

Administrative Leadership Meeting

Randy Woodson
Chancellor

Tuesday, March 13, 2018

Upcoming ALMs

May 8, 2018

North Oval Development

Titmus

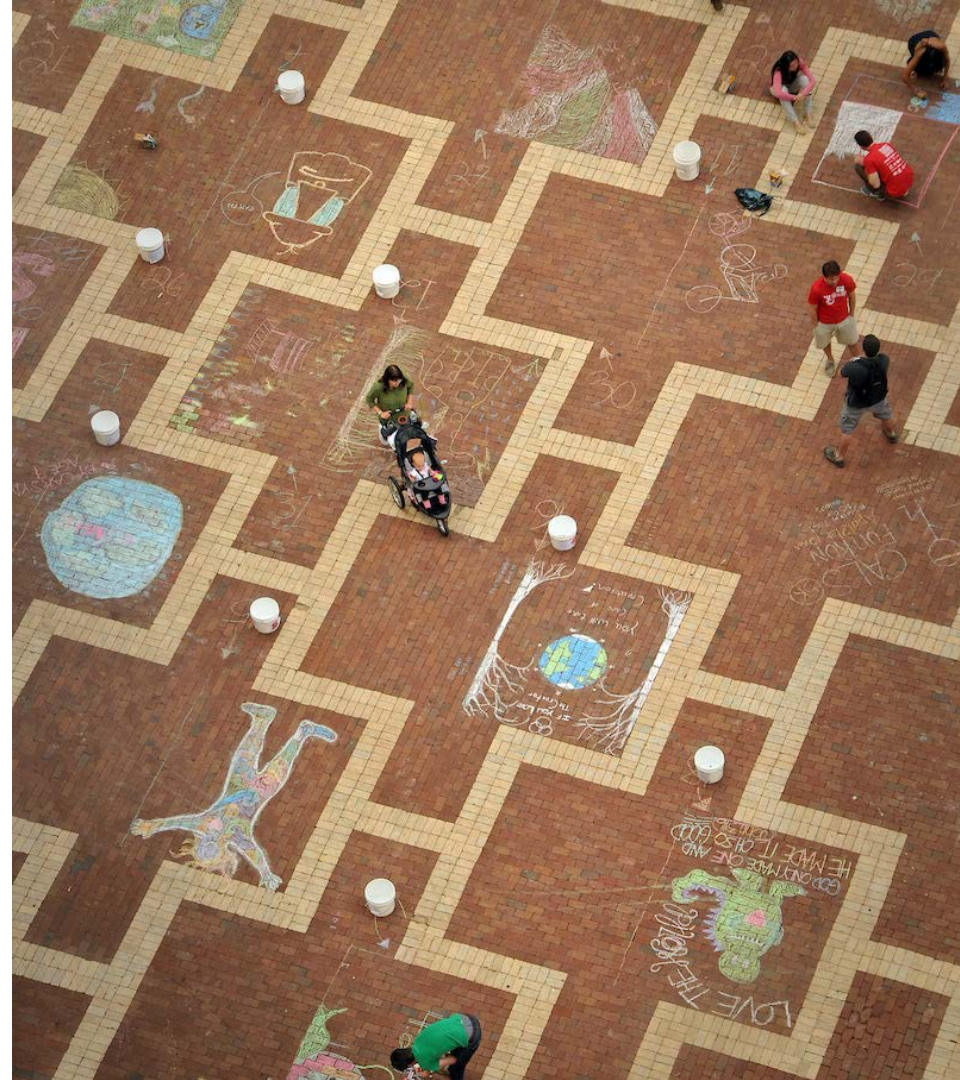
July 10, 2018

Understanding our Rankings

Titmus

NC State Milestones

- Department of Physics celebrates 100 years
- College of Education turns 90
- Department of Computer Science turns 50
- Caldwell Fellows celebrates 50th anniversary
- The Brickyard turns 50
- *Nubian Message* turns 25
- GLBT Center celebrates 10th year



