



NCCU Board of Trustees Meeting

**INSTITUTIONAL
ADVANCEMENT**

Susan L. Hester, Vice Chancellor

March 20th, 2025



NCCentral
UNIVERSITY

Where Purpose Takes Flight

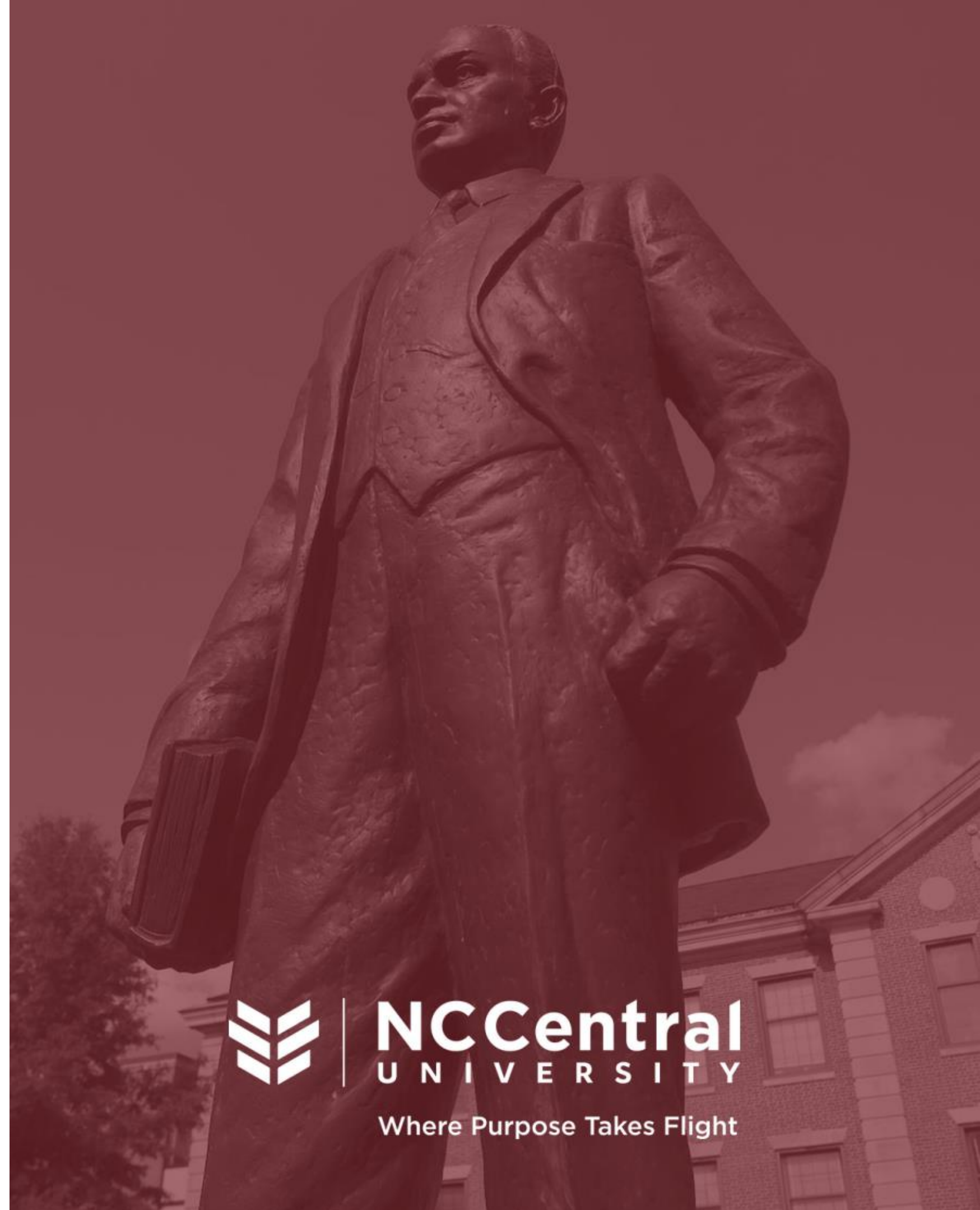




Table of Contents

Alumni Relations	3-5
Eagle Love & Legacy	3
Eagle Sweetheart Celebration	4-5
MEAC Basketball Tournament Event	6-8
NCCU Alumni Event	6-7
NCCU Distinguished Alumni	8
NCCU Day of Giving	9
Chancellor Installment The Next Level Scholarship Gala	10-13
NCCU YTD Giving	14-15



February Social Media Campaign

“EAGLE LOVE & LEGACY”

A month-long social media campaign celebrating NCCU pride, memories, and legacy. Throughout February, Eagles are encouraged to share their love for NCCU by posting throwback photos, favorite campus moments, and reflections on their Eagle experience.

“EAGLE LOVE & LEGACY”

A MONTH OF NCCU PRIDE

Alumni

FEB
4-8

“Sweet Love for NCCU”

Start the month with us! From February 4-8, we will be sharing daily videos from the NCCU Division of Institutional Advancement and the Office of Alumni Relations. Stay tuned for some daily inspiration and join the challenge by sharing your own videos telling us why you love NCCU!

FEB
9-15

“Eagle Sweetheart Celebration”

Join us as we celebrate the enduring love of NCCU alumni couples who met on campus and are still going strong! Share your story and be featured during our Eagle Sweetheart Celebration. Visit our social media for details on how to submit your information.

