

**NC State University**  
**University Advancement Annual Summary of Accomplishments**  
**Fiscal Year 2015-16**

*Momentum* is defined as “the force that allows something to continue or to grow stronger as time passes.” NC State’s momentum has never been stronger, and the Division of University Advancement continues to be a dynamic force powering the university’s upward trajectory.

University Advancement’s FY16 theme was “*Harnessing Momentum.*” Throughout the year our division’s Development, Communications, Alumni Association and Advancement Services efforts focused on preparing the university for a successful Campaign and ensuring NC State can achieve its remarkable potential.

Throughout the year, University Advancement staff generated critical support from key publics – ranging from alumni to peers, from donors to the media, from prospective students to campus employees and beyond – that enables NC State to achieve its strategic goals. Advancement’s dedicated professionals secured the positive relationships between NC State and its key constituents that continually elevate this remarkable university to unsurpassed levels of support and success.

Building on the bold ambition, intellectual rigor and hard work of NC State’s outstanding leadership, faculty, staff and students, the University Advancement team is proud to play an important role in NC State’s many past, current and future accomplishments. We remain dedicated to fueling the momentum that launches NC State to even greater heights.

Examples of key accomplishments from fiscal year 2015-16 follow.

### **Reaching New Milestones in Fundraising**

At NC State, strong private support drives our university community from good to great, from ordinary to extraordinary. The tremendous efforts of Advancement’s development staff, alongside our partners from across the university, drove another outstanding fundraising year. Fiscal year 2016 brought another solid year of fundraising with over \$162 million in gifts and commitments, but also saw big gains to the university endowment, new levels of annual giving support and critical organizational improvements. A few highlights follow.

- University Development filled a number of vacant key leadership roles that will help drive a successful Campaign and ongoing fundraising success for NC State.
  - Francine Cronin was hired as the Associate Vice Chancellor for University Development to lead NC State’s broad fundraising efforts.
  - Alan Taylor was promoted to the position of Executive Director of Major Gifts.
  - Lorena McLaren was hired as the Executive Director of Corporate & Foundation Relations.

- David Masich was hired as the Executive Director of Gift Planning.
- New commitments to the endowment reached \$60.24 million, representing over 37% of all new gifts and commitments.
- Gift receipts totaled \$127 million, driving the fifth straight year of \$100-million-plus gift receipts.
  - \$34 million was designated for endowment.
- Campaign commitments rose to a total of \$884 million in FY16, the third full year of the nucleus phase of the university's most ambitious comprehensive fundraising campaign.
- Noteworthy fundraising accomplishments among colleges and units were Agriculture and Life Sciences at \$39.9 million and the College of Engineering at \$30.5 million.
- Other colleges/units posted notable rates of growth over the previous year.
  - College of Education (114%).
  - College of Engineering (40%).
  - College of Sciences (97%).
- Annual Giving raised a record \$2.8 million, breaking the \$2 million mark for the third year in a row. This reflects a 3.3% increase over the previous year and an 82.3% increase over the past 5 years.
- NC State fundraisers secured an impressive number transformational seven- and eight-figure commitments to support key priorities across the university, including:
  - Chancellor and Susan Woodson made a gift commitment over \$1 million to help launch the NC State Employee Dependent Tuition Scholarship, which provides a \$2,000 annual scholarship to dependents of University employees.
  - A \$7.5 million anonymous gift to CALS.
  - A \$10.8 million gift to benefit the College of Engineering from Mr. & Mrs. Edward P. Fitts.
- Planned and executed a Campaign Volunteer Cabinet Summit, bringing together the campaign co-chairs and volunteer representatives of all NC State's colleges and units to review and discuss campaign plans and goals.
- Finally, the year proved quite successful with engagement involving NC State's top prospects and its top leaders: Chancellor and Mrs. Woodson. Whether hosting dinners at The Point, The State Club or traveling across North Carolina and the country as a whole, Advancement's Principal Gifts program was strategic in executing meaningful interactions.
  - The Woodson's hosted 12 development related dinners and other donor-focused functions at The Point.
    - These gatherings continued cultivation of key prospects and served to partner with the Dean's and Chief Development Officers in closing gifts, as well as facilitated overall cultivation and stewardship efforts.
    - Gatherings have inspired others to engage in conversations with NC State about their philanthropy.

