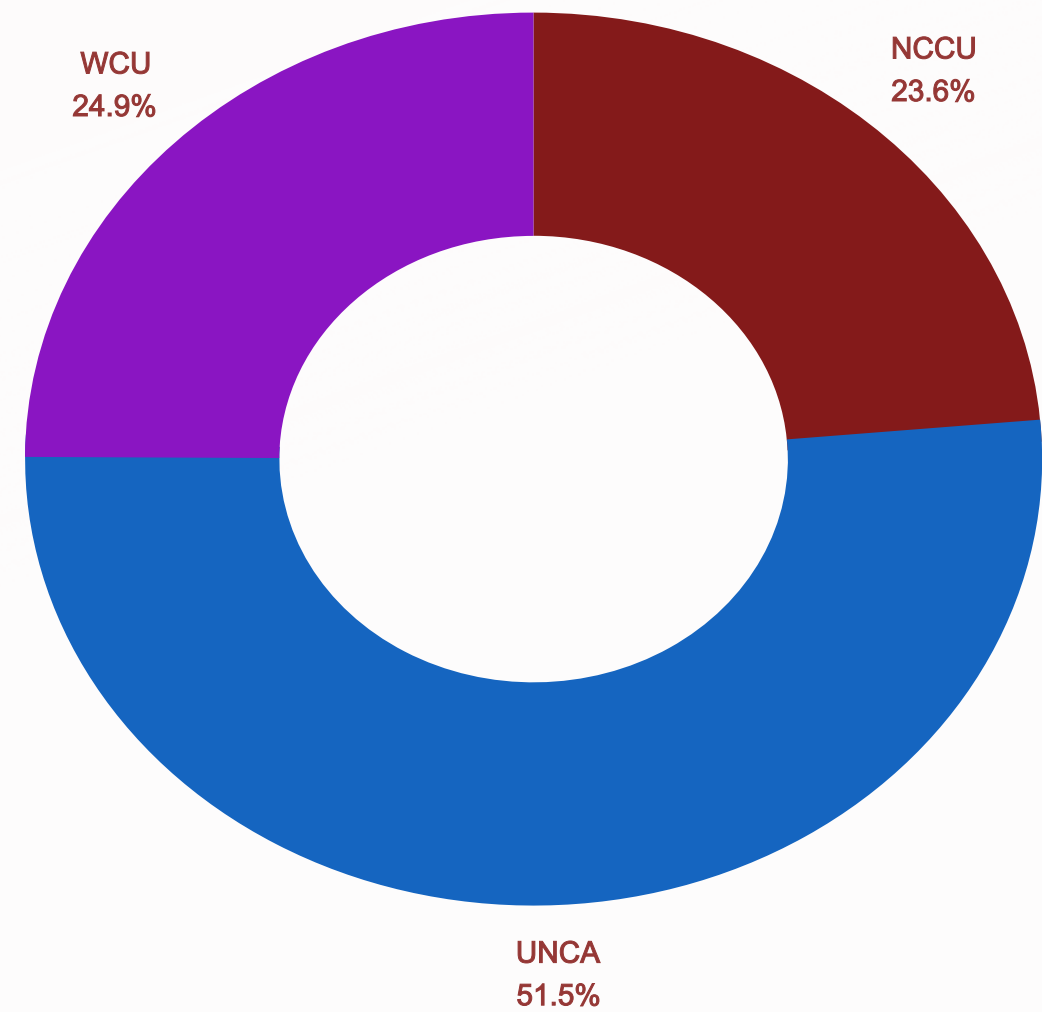
ROI: Total Commitment per Development \$1.00 Invested