FEB
16-22

“Love Through the Years” Alumni Timeline

We're taking a trip down memory lane and celebrating key events in the history of our university. We will also honor the achievements of alumni from various decades. If you have photos or stories you would like to share, please email your submissions to alumni@nccu.edu

FEB
23-28

“How Sweet Is Your NCCU Spirit? Virtual Contest”

Show off your Eagle pride! Alumni are invited to share creative photos or videos—whether it's through Reels, TikToks, or other fun ways—displaying your NCCU spirit. From wearing school colors to decorating your space, we want to see how you support NCCU in unique ways. Get creative and join the contest!

Tag us on Instagram and post in the comments of the flyer on Facebook.

#NCCUSpirit



February Social Media Campaign

Eagle Love & Legacy

Previous entries of our Eagle
Sweethearts



February Social Media Campaign

Eagle Love & Legacy - Dr. and Mrs. Graham



126K Views

2K Shares

Shared by
@HBCUAlum on
Instagram and
TikTok

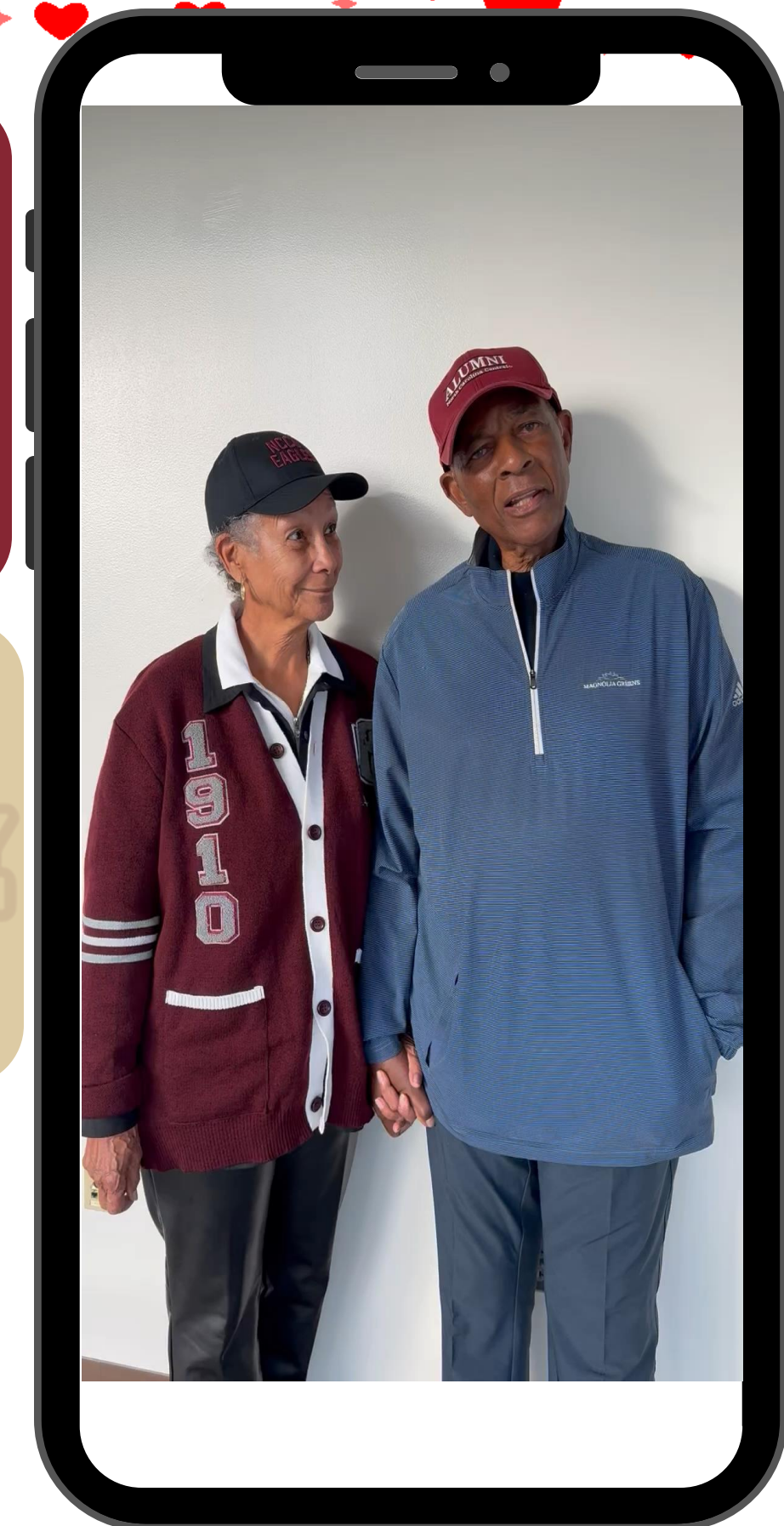
14K Likes

407 Saved

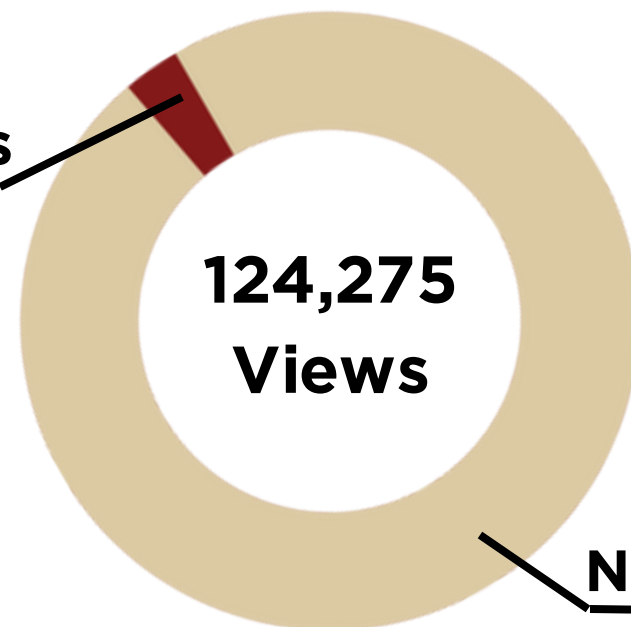
Shared by
@HBCUBuzz on
Instagram

572 Comments

546 Profile Visits



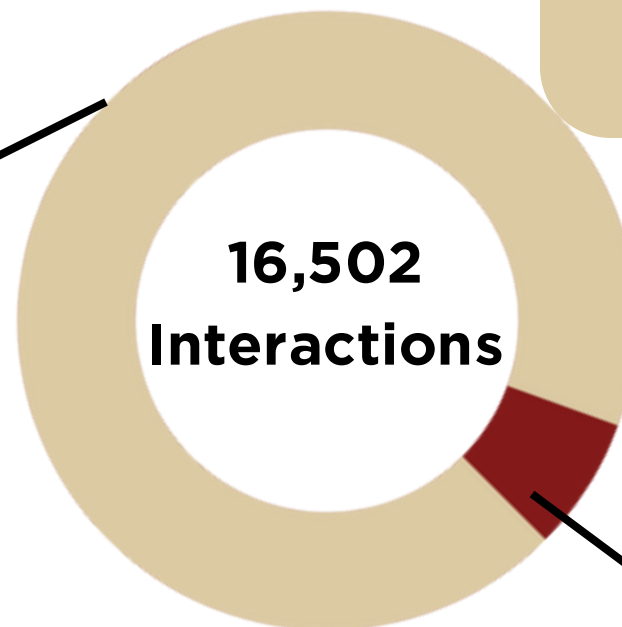
2.2 %
Followers



94.8%
Non-followers

97.8 %
Non-followers

16,502
Interactions



5.2%
Followers



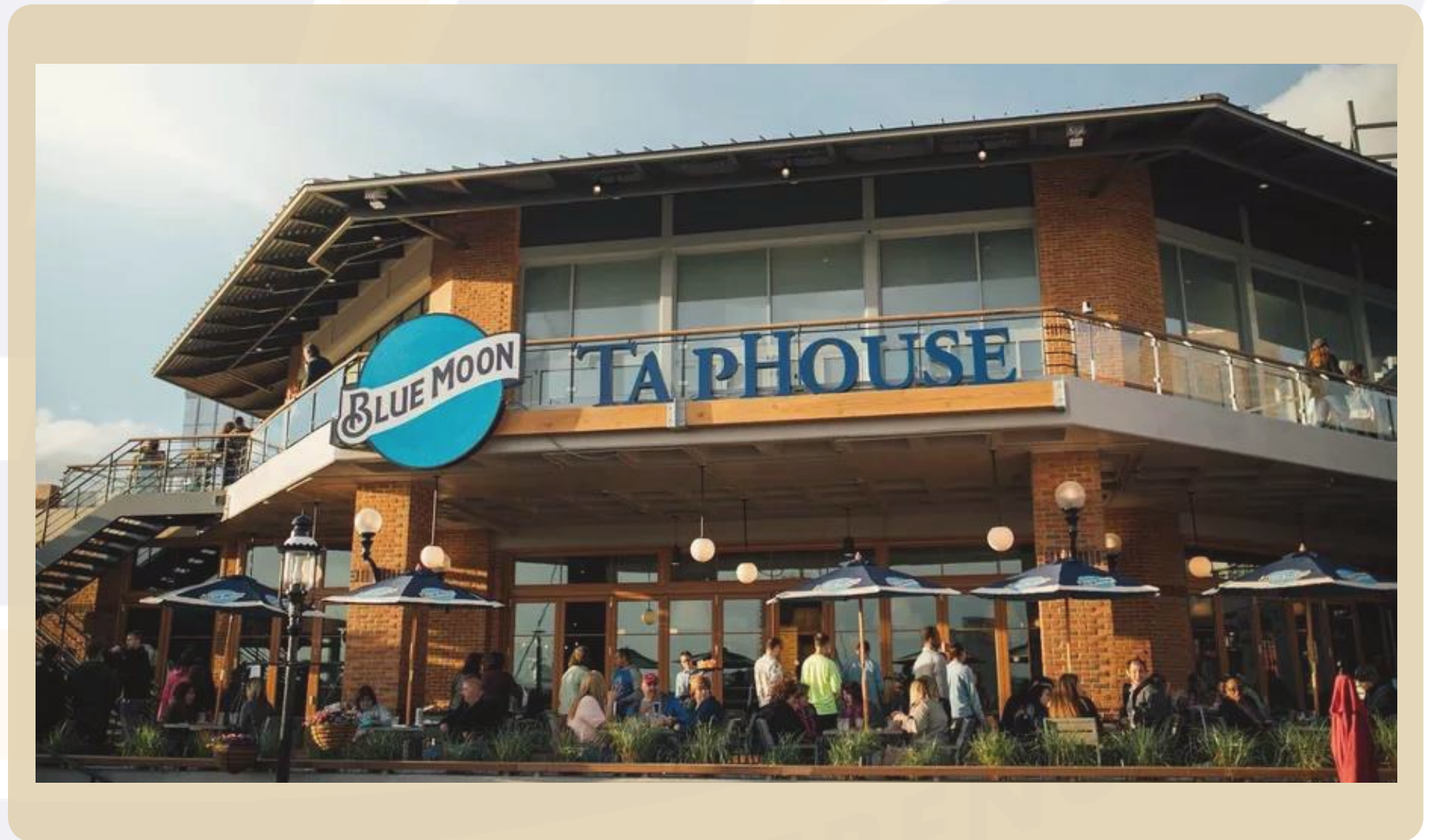
2025 MEAC EVENTS

Alumni & Friends

Blue Moon Taphouse

Thursday, March 13th

4:00 p.m. - 6:30 p.m.