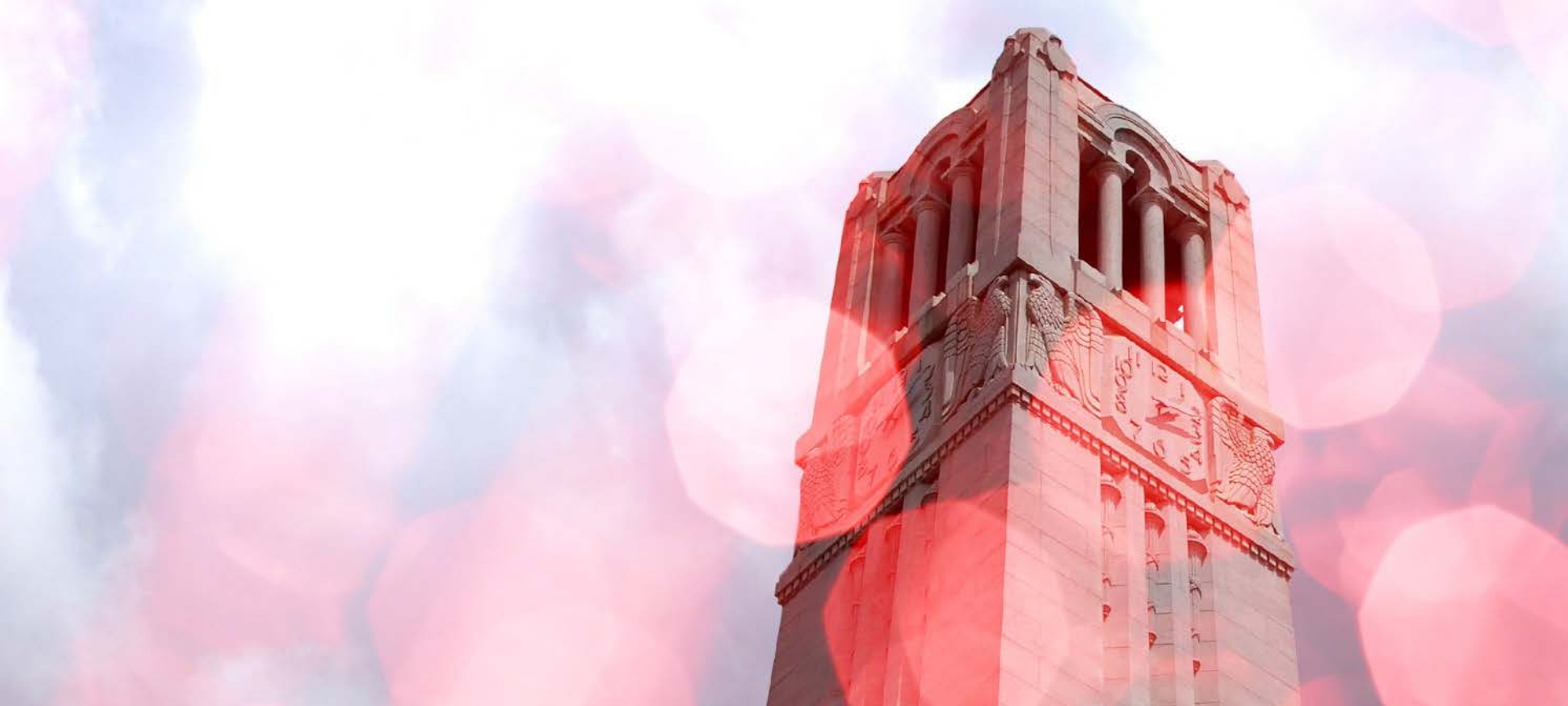
Recent Accolades

- NC State ranked in top 100 of Forbes' list of Best Employers for Diversity in America
- NC State named 2017-18 "Fulbright Top Producing Institution"
 - 8 Fulbright Scholars
 - 4th in U.S.
- 5 Faculty received NSF Faculty Early Career Development Awards
- PhD student Tyler Allen named to Forbes' 30 Under 30 List



Questions?