Institutional Growth

UNC System Development Summary Report FY-2022
Tier III Institutions

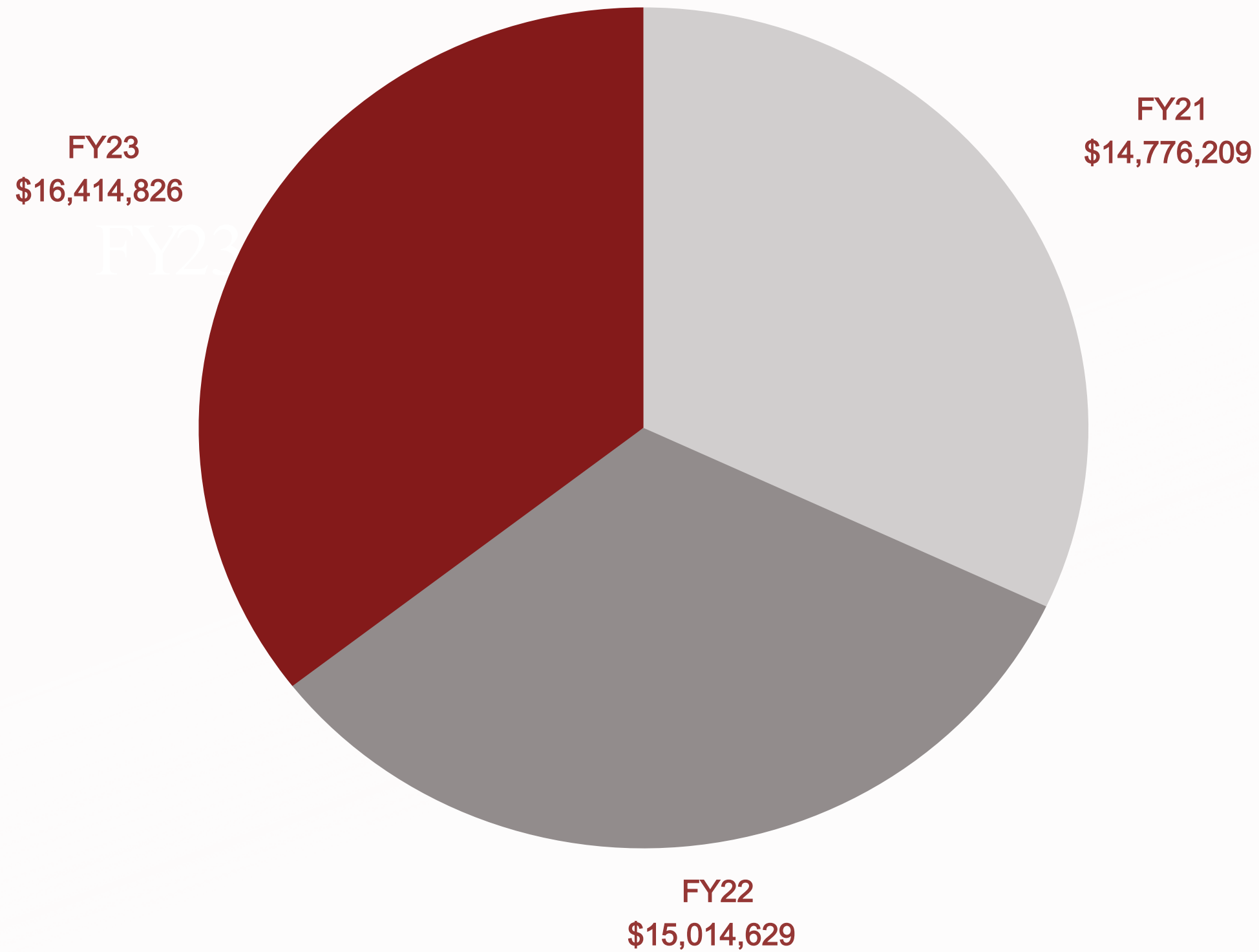


Endowments	
NCCU	\$76,466,604
UNCA	\$69,939,191
WCU	\$127,016,573



Endowment per Student	
NCCU	\$10,124
UNCA	\$22,098
WCU	\$10,694

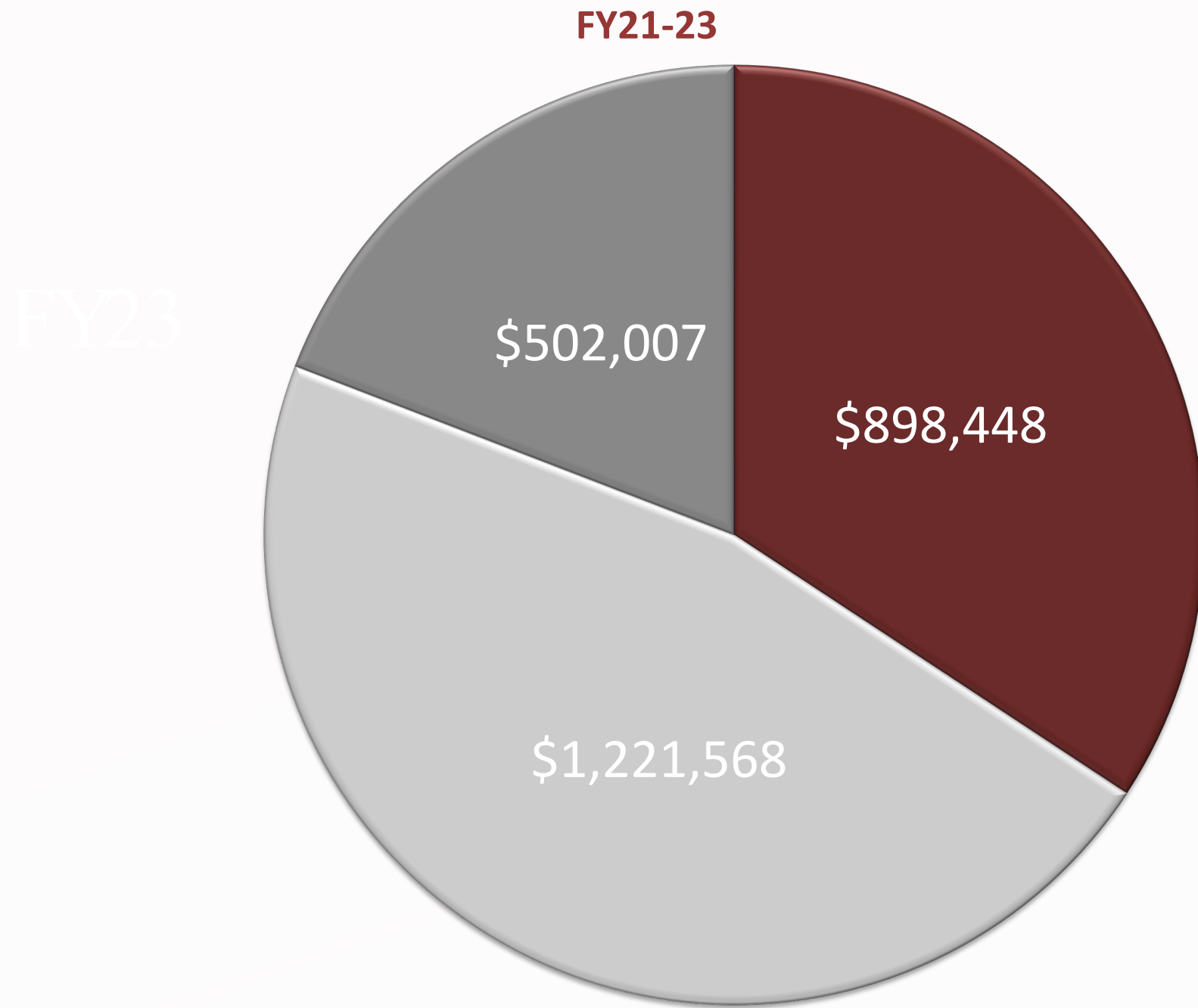
FUNDRAISING BENCHMARKS



Overall Fundraising
Three Year Comparison

FY23
\$16,414,826

FUNDRAISING BENCHMARKS



Year-to-Date
Three Year Comparison
FY24
\$959,374

■ FY 23

Priorities

01

\$15,000,000

Overall Fundraising Goal

02

Increasing Capacity - Fully Staffed

03

Increasing Transformational Gifts
and Growing NCCU Endowments

04

Alumni Engagement





Annual Giving Alumni Affairs



Forty Under Forty
September 29, 2023
Over \$20K Raised. Sold Out!



Faculty/Staff Giving
September 7, 2023
“We Believe” Campaign



Pre-Alumni Day Party
August 13, 2023
205 joined the Pre-Alumni
Association



Freshman Pinning
August 13, 2023
Over 1,700 Students pinned

Engagement, Experience, Enjoyment

Undergirding staffing in alumni affairs and annual giving is essential to the building blocks of success:

- Building Trust
- Building Relationships
- Making Connections
- Making Memories



NCCentral
UNIVERSITY

Office of Institutional
Advancement

THANK
YOU

Susan L. Hester, Vice Chancellor