2025 MEAC EVENTS

NCCU Distinguished Alumni

Jonathan Lacewell

Background:

- Graduated in 2002 with a B.S. in Criminal Justice
- Son of Joe Lacewell '77; father to Elias and Gabriel Lacewell
- Owner of Illuminated Direction, LLC (mental and behavioral health company)

Alumni Involvement:

- National Alumni Association - Former VP of Planning and Operations
- Metro DC Chapter - Former President and VP

Support for NCCU:

- Member of the Eagle Club
- Financial supporter of Athletics and Metro DC Annual Scholarship Fund (benefiting Maryland, DC, and Virginia students)



Norfolk Scope Arena

Thursday, March 13, 2025 at 8:00 P.M.

Men's Basketball Game



2025 MEAC EVENTS

NCCU Eagle Club "Spirit of Norfolk"



SOLD OUT



NCCU EAGLE CLUB

Brunch Cruise

Get on board with us as we sail on the "Spirit of Norfolk" for our annual brunch cruise.

Experience includes great food, fellowship, music and a cash bar.

FRIDAY, MARCH 14, 2025

9:30 AM - 12 NOON

TICKET COST:

EARLY BIRD: \$100 JANUARY 1-31, 2025

\$110 FEBRUARY 1-15, 2025 | \$135 FEBRUARY 16-MARCH 1, 2025

\$140 - DAY OF CRUISE PENDING AVAILABILITY

MORE INFORMATION?

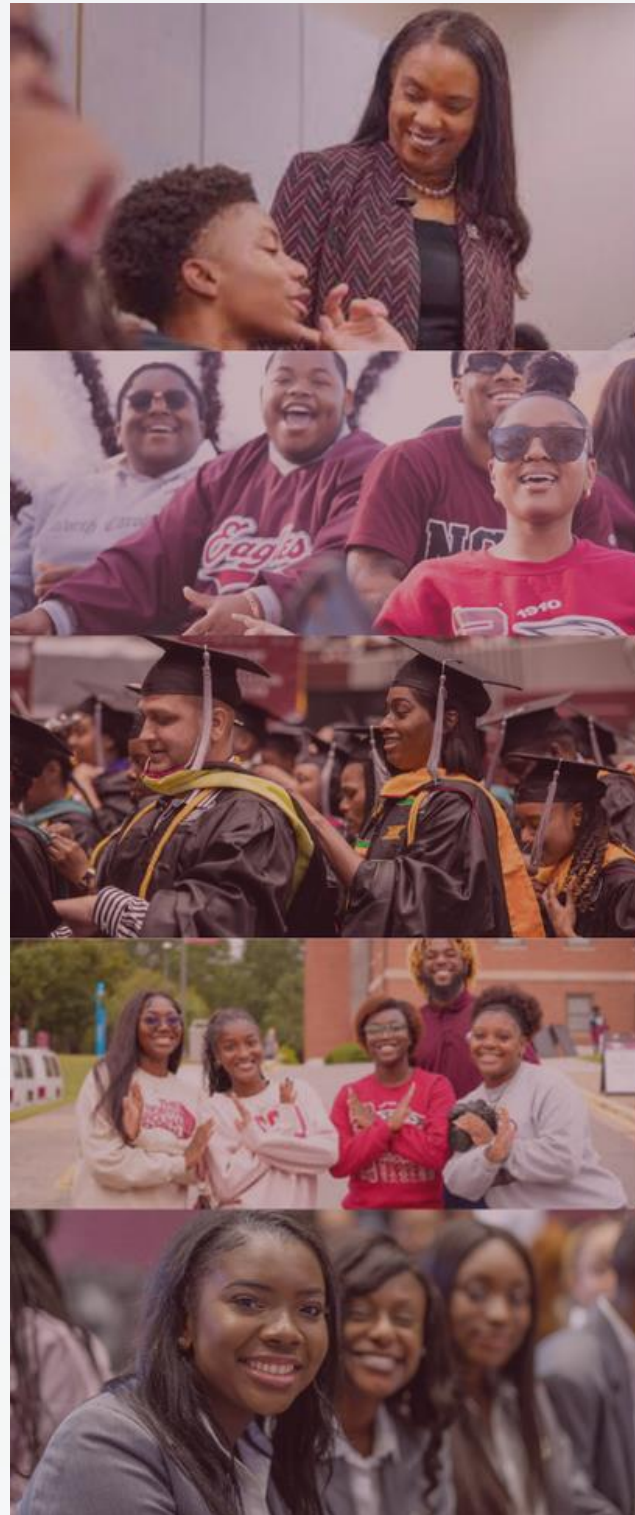
Visit: www.nccu.edu/store/eagle-club-cruise

All proceeds benefit NCCU Athletics Scholarship.



NCCU DAY OF GIVING

Save-The-Date



NCCU DAY OF
GIVING

APRIL 1-2, 2025

Join us for NCCU Day of Giving—a 24 hour fundraiser dedicated to uplifting our institution and expanding the legacy of Eagle excellence. Your support fuels scholarships, strengthens programs, and unlocks opportunities for NCCU students to thrive.

