

North Carolina Central
University
Division of
Institutional
Advancement

Board of Trustees
Meeting
April 26, 2023



NC Central
UNIVERSITY

Office of Institutional
Advancement

BUILDING CAPACITY: IA NEW HIRES



Danielle Blackwell '22
Associate Vice Chancellor



Carlos M. McCall
Director of Gift and Data Services



Ryan Clark
Director of Development - CASH



Michael Newby '97
Director of Development -Sch. Of Business



Enoch Bond
Director of Annual Giving



Lydia Brodie
Assistant Director of Annual Giving



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Office of Institutional
Advancement

Total Giving

As of (4/1/2023)

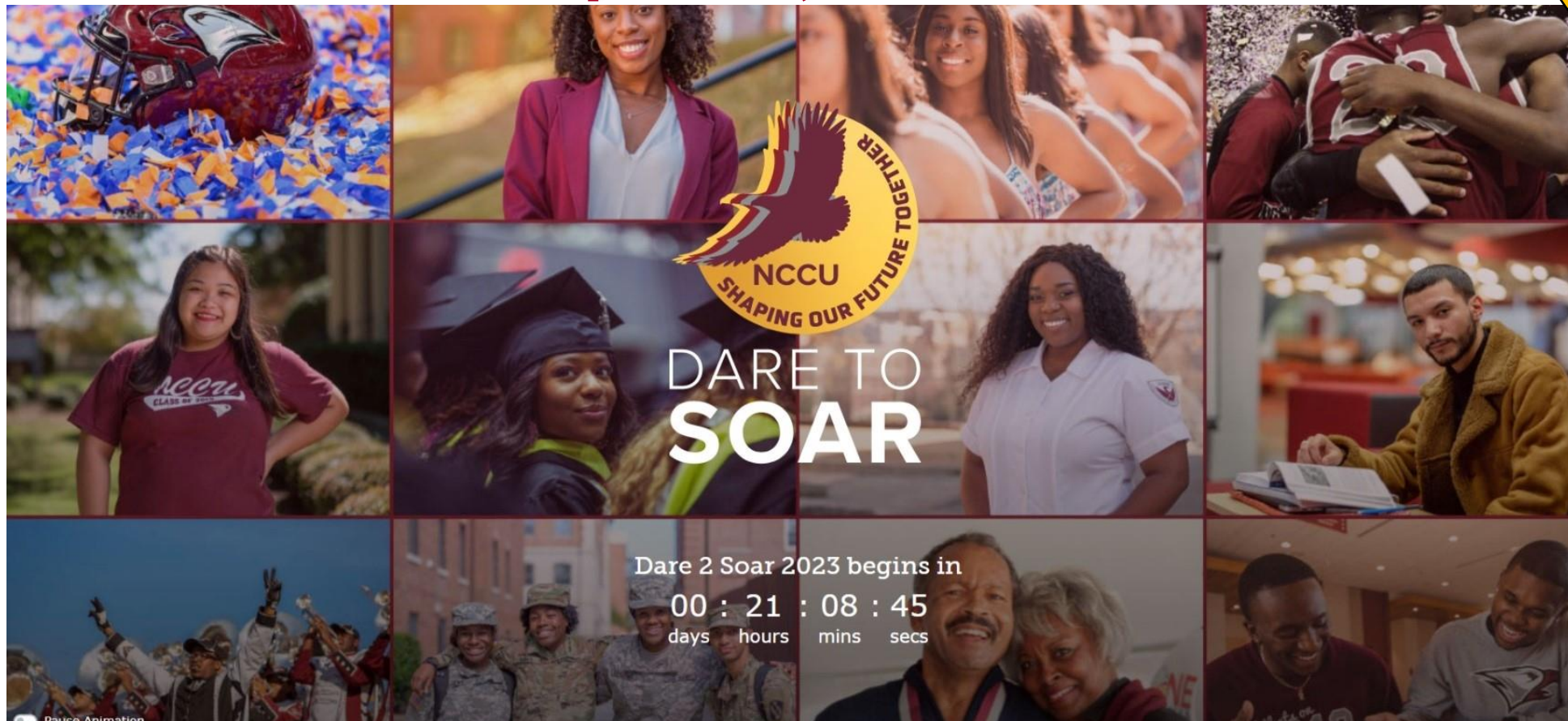
	FY23	FY22	FY21
Alumni	\$ 1,776,280	\$ 3,131,722	\$ 1,647,668
Corporations	\$ 2,294,722	\$ 5,385,698	\$ 8,710,269
Faculty/Staff	\$ 32,615	\$ 74,928	\$ 68,936
Foundations	\$ 1,865,991	\$ 266,324	\$ 1,561,029
Friends	\$ 775,796	\$ 1,795,203	\$ 577,755
Other Organizations	\$ 453,139	\$ 1,187,650	\$ 508,759
Students	\$ 860	\$ 3,332	\$ 145
Grand Total	\$ 7,499,403	\$ 11,844,857	\$ 13,074,561