Advancing NC State

University Advancement Update | March 2018

NC STATE

The Pathway to the Future

Strategic Plan 2011-2020





Who We Are

University Advancement generates critical university support from alumni and donors, faculty and staff, students and parents, business and community leaders, media and other key influencers to help NC State achieve its Strategic Plan goals.

**Advancement is dedicated to empowering NC State
to achieve its Extraordinary potential.**



Advancement Services

- Oversee the alumni and donor database, Advance™, gift agreements, process gifts and research contribution opportunities.

Alumni Association

- Engage alumni and friends through programs and services that foster pride and enhance a lifelong connection to NC State.



University Communications and Marketing

- Provide expert leadership, strategy and services to advance the NC State brand, achieve university's strategic goals and the Campaign priorities.

University Development

- Connect the philanthropic interests of donors with opportunities across the university; generate support for student scholarships, fellowships, faculty positions and research as well as programmatic and facility support.

NC STATE

THINK AND DO
THE
EXTRAORDINARY



The Campaign for NC State



Overarching Goals

- Raise \$1.6 Billion to support students, faculty, programs and facilities
- Enhance University reputation, where the whole is greater than sum of parts
- Mobilize network of alumni
- Grow culture of philanthropy
- Build a lasting Advancement infrastructure

Raise \$1.6B



Our Priorities

We've mapped out a big, bold future for NC State: increasing scholarships and fellowships, strengthening our faculty and their research, and extending education and opportunity to tens of thousands of students. Discover how you can help us do all those things and more.



Extraordinary Opportunity

Unlock untold opportunities for deserving students in North Carolina, across the nation and around the world. →



Extraordinary Purpose

Fuel the world's best faculty and researchers to educate, innovate and find interdisciplinary solutions. →



Extraordinary Places

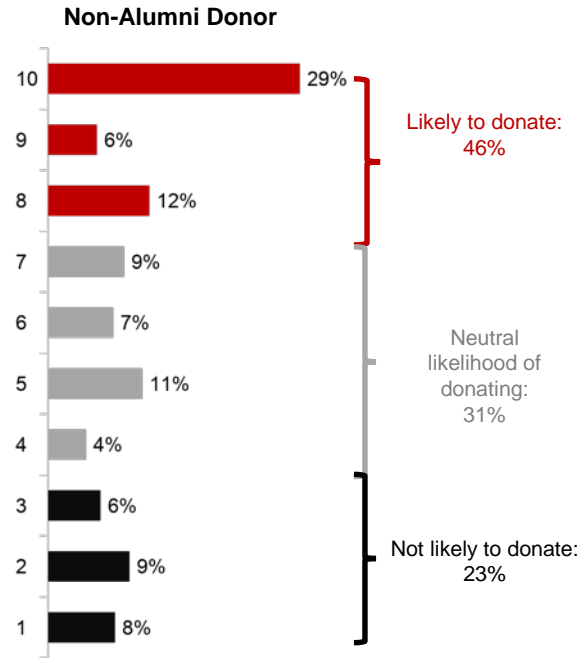
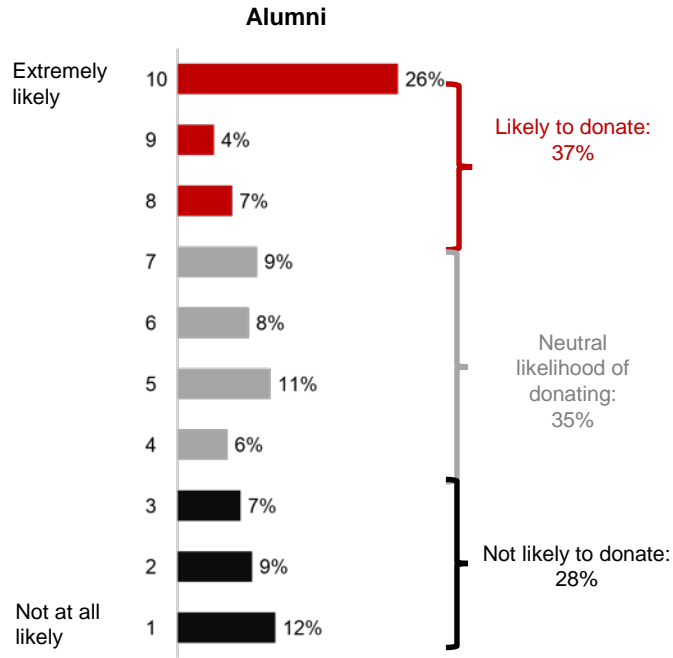