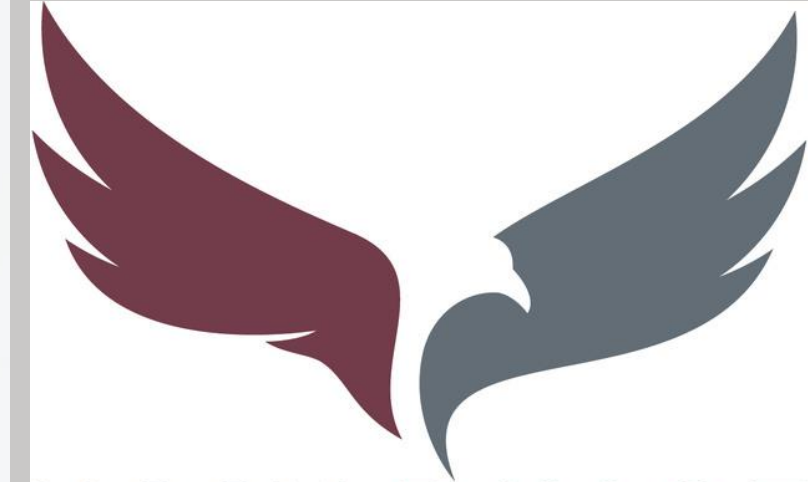
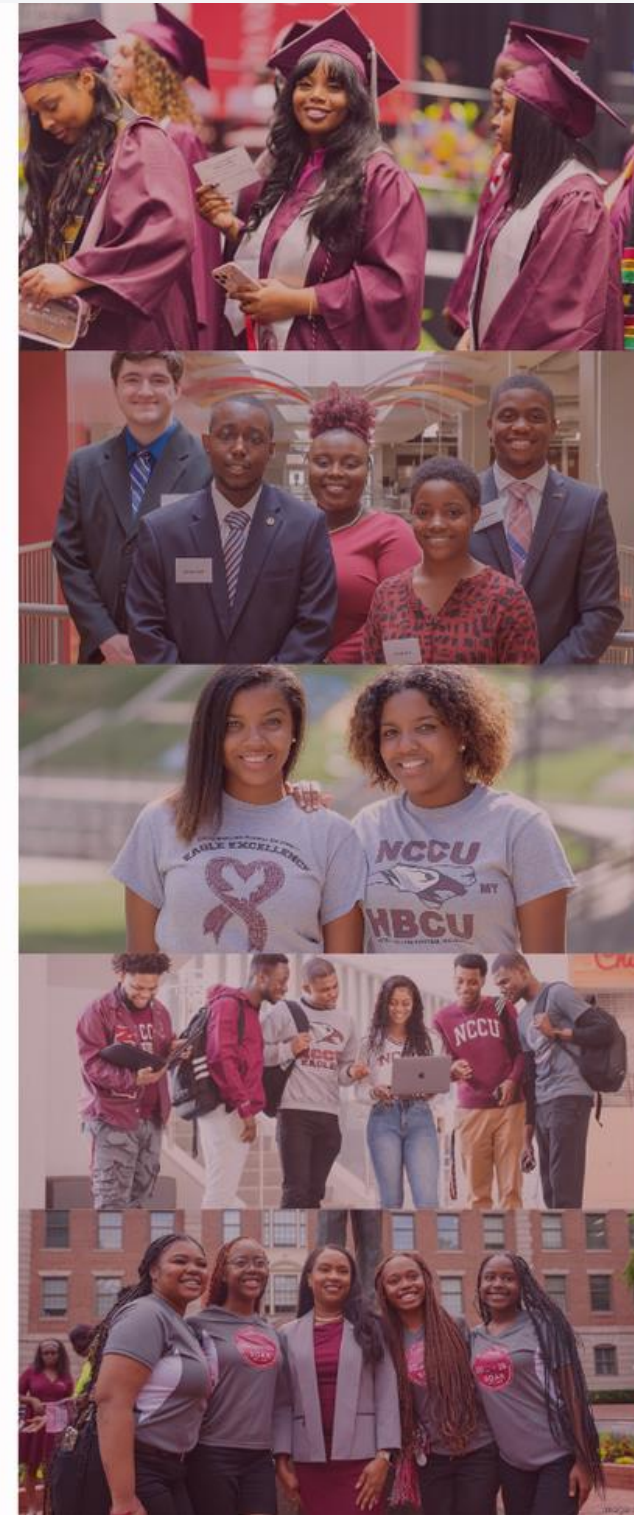
Eagle excellence starts with you!



NCCentral
UNIVERSITY

Where Purpose Takes Flight

give.nccu.edu | [#NCCUDayofGiving](https://twitter.com/NCCUDayofGiving)



NCCU DAY OF
GIVING

North Carolina Central University



Chancellor Gala

Soaring to New Heights: Elevating, Empowering, and Embracing Our Legacy



Dr. Karrie G. Dixon

The 13th Chancellor's Scholarship Gala marks a new era for North Carolina Central University, celebrating our new Chancellor and the future of NCCU.

We are elevating achievements, empowering the next generation, and embracing our shared legacy.

**Sheraton Imperial Hotel Raleigh-Durham Airport at
Research Triangle Park**

Friday, April 11th, 2025 at 7:00 P.M.

