

NC State University University Advancement FY 2014-15 Annual Review

The Division of University Advancement exemplifies NC State's *Think and Do* attitude. Advancement's team of dedicated professionals works tirelessly to create and enhance the positive relationships between NC State and its many constituents that enhance a culture of philanthropy and help elevate this remarkable university to unsurpassed levels of support and success.

University Advancement provides the critical foundation of support from key publics ranging from alumni to peer institutions, from donors to the media, from prospective students to campus employees and beyond, that enables NC State to advance the five key goals of the university's Strategic Plan.

Across its departments of Development, Alumni Relations, Advancement Services and University Communications, built on the core support of its Finance and Administration unit, University Advancement professionals are driving unsurpassed achievements that empower NC State to achieve its strategic goals and be recognized as the nation's preeminent research enterprise.

University Advancement's internal theme for FY15 was "Showcasing the Power of Philanthropy," with an emphasis on demonstrating the impact philanthropy has on NC State, its students and its faculty. This theme was most evident in the Celebration of Philanthropy event (which replaced the Lifetime Giving Gala) and in public gift announcements for several new significant gift commitments.

The University Advancement team is proud to play an important role in NC State's many past, current and future accomplishments, and is dedicated to fueling the momentum that launches NC State as it strives to even greater heights. Key accomplishments of the past year are highlighted in the sections that follow.

Record year in fundraising outcomes

The outstanding efforts and impressive bottom-line results of an effective cross-university development staff form the core of a robust Advancement operation and a strong university. Fiscal year 2015 represented another record-breaking year for development and an unsurpassed year of raising funds for NC State. A few highlights include:

- Gifts and new commitments totaled \$208.47 million, the highest total in NC State history.
- Campaign commitments totaled an impressive \$723.57 million by the end of the fiscal year, the second full year of the Nucleus Phase of NC State's most ambitious comprehensive fundraising effort, positioning the University well for the anticipated public launch of the Campaign in Fall 2016.
- Gifts were received from all 100 counties in North Carolina and all 50 U.S. states.

- Annual Giving to the University experienced a 10.5% increase over FY14 and a 177.5% increase over the past five years.
- New commitments to the endowment reached \$106.5 million, representing over half of all new gifts and commitments.
- Gift receipts totaled \$119 million, driving the fourth straight year of \$100-million-plus gift receipts. Of the total, \$38 million was designated for endowment.
- NC State inducted 60 new members into its R. Stanhope Pullen Society which recognizes individuals who provide critical support for the university through deferred gifts.
<http://giving.ncsu.edu/2015/pullen-society-welcomes-new-members/>
- The College of Agriculture and Life Sciences finished the year with an astounding \$57.2 million in gifts and commitments, and the College of Veterinary Medicine raised over \$33 million.
- The College of Engineering secured almost \$20 million in new conditional commitments toward a potential new Engineering building, currently being considered by the State Legislature.
- NC State fundraisers secured an impressive number transformational seven- and eight-figure commitments to support key priorities across the university, including:
 - A \$16 million gift from The Randall B. Terry Charitable Foundation to fund faculty, students and research in Veterinary Medicine. <https://news.ncsu.edu/2015/04/terry-lasting-legacy/>
 - A \$12.4 million grant to Agriculture and Life Sciences from the Bill & Melinda Gates Foundation for sweet potato research that will improve the health and lives of people in sub-Saharan Africa. <https://news.ncsu.edu/2014/09/nc-state-receives-sweet-potato-grant/>
 - A \$8.1 million gift to create the Moise A. Khayrallah Center for Lebanese Diaspora Studies represents the largest single gift in CHASS history and the university's first endowed center. <https://news.ncsu.edu/2014/10/khayrallah-center/>
 - \$4.5 million estate gift from NC State University Professor Emeritus [Dr. George Kriz](#) and his wife, Rhoda Kriz, to fund multiple endowments within CALS, supporting faculty salary supplements and/or start-up equipment for new faculty members, study leaves to enhance research effectiveness as well as the creation of distinguished professorships.
 - A \$4 million gift from Steve and Judy Zelnak to establish the Stephen P. Zelnak Jr. Dean's Chair in the College of Management. <https://news.ncsu.edu/2014/09/powerful-philanthropy/>
 - A \$2.5 million grant from Duke Energy Foundation for College of Engineering to support research in renewable energy and efforts to attract and retain underrepresented groups in the college. <https://news.ncsu.edu/2015/04/renewable-energy-diversity-grant/>
 - An eight-figure anonymous gift to fund student scholarships.
 - Seven gifts to CALS of at least seven figures, totaling more than \$21.2 million dollars to support a variety of innovative academic and research programs.