- The Chancellor joined Vice Chancellor Sischo, Deans and Chief Development Officers on 15 development related trips and meetings taking him across North Carolina and to California, Florida, Indiana, Washington DC and Germany.
  - Meetings were strategic for presenting proposals, further cultivation of key prospects and continued stewardship.
- All colleges have participated at some level in The Point dinners as well as development travel and appointments.
- The Chancellor also attended four Alumni Association events this past year in Beaufort, Wilmington, Greensboro and San Francisco.

As a result of a strong, dedicated development team, these philanthropic efforts are making a wonderful difference in the life of the NC State community.

### **Communicating Excellence**

University Communications accomplished another exceptional year in FY 2015-16, reaching new levels of success in Marketing Communications, University Relations and University Special Events while helping Advancement and the university achieve strategic goals. From leading university-wide initiatives including the Connect NC Bond effort and the Campaign Communications planning process to collaborating with key partners in new areas of focus, UComm's work was critical in advancing NC State University, its colleges and units. Following are a few highlights.

- Led the campus-wide Connect NC Bond initiative.
  - Provided leadership, strategy, planning and creative execution.
  - Led on-campus effort and collaborated with UNC General Administration, other universities and the statewide Connect NC Bond Committee to ensure success of the bond effort.
- Led the successful Campaign Communications Plan effort.
  - Ensured a collaborative campus-wide process to select an outside partner, conduct research and create a Campaign name, identity, themes and a Communications Plan.
- Planned and executed the Chancellor's Gift Announcement that launched the NC State Employee Dependent's Tuition Scholarship.
- Continued collaborative approach to build increasing support, leading to increased campus-wide buy-in, for brand implementation.
  - Provided continual updates to Brand Toolkit.
  - Implemented requirements for new approved vendors to complete brand training.
- Implemented an intelligent, collaborative and effective growth plan based on funding support from colleges and units across campus.

- Launched the Social Media Strategy Hub, with a mission of providing oversight and managing strategic direction of NC State's social media presence.
- Created a new service, Marketing Plan Development, to better integrate marketing and communications with colleges and other university entities and create new revenue streams.
- Elevated Fred Hartman to Executive Director position due to University Relations' success, growing influence and impact across campus.
- NC State University's Home Page garnered more than 10 million visitors during the year.
  - NC State's Core Site generated 19,206,591 total page views.
  - 33% of visitors were new visitors.
- The NC State News site garnered more than 1.2 million views and 740,000 visitors during the year.
  - Average time spent reading each story increased by 17 percent.
  - Traffic increased 36%.
  - Users increased 68%.
  - Page views increased 31%.
  - Percentage of new visitors increased from 53% to 67%.
- Made ECampus News' list of [top 50 colleges and universities on social media](#).
  - Ranked NC State nationally at #24 on Facebook and #7 on Twitter.
- Generated more than 13.5 million organic [Facebook](#) impressions and millions more via paid content. Consistently adding 850+ fans on average per month and increased likes to 127,000 fans.
- Launched a heightened focus for new [LinkedIn](#) page and grew it to 180,000 connections.
- Grew [Twitter](#) follower base by 21,879 followers: 58% increase. Generated 19.6 million impressions.
- Increased [Instagram](#) follower base by 19,006 to 43,696 followers - a growth of 77%. Generated more than 551,000 interactions.
- Continued Chancellor Woodson Social Media Plan and Twitter feed with much success.
- Advanced NC State's multi-year Think and Do campaign and national leadership through a variety of print and digital ad placements that drove traffic to the Research Realized landing page.
  - Delivered more than 36 million impressions -- 107% of goal for the campaign.
  - More than 80,000 views on the Research Realized landing page by nearly 57,000 users.
  - 300,000+ Facebook users reached via paid and organic campaign posts; 950+ shares.
  - 25,000+ impressions for campaign posts on Twitter.
- Tracked nearly 40,000 media clips throughout the year in print, digital and broadcast in many of the nation's (and world's) top outlets.
- Generated approximately \$55 million in equivalent ad value (cost of buying equivalent coverage.)
- Posted 100 Abstract blog posts that led to significant national exposure, including coverage in Time, The New Yorker and National Geographic.
  - One post featuring a video on metal foam research generated 800,000 YouTube views.

