



NCCU BOARD OF TRUSTEES MEETING

INSTITUTIONAL ADVANCEMENT

Susan L. Hester, Vice Chancellor
December 18, 2024



NCCentral
UNIVERSITY

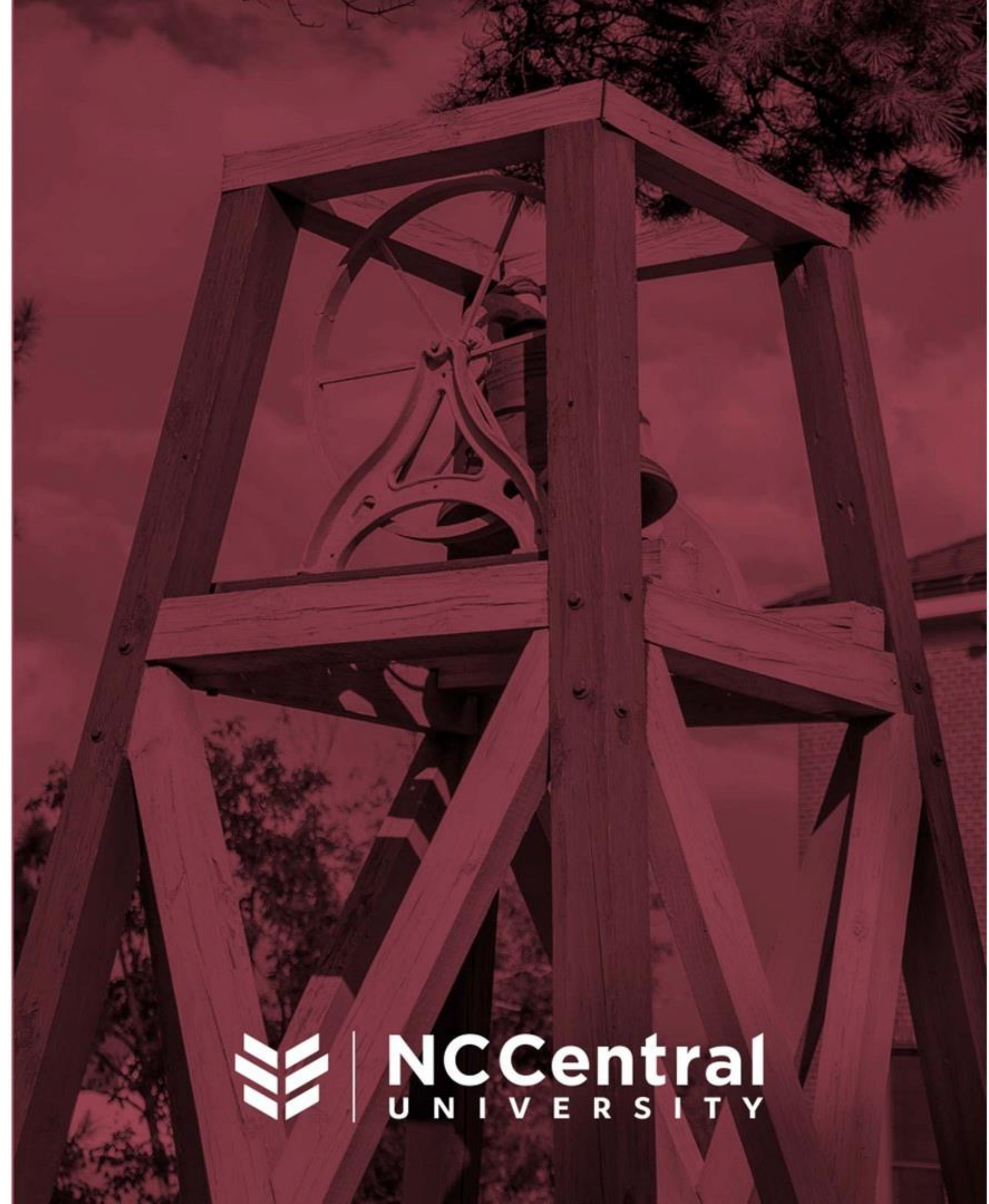




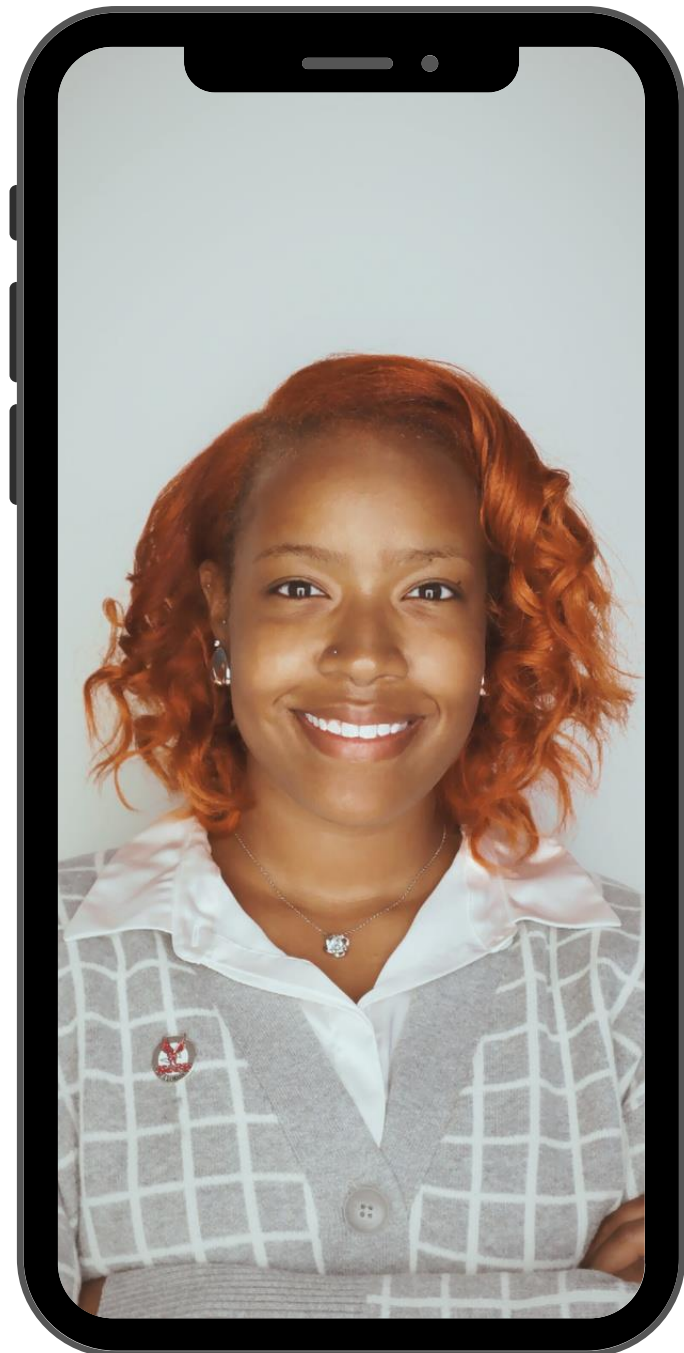
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Communications and Marketing