- Six gifts to Engineering of at least seven figures, totaling over \$10.8 million for the support of faculty, students and facilities.
- Other highlights include several colleges and units that posted notable rates of increased fundraising over the last fiscal year.
 - College of Humanities and Social Sciences - 287% increase.
 - College of Textiles - 117% increase.
 - Divisions of Academic and Student Affairs (DASA) including ARTS NC State -100% increase.
 - College of Education - 81% increase.
 - College of Design - 71% increase.
 - College of Agriculture and Life Sciences - 66% increase.
 - College of Veterinary Medicine - 64% increase.
 - College of Sciences - 24% increase.
 - Poole College of Management - 12% increase.
 - College of Engineering - 7% increase.
 - University Libraries - 6% increase.
 - Wolfpack Club/Athletics - 38% increase.
- The Our Three Winners scholarship fund, created in February in memory of NC State alumni Deah Barakat and Yusor Abu-Salha and NC State student Razan Abu-Salha, grew to \$185,832 from gifts received from 34 states and 6 countries. More than 50 percent (371 of 669) of the donors who supported this fund were first time donors to the university. NC State expects to award the first Our Three Winners scholarships this fall. *One month into FY16, the fund balance grew to \$285,000.*
- Regional “councils” of alumni and donors in Charlotte, Richmond and Wilmington were established to assist in the identification and cultivation of prospects in the respective regions.

As a result of a strong, dedicated development team, this philanthropic support is making a tremendous difference in the daily life and future success of NC State.

Motivating the worldwide Wolfpack

Actively and effectively engaging tens-of-thousands of NC State alumni in the life of the university is a vital measure of NC State’s success. NC State alumni of all ages and walks of life -- spread throughout North Carolina, across the United States and around the globe – are the foundation the university’s broad support and ongoing success. Fortunately, the Alumni Association experienced another outstanding year, meeting and exceeding nearly every strategic goal. A few highlights follow:

- Alumni Association membership reached an all-time high over the year reaching more than 25,000 active members, leading to revenue of more than \$630,000.

- Over the past five years the association has grown membership by 25% while increasing revenue by 20%.
- The Student Alumni Association's programming and reputation continued to grow, driving its membership to a record high of 3,000 in 2015.
- Outstanding budget management and performance led to growing the Association's quasi endowment to \$7.75 million.
- Recognized for being first in Facebook engagement rates and second in adoption rates among all ACC alumni associations.
 - Also ranked number one in the ACC and number five in the NCAA in alumni engagement via social media.
 - The Alumni Magazine staff earned five prestigious awards in the CASE District III competition.
- Successfully moved the Evening of Stars Gala to the fall, honoring 20 alumni at the event. Also successfully moved the Legacy Luncheon to The Brickyard, delighting more than 850 who attended.
- Revitalization and strengthening of alumni networks continued with Atlanta, DC and Austin leading the way by offering a wide range of activities and programming to engage alumni.
- The Alumni Association Student Ambassadors were recognized as the "Outstanding Student Leadership Organization" and for "Outstanding Teamwork/Collaboration by a Student Organization" by the University.
- The Wake County chapter had a very successful year of programming engaging more than 1000 alumni, culminating in Wolfpack Service Day where alumni and their families volunteered at several local community organizations.
- Launched the "State Mates" program to engage alumni couples, with the goal of making it an annual event.
- The Alumni Entrepreneurs Network had a stellar inaugural year including hosting bi-monthly events that averaged 70-80 alumni.
- The 2015 Wolfpack Freshman Welcomes (WFW) hosted 1040 attendees from more than 110 towns across North Carolina spanning from Asheville to the Outer Banks. The program witnessed a 28% increase over 2014 and a 109% increase from 2013. <http://www.alumni.ncsu.edu/s/1209/interior-hybrid-2colmin.aspx?sid=1209&gid=1&pgid=361>
- The 2015 Legacy Admissions sessions drew 400 attendees from more than 50 towns across the state. The sessions saw a 19% increase over 2014 and a 43% increase from 2013.
- Alumni Outreach events in 2015 had great success, driven by enhanced programming at group sports outings, vineyard and brewery tours by bringing university speakers, providing targeted messaging and more assistance to the networks in planning engaging and effective events.