Black Tie event

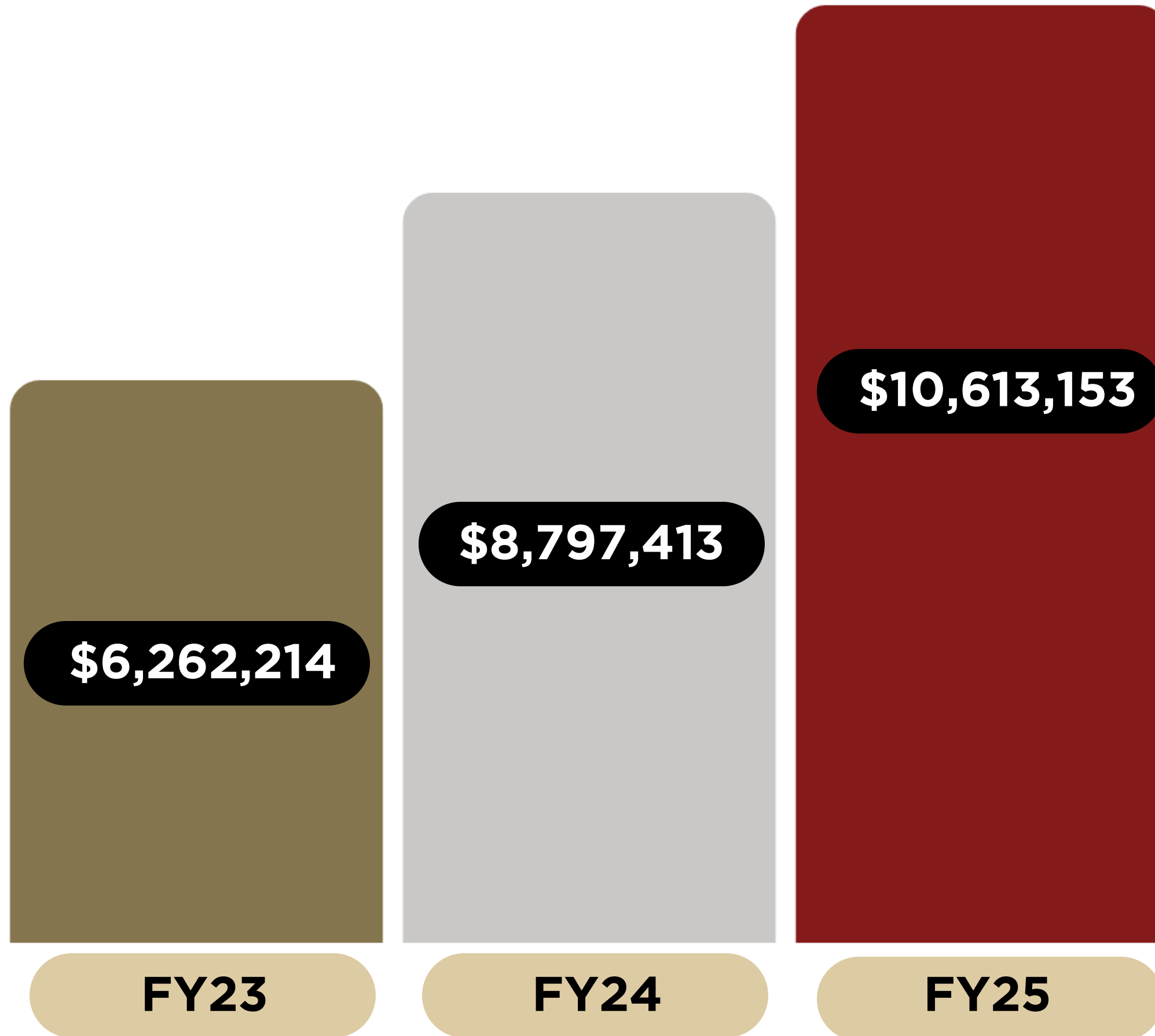


FY25 Goal: \$17,000,000.00

FUNDRAISING YEAR-TO-DATE

Year to Date Fundraising Three Year Comparison

July 1, 2024 - March 3, 2025



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FUNDRAISING YEAR-TO-DATE