- Continued priority to amplify stories targeting federal agencies; NC State research stories were featured on federal agency news sites – including the NSF – 49 times.
- University Special Events implemented a new “beat” system for staffing events, as well as new process and protocol guidelines, resulting in more strategy development, better list development, increased follow-up, additional resource sharing, and overall better branded events.
- Over the course of the year, USE hosted approximately 10,000 guests, ensuring they had a quality, positive, on-brand experience with NC State.
- USE managed and/or partnered on more than 100 events, ranging from hosting private dinners and receptions at the Point to athletics pre-game events to signature Advancement events including Celebration of Philanthropy, Founder’s Day and the Chancellor’s Circle.
- USE Hosted more than 200 people for exclusive dinners at The Point with the Chancellor and Mrs. Woodson. Hosted another 1000 guests who attended private receptions at the residence.
- Planned and executed successful Athletic events.
  - Hosted a record 1000+ donors and guests in the football suite, another 400 guests in the football stadium seats, 900 guests in the PNC arena for pre-season basketball, and more than 1000 people for ACC basketball game events.

### **Award-Winning Alumni Engagement**

Actively engaging alumni to be involved with and support their alma matter is critical to NC State’s future, especially as the university prepares to launch the most aggressive fundraising Campaign in its history. NC State alumni -- throughout North Carolina, across the United States and around the globe – are the foundation the university’s broad support and ongoing success. FY 2015-16 was another exceptional year for the Alumni Association, which not only was recognized by Princeton Review as a Top 25 Alumni Network, but also met or exceeded every strategic goal. Following are a few highlights.

- Paid Membership grew by 4.6% in 2016 and annual membership revenue achieved a near all-time record surpassing \$645,000.
  - Alumni Association Membership surpassed 23,200 dues paying members plus every graduate was extended a free one-year membership.
- The Student Alumni Association continued its path of excellence and surpassed 3,200 members in 2016 – largest student group on campus.
  - The Student-Alumni Network Dinners engaged 125 students and 18 high-profile alumni.
  - Josh Privette was awarded "Outstanding Advisor" at CASE District III Conference and one of his student leaders was awarded "Outstanding Student Leader."
- The Caldwell Fellow Alumni Society hosted a stellar event with more than 200 attendees coming back to campus for selection weekend and to celebrate the Caldwell Fellows program.

- The Alumni Entrepreneur Network, the ultimate "Think and Do" pack of the Wolfpack family, is a new collaborative effort among volunteer leaders, the Office of Technology Transfer and the Entrepreneurship Initiative, and has established itself as one of the premier alumni constituency hosting multiple events that exceeded 100 attendees.
- A successful staff structural change was completed to bring the Coordinator of Constituency Programs under the Outreach Team. Matt Williams, former student body president, was hired into the position.
- The Association witnessed continued success with the expansion of signature alumni events, including:
  - A larger "State Mates" event (for NC State couples).
  - NYC Ralph Lauren event which sold out in less than 36 hours.
  - NASCAR Hall of Fame event showcasing NC State's connection to the racing industry.
- Completed a plan and booked five Chancellor related events from July through December 2016 (Portland, Oregon; Clemson, South Carolina; Austin, Texas; Charlotte and Greensboro, North Carolina).
- Successfully launched the holiday ornament effort and sold 1,000 ornaments (NC State Bell Tower and Reynolds Coliseum series), exceeding revenue by more than \$12,000.
- Launched Wolfpack Nation, a year-long project on the Red & White for Life Blog highlighting interesting alumni in each state.
- Successfully moved the Homecoming Tailgates to a new location and combined all constituent groups into one tailgate, attracting more than 1,000 alumni to the festivities.
- Launched a comprehensive effort to rebrand the Alumni Association as a sub-brand ensuring consistency with the core NC State branding effort.
- Sent 243 emails announcing events, promoting membership and marketing the official class ring, landmark holiday ornaments and the WolfTreks Travel Program.
  - Maintained an open rate of 18 percent.
- WolfTreks Travel Program exceeded its revenue projections by more than \$12,000.
- The Alumni website continues to receive heavy traffic with the most visited areas being events, membership, the online directory and travel.
  - In 2015, almost 6,000 people registered for alumni events through the event module of the website, accounting for more than \$134,000 in event revenue.
- Recognized by Princeton Review as a Top 25 Alumni Network.
- The Alumni Association won five CASE District III Awards.
  - Writing for the Web - Award of Excellence for our "Alumni in the News" series.
  - Writing for the Web - Award of Excellence for "This Day in NC State History" series. C.
  - Illustration-Cover - Award of Excellence for the Autumn 2014 cover,