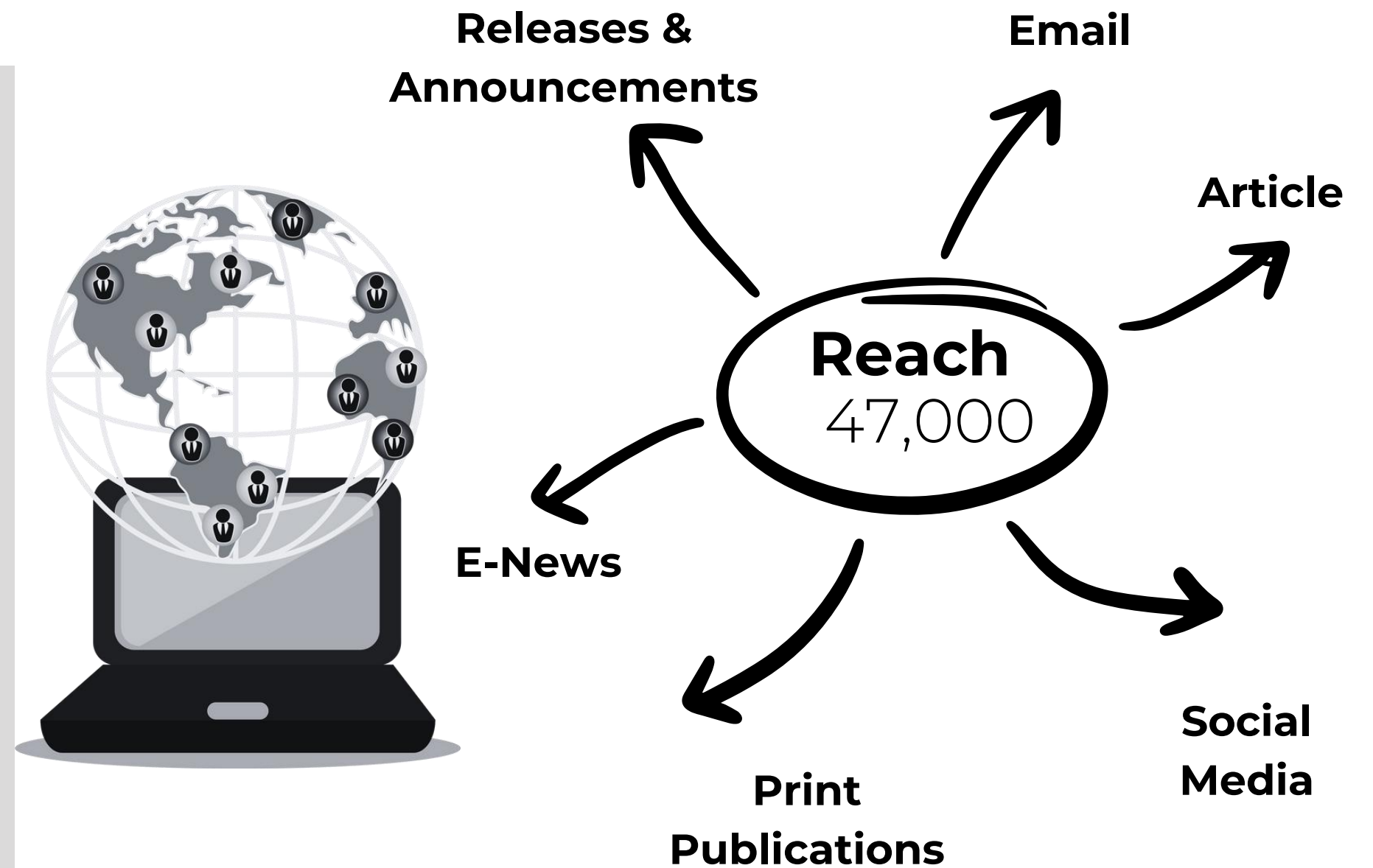
Institutional Advancement Storytelling



Syria M. Gilmore, M.A.
Communications and Marketing Manager
Division of Institutional Advancement

In her new position, Gilmore will spearhead efforts to enhance NCCU's visibility and strengthen engagement with key stakeholders, including alumni, donors, faculty, and sponsors. Her focus will be crafting strategic communications and impactful news pieces that celebrate NCCU's achievements and foster strong connections within and beyond the university community. She is committed to creating narratives that inspire pride and highlight the university's unique contributions to education and society.