- Launched the Holiday Ornament series featuring the NC State Bell Tower, selling out more than 400 ornaments. As a result, next year, two ornaments will be offered.
- Partnered with NC State Bookstores to rebrand the office NC State class ring program. New materials will launch this fall with the unveiling of the “big ring” at Wolfpack Outfitters inside the Talley Student Union in September.
<http://www.alumni.ncsu.edu/s/1209/interior-hybrid-2colmin.aspx?sid=1209&gid=1&pgid=578>
- Redesigned the alumni blog, Red&WhiteForLife, to be a mobile friendly design aligned with the university's core brand. <http://www.alumniblog.ncsu.edu/>
- Built and maintained the university's Homecoming site in 2014, attracting more than 8,000 page views in three weeks.
<http://www.alumni.ncsu.edu/s/1209/homecoming/index.aspx?sid=1209&gid=1&pgid=3541>
- The WolfTreks Travel Program identified more than 12 potential donors and garnered more than \$67,000 in revenue. <http://www.alumni.ncsu.edu/s/1209/interior-hybrid.aspx?sid=1209&gid=1&pgid=318>
- Selected 26 students for the 43rd class of Caldwell Fellows.
<http://caldwellfellows.ncsu.edu/2015/02/welcome-the-class-of-2018/>
- Negotiated a new insurance affinity partner, doubling revenue and securing a signing bonus.
- Distributed 417 separate email pushes during the fiscal year, announcing events, membership offers, travel programs and more.
- Produced a video with former Gov. Hunt to promote membership that was released this summer.

The Alumni Association's extraordinary efforts are ensuring a broad range of support that will help ensure ensure a successful Campaign and achieve NC State's Strategic Plan.

Driving success behind the scenes

Imperative to the success of a strong Advancement operation is the effectiveness of an excellent Advancement Services team. Enabling all areas of University Advancement to be successful, Advancement Services manages the university's alumni and donor database, works to process gifts and conduct research about donor opportunities, and oversees development communications and donor relations.

The team's productivity remained high throughout the year and efforts helped lead to record fundraising for NC State. A few highlights follow.

- Campaign Counting guidelines were updated and approved by the Board of Trustees.
- Preliminary Campaign reports were created to track progress by college/unit.
- Worked collaboratively with the colleges and University Communications to create compelling gift announcements including:

- The Zelnak and Khayrallah gift announcements set the new standard and were reinforced by the impressive Celebration of Philanthropy event.
- The Terry Foundation gift announcement made the Associated Press wire and was picked up nationally by the major dailies.
- Conducted a comprehensive wealth screening and major gift modeling project with WealthEngine, and began review and analysis of data.
- Worked closely with chief development officers to build a strategy for prospect development at NC State to support the Campaign.
- Upgraded the Advance system and launched the new SAS Business Intelligence system
- Implemented a new online giving platform – iModules. Its mobile friendly interface offers additional features including a donor portal, email marketing and event management.
- The gift agreement review and approval process was completely revamped to make it donor friendly and efficient for development.
- Implemented process change in the Distinguished Professorships program. NC State currently has 13 distinguished professorships in the queue awaiting the state gift match.
- Development Communications and Donor Relations took the lead in telling the story of philanthropic impact at all levels and working to promote those messages through existing channels within the colleges and units.

Communications that drive and promote success

University Communications completed a watershed year, strongly supporting Advancement and helping the university achieve its Strategic Plan. Throughout the fiscal year, UComm focused its work on: ensuring efforts moved the division and university toward achieving goals; successful implementation of the NC State brand; effective execution of organization and process improvements; improvement of campus-wide collaboration; and laying the groundwork for a successful Campaign. Highlights follow.