- The Red & White for Life blog won a Special Merit Award as an alumni website or microsite.
- Homecoming 2015 website won a Special Merit Award.
- Expanded student-alumni engagement for Caldwell Fellows by providing two offerings of trips to Urban centers (Boston & San Francisco) and a joint retreat for women alumni and current Fellows.
- Expanded Caldwell Fellows global experiences by providing t trips for summer 2016: Spain and Mexico.
- Celebrated the tenth anniversary of the Caldwell Gala for alumni, Fellows, and supporters: the largest Gala to date.
- Increased tuition and stipend money for Caldwell Fellows from \$5,500 to \$6,000.

The Alumni Association's efforts are ensuring a broad range of support that will help ensure ensure a successful Campaign and a strong NC State for many years to come.

### **Advancement Services that Drive Success**

An excellent Advancement Services team is crucial for the success of the overall University Advancement operation. Advancement Services manages the university's alumni and donor records, directs research about donor opportunities, processes gifts and provides the backbone and infrastructure for University Advancement by overseeing business process analysis and implementation. The team's efforts foster NC State's most important relationships and enable all areas of University Advancement to be successful. A few highlights follow.

- Made significant progress in FY16/17 campaign deliverables, including:
  - Final recommendations of Campaign Theme, Visual identity and Communications plan working closely with University Communications and SimpsonScarborough.
  - Analysis for setting Campaign Goals and Sub-goals in anticipation of a \$1.6 Billion campaign launch.
  - Participation and engagement in internal Campaign Operations Workgroups (C.O.W.) for Prospect Pipeline, Reports, Events and Stewardship.
    - Final recommendations from these groups were presented to Advancement leadership in preparation for the campaign launch in Fall 2016.
- The Standard Operating Procedures for Gift Acceptance was completely revamped with a goal of making procedures easily accessible in a user-friendly document designed for development staff.
- Planning for integration of Gift and Prospect data from Wolfpack Club and Textiles into Advance.
- Implemented key Development Services enhancements, including:
  - Improved Chancellor Acknowledgment process and established Vice Chancellor Acknowledgment criteria and process.

- Established a Donor Birthday Card Program as a stewardship touch for major gift donors/prospects.
- Ongoing implementation of the iModules platform to support key development initiatives in online giving, email marketing and event management.
- Prospect Research reviewed \$1M+ rated individual prospects with recommendations for assignment for all unregistered \$1M+ rated prospects who appear to have affinity and capacity.
- Made significant progress with leveraging a new tool, GivingTree, to mine social media and LinkedIn data for potential gains to Annual Giving, Alumni Association and Major Gifts development activity.
- Managed a beneficial reorganization to better support University Advancement efforts, including:
  - Office of Development Communications and Donor Relations transitioned into two separate offices to meet critical NC State needs and help ensure a successful Campaign: 1) office of Development Communications and Stewardship and, 2) office of Donor Services.
  - Creation of the office of Prospect Development, Research and Strategy, a team of prospect development professionals to collaborate with gift officers and development leaders and ensure fundraising efforts are focused on working with the right donors for the right gifts at the right time.
  - Successful hiring of a Senior Director of Advancement Services.

### **In Closing**

All of the accomplishments above are only possible because of the support of Advancement's Finance and Administration team that provides ongoing budget administration, human resources services and support for University Advancement and the NC State University Foundation.

Building on NC State's and University Advancement's remarkable *momentum* of the last few years, our team is excited about the Campaign Launch in October 2016, enthusiastic about what we can accomplish in fiscal year 2017, and more motivated than ever to empower this great university to attain its potential.

It is going to be an extraordinary year.

Go Pack!