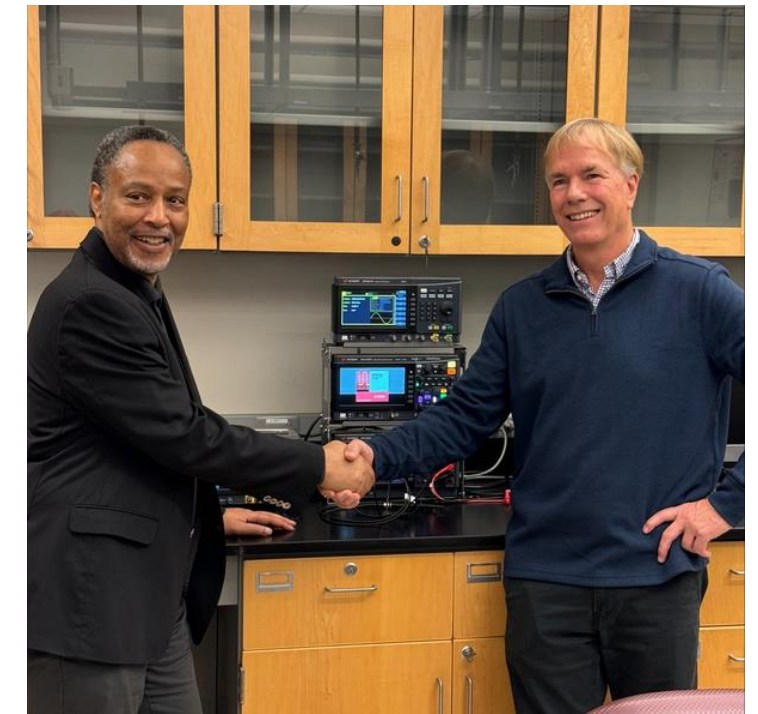
Gilmore has earned her bachelor's degree from North Carolina Central University in 2021 and a master's degree from East Carolina University in 2024. The Division of Institutional Advancement is excited to welcome Syria Gilmore back to NCCU.



OFFICE OF DEVELOPMENT

Corporate Engagement - Making partnership at NCCU possible

When corporate goals align with University priorities, partnerships thrive. The Corporate Engagement Center is here to help make strategic connections that build lasting, mutually beneficial relationships.



This board can help IA strategically identify and pursue funding sources that align with our mission in three simple ways:

- Share leads that you come across in articles and conversations with IA
- Where possible, help us build relationships with potential funders
- Share your network contacts (as simple as a soft introduction by text or email)