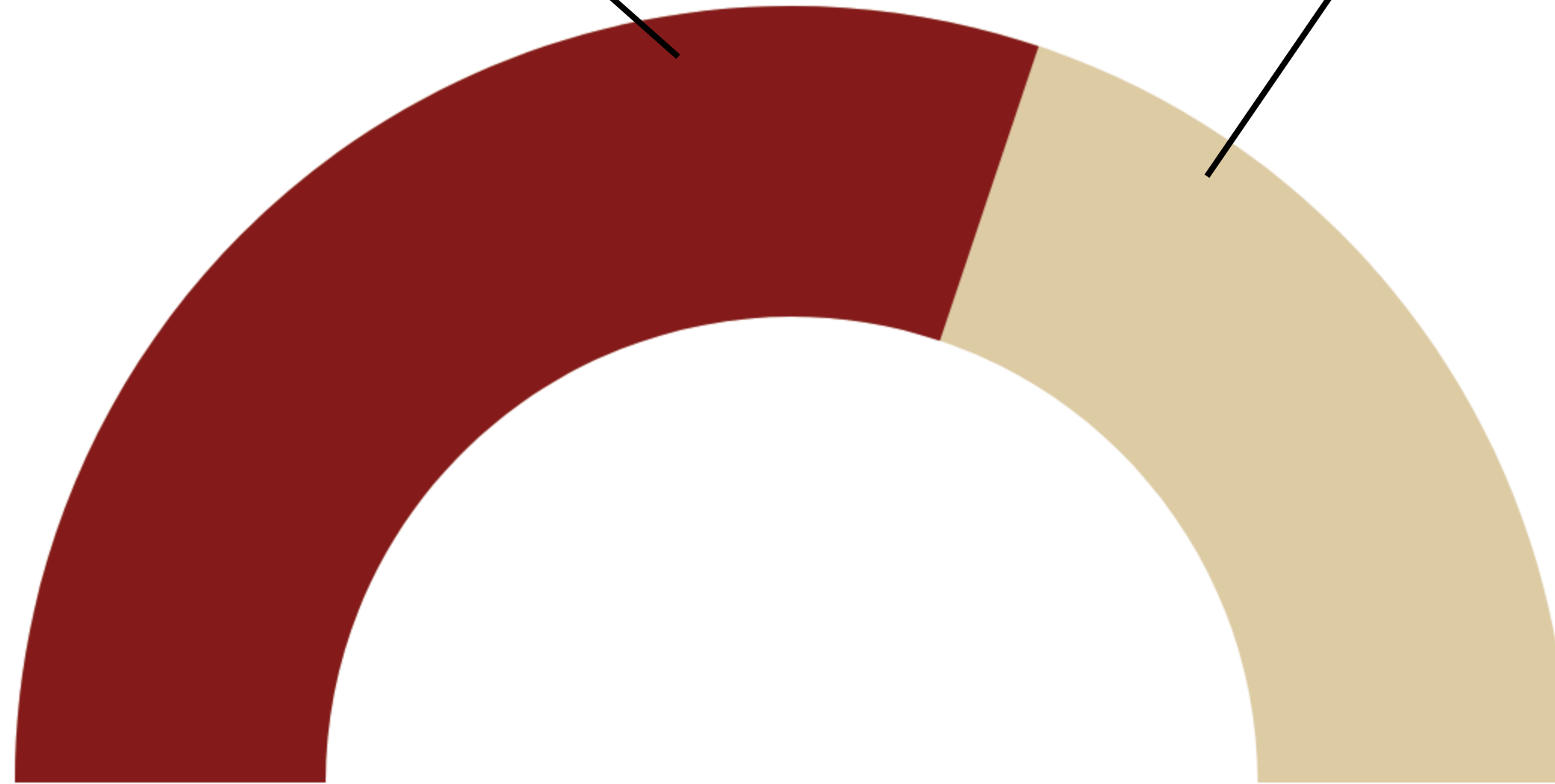
Year to Date Fundraising Three Year Comparison

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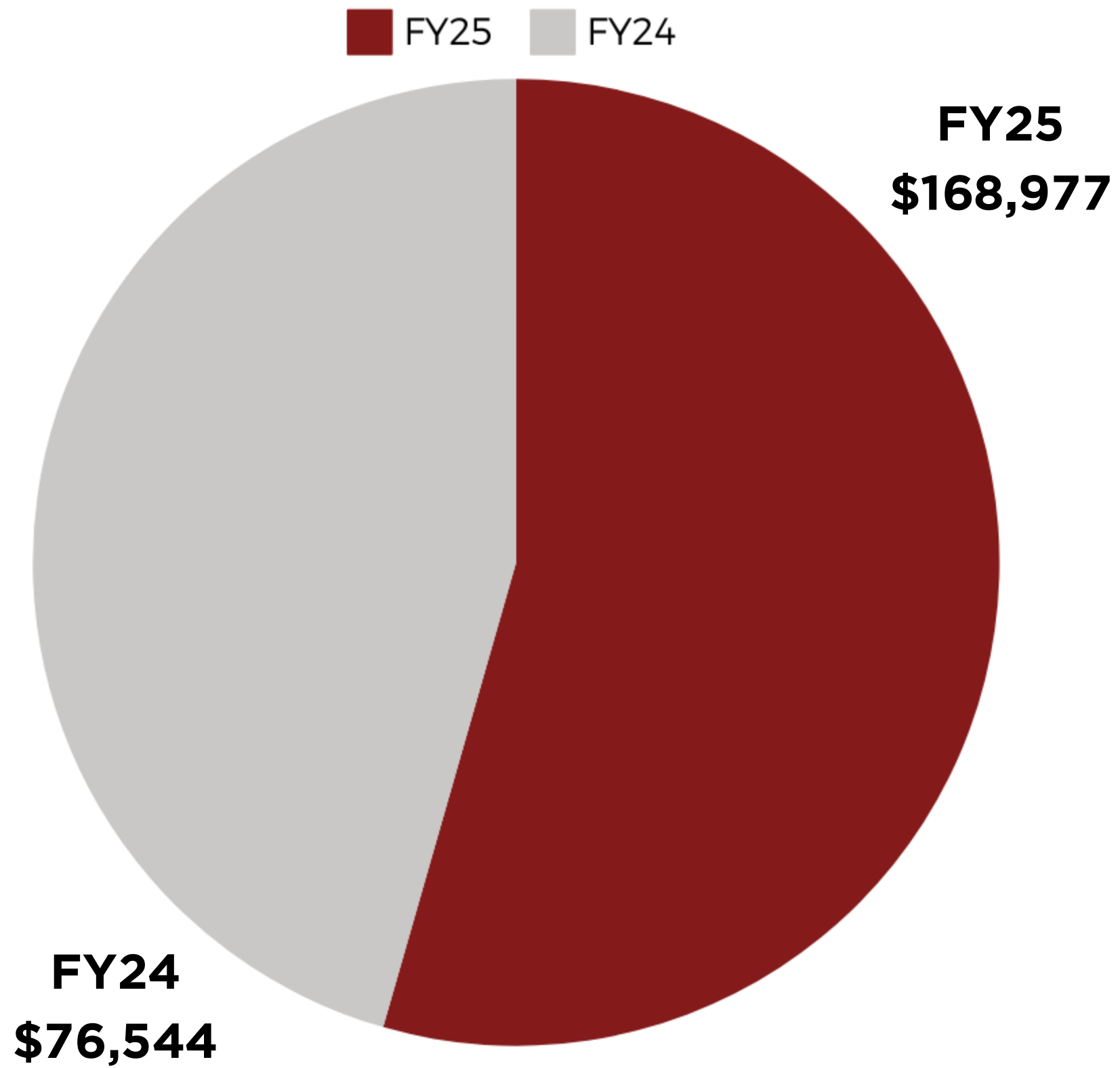
\$10,613,153 RAISED