DAY OF GIVING

April 4 -5, 2023

Received
\$559K
As of 5PM 4.6.23



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TRANSFORMATIVE GIFTS

❖ **\$1.5 Million Gift for Professorship**

Mrs. Ann Goodnight gifted the North Carolina Central University (NCCU) School of Education **\$1.5 million** to create a new endowed professorship, **The Goodnight Distinguished Professor of Early Literacy at NCCU** to support *Early Literacy*.

The Donor

Goodnight Educational Foundation Donor Advised Fund on behalf of Mrs. Ann B. Goodnight and Dr. James H. Goodnight. The NCCU Foundation received the gift on March 30, 2023. **Matching funds will increase the gift's total to \$2.5 million**

❖ **\$1 Million Facility Naming Rights**

In recognition of **\$1 million** gift from the Survivor's Trust created under the Ernie Barnes Family Trust, the NCCU College of Arts, Social Sciences and Humanities Fine Arts Building will be named the **Ernie Barnes Fine Arts Building**.

The Donor

Survivor's Trust, The Ernie Barnes Family Trust. Luz Rodriguez, the executor of the Ernie Barnes Family Trust, identified April 27th as the date for the signing of the gift agreement, gift announcement, and first \$200,000 pledge payment. The NCCU Foundation expects receipt of funds April 27, 2023



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Advancement Services-at-a-Glance

Overview:

- ❑ Getting all groups on the same page so that IA can make quantum leaps in data quality
- ❑ Identified data tools used by Institutional Research that are beneficial to IA data needs
- ❑ Working with Admissions, Deans and other groups to break down silos.
- ❑ Final testing of new platform that will allow Alumni to update their own records.
- ❑ Collaborating with Chief Brand Officer and ITS on marketing CRM tools.
- ❑ Convene group of data stewards to identify alumni data from various campus systems.

Database Enhancement Plan Update:

- ❑ Hire Staff – Working through Hiring process through Human Resources, currently waiting for system issue to be resolved
- ❑ Continuing to work our shared services partnership with the UNC System, we are waiting on an on-campus data request to be completed.
- ❑ Partnering with Institutional Research to take advantage of newly identified data sources that will enable Institutional Advancement to secure employment information for alumni.
- ❑ Partnering with the Information Technology Services, Institutional Research, and Registrar's Office to get more alumni data and attributes



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BWF CAMPAIGN PLANNING UPDATE

Building capacity to support the University's quantum leap in philanthropy:

- *A university- and donor-centric comprehensive strategic roadmap with 5 to 7 mile-markers,*
- *Prospect strategy, portfolio review, and metrics work with the front-line fundraisers,*
- *Supporting advancement services work through institutional process review,*
- *Strategic support and resources for the newly staffed Annual Giving Department,*
- *Case for Support rewrite informed by survey data and aligned with university brand and tagline work,*
- *Identifying potential fee structure options with the Foundation to generate additional revenue, and*
- *Training for Deans and volunteer stakeholders.*



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2023 ROSE BOWL

The NCCU Alumni Association invites you to support our...

CHAMPIONS ON THE RISE

Joyce Davis
Joy! Cruises and Tours Inc

NCCU VS UCLA



NCCU vs UCLA Travel
Sep 14, 2023 to Sep 17, 2023
Los Angeles



What's included in this trip:

- ✓ Roundtrip airfare from select gateways to Los Angeles, California
- ✓ Three nights hotel accommodations at either Omni Los Angeles or the Hilton Pasadena*
 - ✓ Airport to hotel transportation
 - ✓ Transportation, hotel to the Rose Bowl Stadium
 - ✓ *Daily breakfast included at Hilton only
 - ✓ Taxes and fees

<https://traveljoy.com/bookings/8vtzDdYxCdYmNTjAspbBPdKy?eType=EmailBlastContent&eld=e073bd44-027c-43a7-9ad6-7d66ff626359>



Thank you!



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