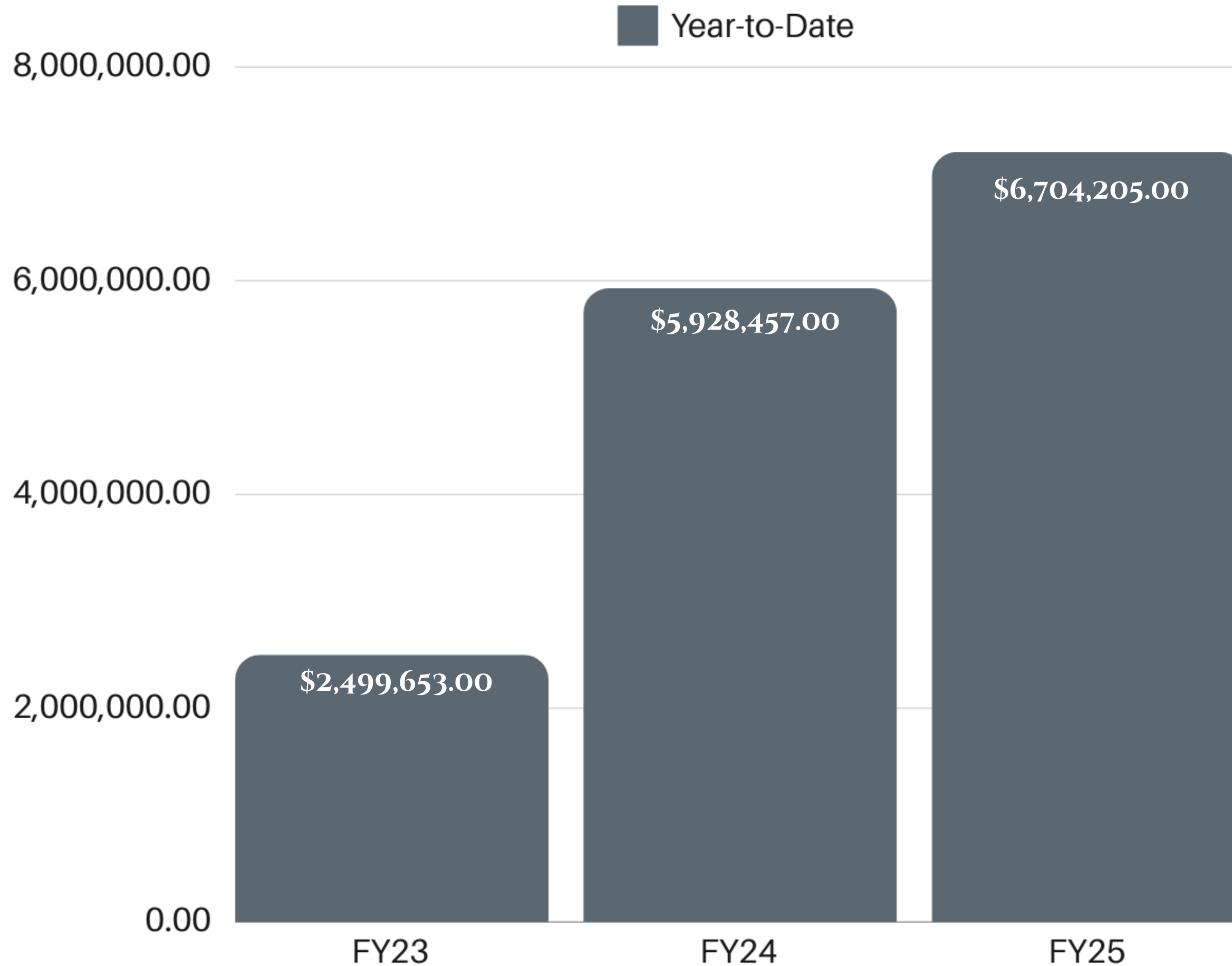


FY25 Goal: \$17,000,000.00

FUNDRAISING YEAR-TO-DATE