\$6,386,847 REMAINING



\$17,000,000.00

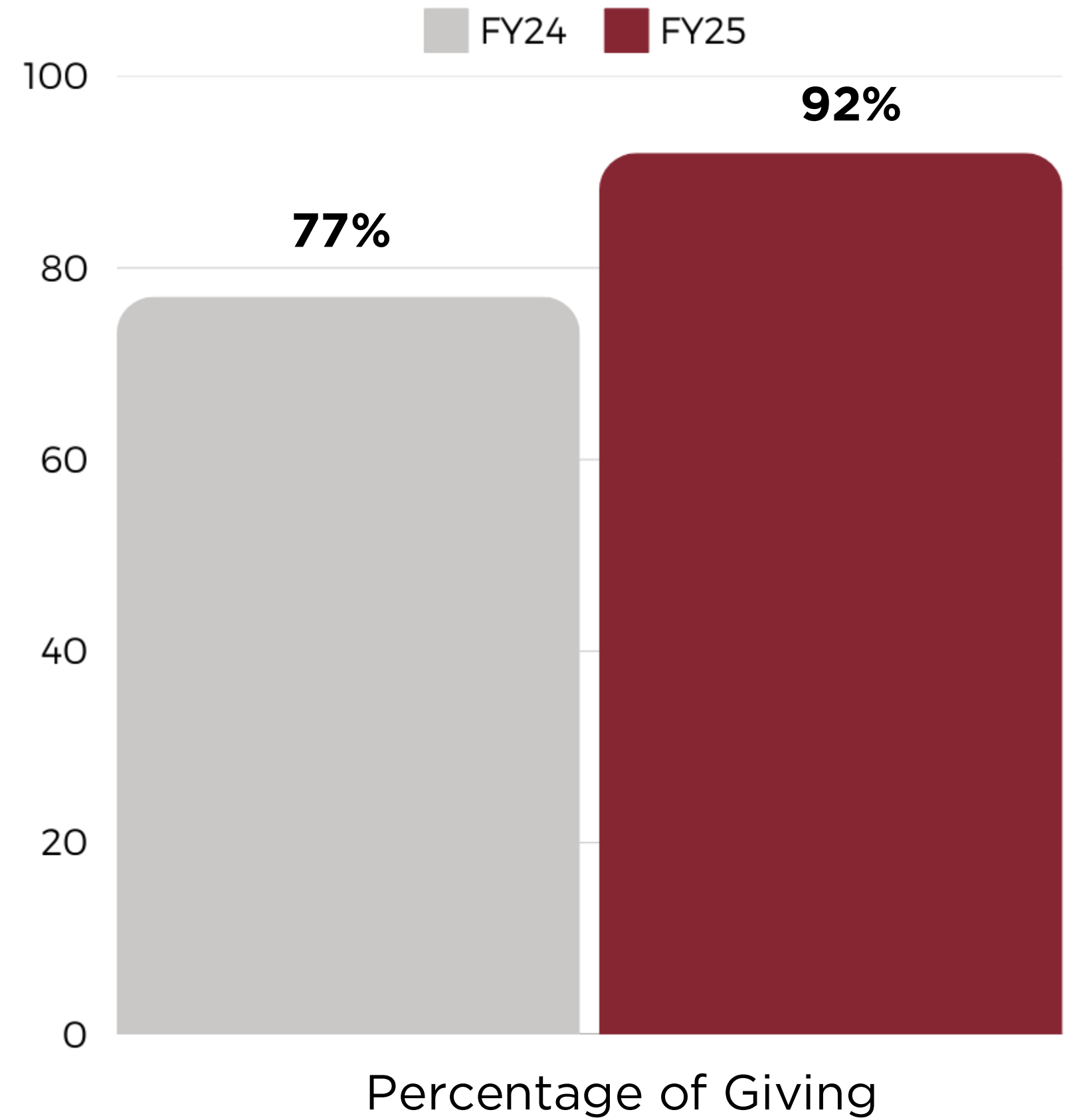
Board of Trustees Giving



BOARD OF TRUSTEES PERCENTAGE OF GIVING

Year to Date Percentages of Giving

July 1, 2024 - March 3, 2025





NC Central
UNIVERSITY

Division of
Institutional Advancement



FROM THE NCCU *Archives* | CIRCA 1910 |

Renowned educator Booker T. Washington (1) and his entourage visited the National Religious Training School on Nov. 1, 1910, just four months after it opened. Included in the photograph, which was taken on the steps of S.P. Avery Auditorium, are founder James E. Shepard (2) and other local leaders who were among the school's incorporators.

Photo courtesy of the North Carolina Mutual Collection, held by NCCU and Duke University.

Thank you!