- Led the Brand Refresh, creating the platform for ongoing communications success across NC State as well as building a launch pad for successful Campaign communications.
 - Publically launched and continually updated the Brand Site, a living toolkit providing campus all it needs to be on brand. www.brand.ncsu.edu
 - Launched the official “brand policy” from the Chancellor.
 - Conducted a brand awareness push including campus-wide communications, social media contests, branded collateral giveaways and Brand Camp.
 - Surveyed NC State staff and faculty about the brand: 93% of respondents reported being very or somewhat familiar with the brand and 85% were able to identify "Think and Do" as a statement of what makes NC State different from and better than the competition.

- Tracked more than 42,000 news stories for the year from print, broadcast and digital formats worldwide, demonstrating a 700 percent increase over four years.
 - Generated an equivalent ad value of \$65.6 million.
 - More than 2,000 stories appeared in the Top 100 news outlets.
- Welcomed a new Assistant Vice Chancellor for Marketing Communications, adding a new level of expertise and experience.
- Launched NC State News providing a dynamic format to share stories with key audiences, centralizing four sites while increasing collaboration. www.news.ncsu.edu
 - 95% increase in total sessions.
 - 51% increase in new visitors.
 - 222% increase in mobile traffic.
 - 114% increase in social traffic.
- The innovative Abstract research blog received 315,000 views, a 300 percent increase over the last three years, leading to story placements in the most significant media world wide.
- Set new readership records for The Bulletin, more than tripling annual readership from just two years ago to more than one million page views while increasing time on site.
- NC State University's Home Page garnered more than 10.5 million visitors.
- NC State's Core Site generated 20.5 million page views.
 - 63% increase in new visitors.
 - Users spent 21% more time on the site.
 - Average session duration increased 57%.
- Launched redesigned homepage and core site that served as an exemplary model of on-brand communication.
 - 57% increase in average time on site.
 - 14% increase in average pages per session.
 - 67% increase in mobile traffic.
- Increased [Facebook](#) likes by 11% and engagement by 80%.
- Launched NC State's new [LinkedIn](#) page and grew it to more than 157,000 followers.
- Grew [Twitter](#) follower base by 71% and increased engagement 457%.
- Drove [Instagram](#) followers by 106% to 18,000 followers, and more than 250,000 engagements.
- Think and Do focused ads led to more than 3.7 million print and 15.5 million digital impressions.
- Placed a series of ads in leading publications including Forbes, Fortune, Smithsonian, Time, Bloomberg and BusinessWeek reaching more than 1.3 million readers.
- Targeted peer influencers through a series of Chronicle of Higher Education and Inside Higher Ed ads driving more than 2.1 million impressions.
- Placed banners on CNN generating 9 million impressions.

- Executed a Charlotte digital campaign driving 3.3 million impressions.
- Placed high-visibility digital ads in RDU and Charlotte airports driving more than 36 million impressions.
- Produced the Institutional Spots for television and radio, and print ads for football and basketball programs driving tens of millions of impressions.
- Hosted more than 16,000 guests at university events, ensuring all had a quality, positive, on-brand experience.
- Welcomed more than 300 individuals for exclusive dinners and another 1400 guests for private receptions at The Point.
- Served as the chief planners for the many high-profile university-wide events that helped set the stage for the Campaign.
- Garnered 20 top higher education and industry awards and much recognition for excellence spanning areas of the brand, writing, photography, media relations, social media, web and digital, marketing and the institutional spot.

Of course, none of the above accomplishments would be possible without the core support the Advancement's Finance and Administration team that focused on providing ongoing human resources services, budget administration and support for the NC State University Foundation, among other key functions.

University Advancement began experiencing its true potential over the last year, operating more strategically, efficiently, and collaboratively. The team's hard work and tireless dedication enabled NC State to advance its strategic goals and helped elevate the university to unsurpassed levels of success. Building on the work of amazing students, faculty and staff, with the continued support of the university and its tremendous alumni and friends, there is almost no limit to what University Advancement, and NC State, can accomplish.

As we look forward, University Advancement will seek to continue leveraging the University's tremendous overall momentum to engage even greater numbers of alumni, faculty and staff, friends and partners in preparation for the public launch of the University's most ambitious comprehensive fundraising Campaign in Fall 2016.

Go Pack!