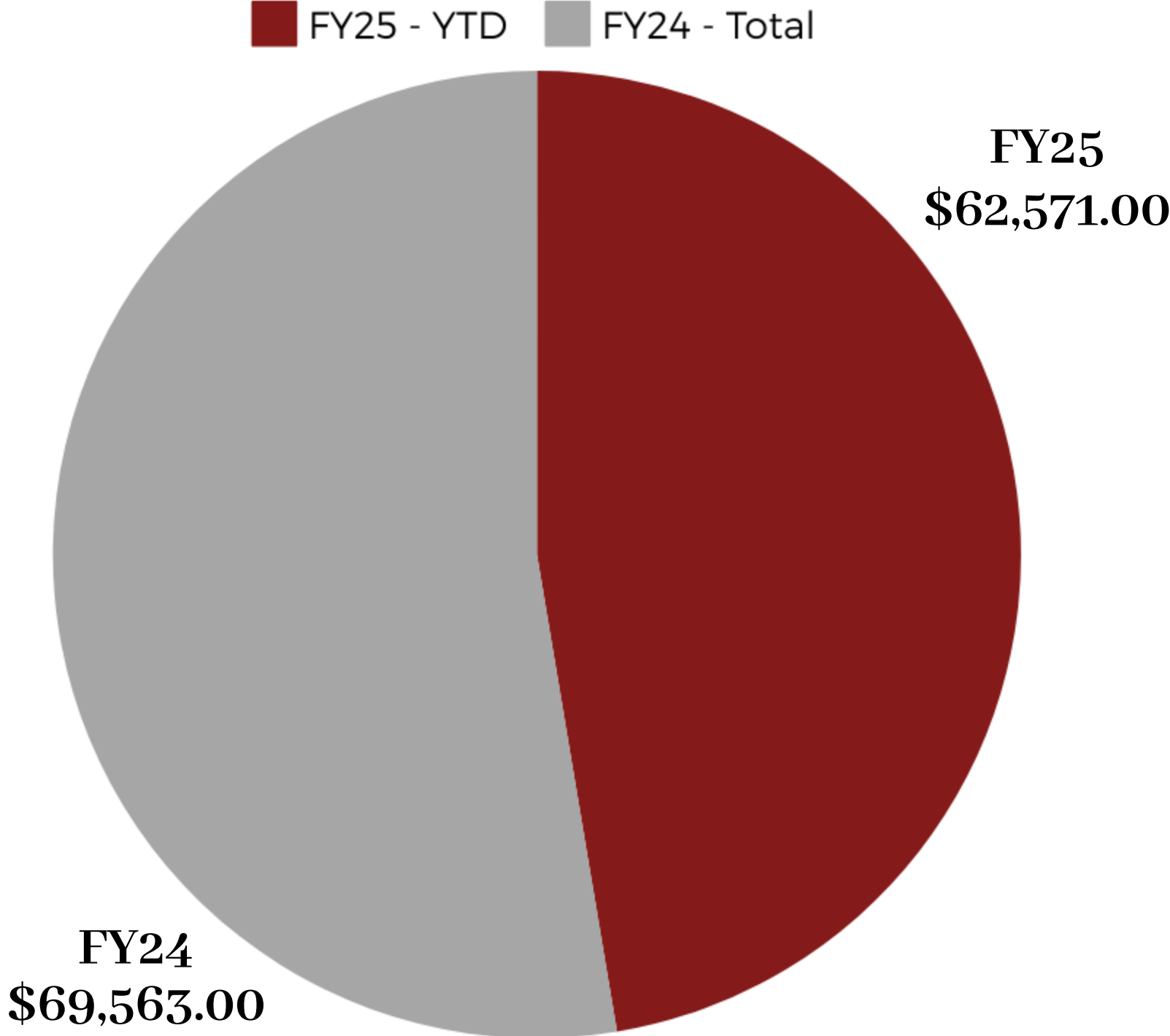
Year to Date Fundraising Three Year comparison

July 1, 2024 - November 19, 2024



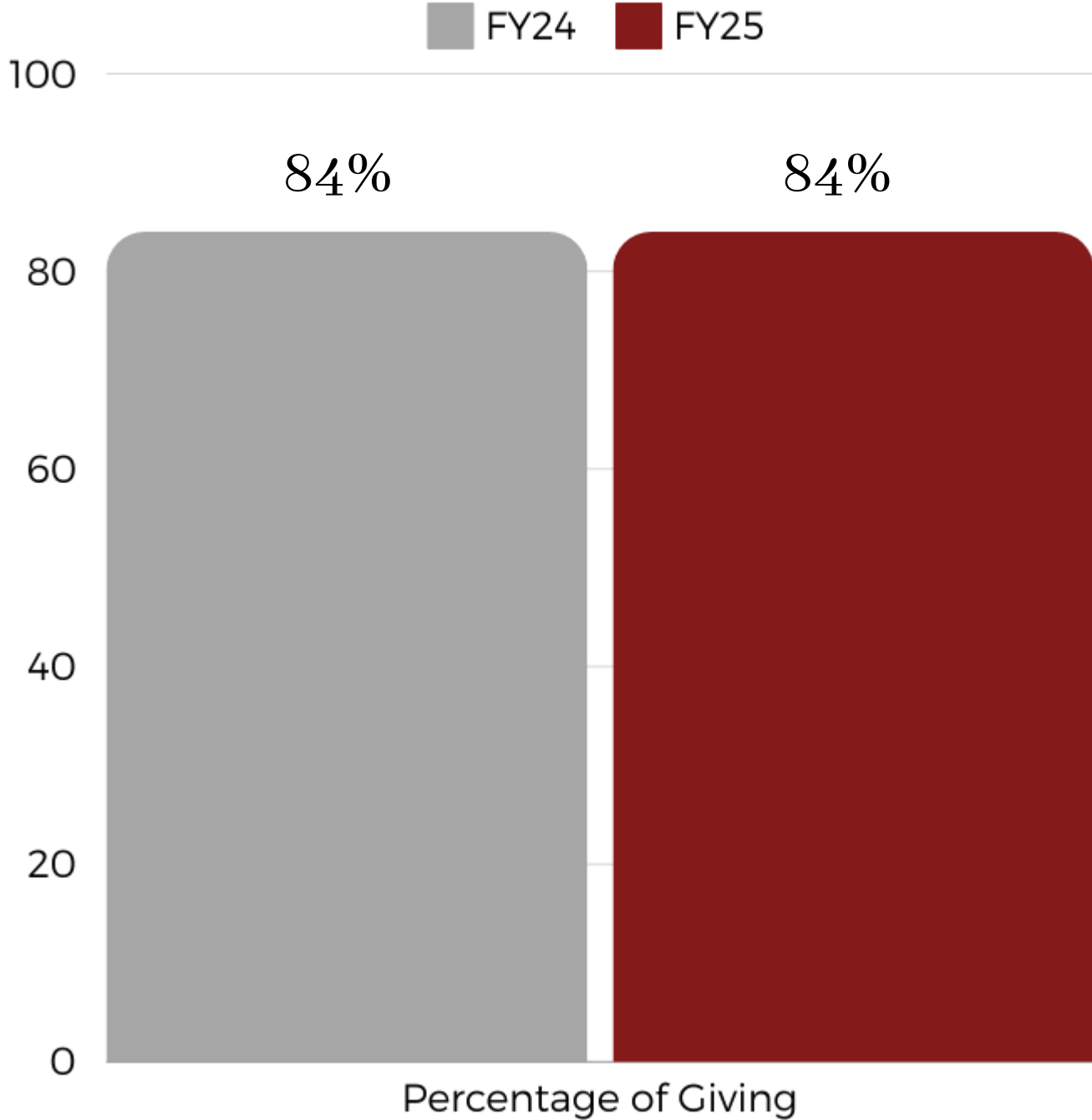
FY25
\$7,204,205.00

BOARD OF TRUSTEES GIVING

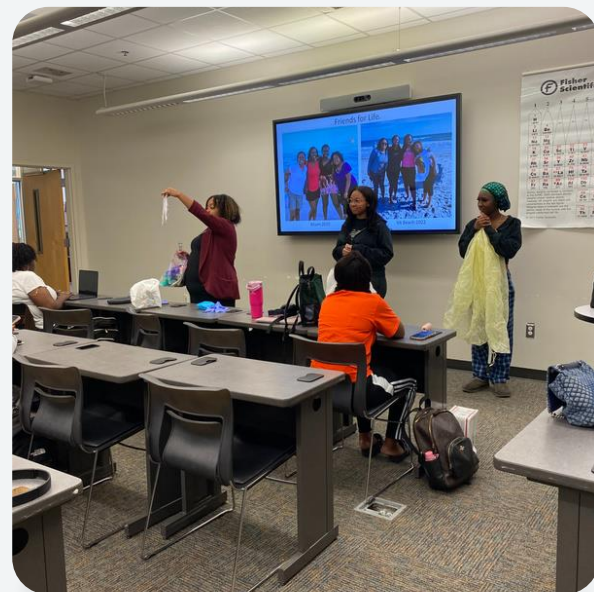


BOARD OF TRUSTEES PERCENTAGE OF GIVING

Year to Date Percentage of Giving
July 1, 2024 - November 19, 2024



ALUMNI RELATIONS Impact



- Hosted over 22,000 alumni and friends back to the campus.
- Ten classes in reunion and the Society of Golden Eagles, raised over \$2.8M.
- Attendees secured over 1,200 room nights bringing approximately \$250,000 to partnering hotels.
- Hosted over 10,000 alumni and friends during Homecoming events with 2,500 attending collaborations with area D9 and Campus Enterprises.
- Partnered with the Office of Career and Professional Development to offer opportunities for alumni to connect with students during Eagle Legacy Talks and the Women's Center annual Eagle Excellence Tea.
- Offered campus tours, partnered with schools and colleges to host opportunities to showcase new developments, and provided on-campus events for alumni to socialize and connect while on the sloping hills and verdant green.

ALUMNI RELATIONS Giving

Classes in Reunion & Society of Golden Eagles
\$2,886,964.00



ALUMNI RELATIONS Engagement



**MEAC BASKETBALL TOURNAMENT
NORFOLK, VIRGINIA**

MARCH 12- 15, 2025

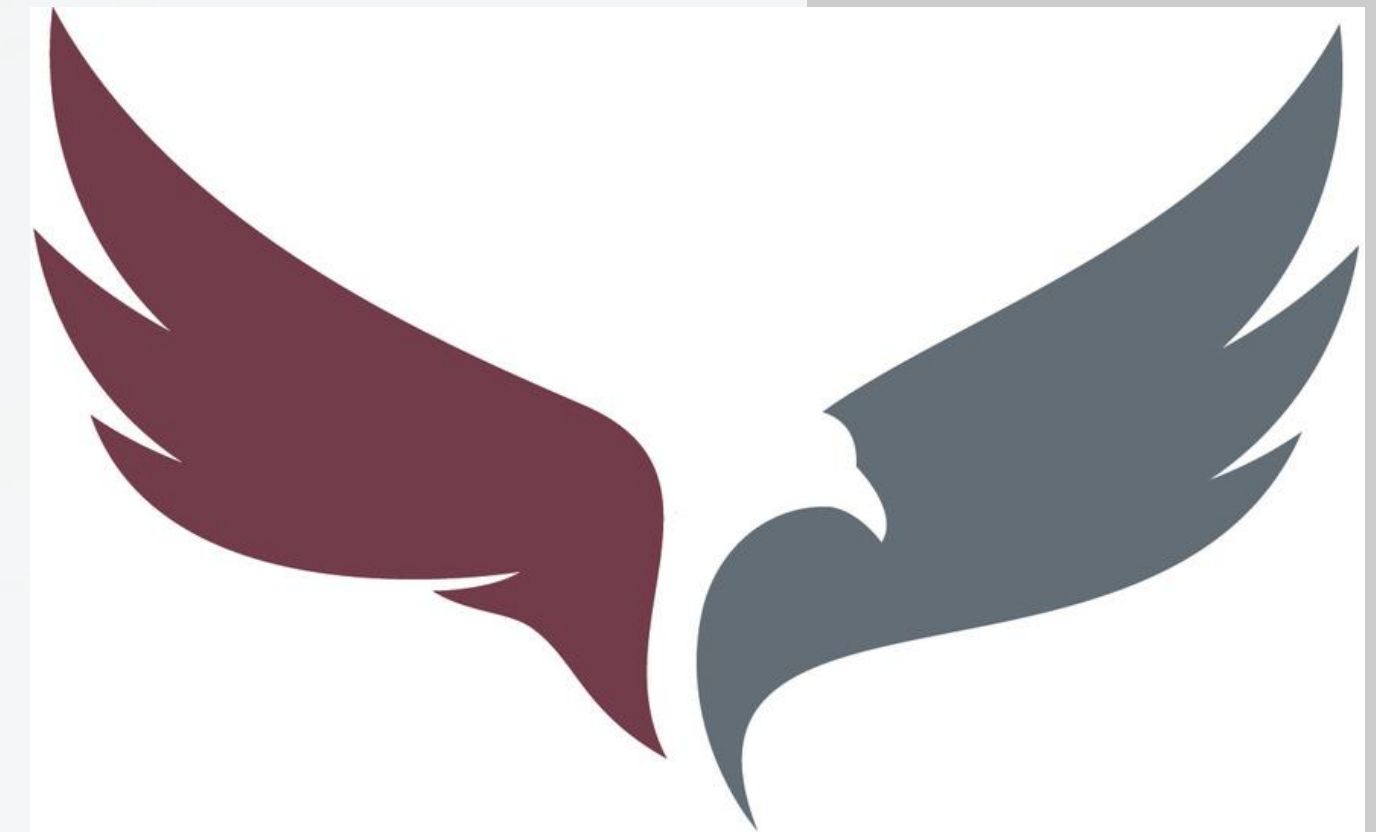


ALUMNI RELATIONS

Annual Giving



NCCU DAY OF GIVING
Tuesday, April 1, 2025



**NCCU DAY OF
GIVING**

North Carolina Central University





NC Central
UNIVERSITY

Division of
Institutional Advancement

Thank you!

North Carolina Central University