Extraordinary Experience



Extraordinary Leadership

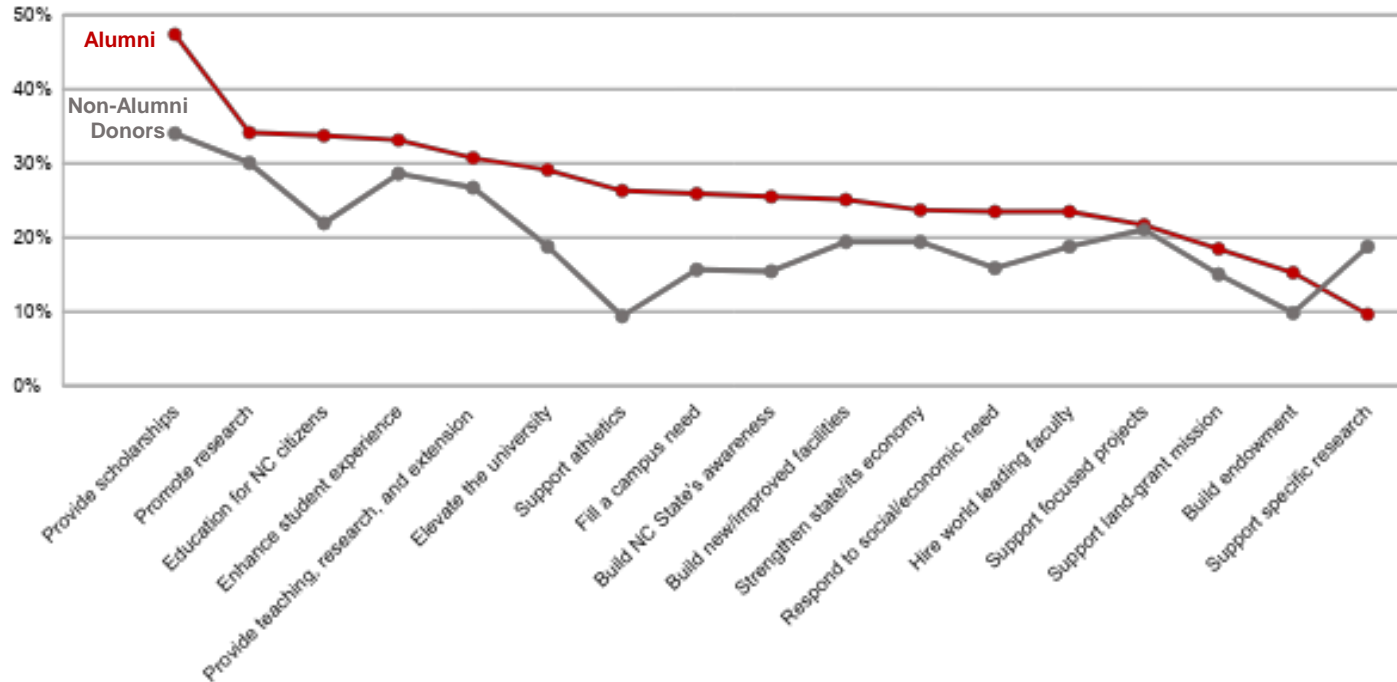
Our Donors



Note: Scale: 1=Not at all likely, 10=Extremely likely

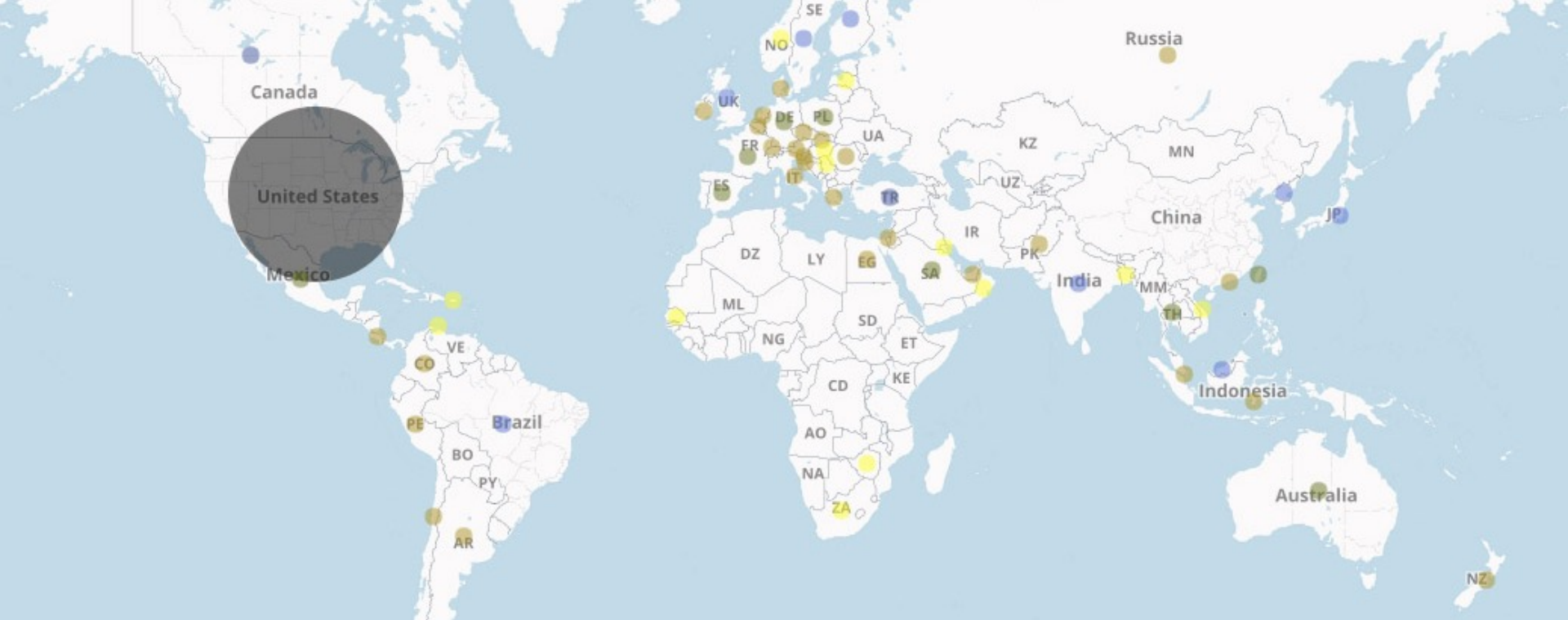
Question Wording:
Rate your likelihood to donate money to any area of NC State University in the next five years.

Why and Where They Give



Note: 7% of alumni and 6% of non-alumni donors said that they would not like to support NC State. Chart scale truncated to show differentiation.

Question Wording: Fill in the blank: I would like to support NC State University in order to _____. (select all that apply)



- 74,606 donors from all 100 counties in NC, 50 states and 63 countries
- 22,362 new donors in campaign
- \$1.23B in private support



Donor Designations are More Precise

- 1,500 new funds created; these represent new scholarships, fellowships, programmatic and facilities support.
- More than 6,500 active funds

Continued Growth



Gregg Museum of Art & Design



Engineering Building Oval



Plant Sciences Initiative

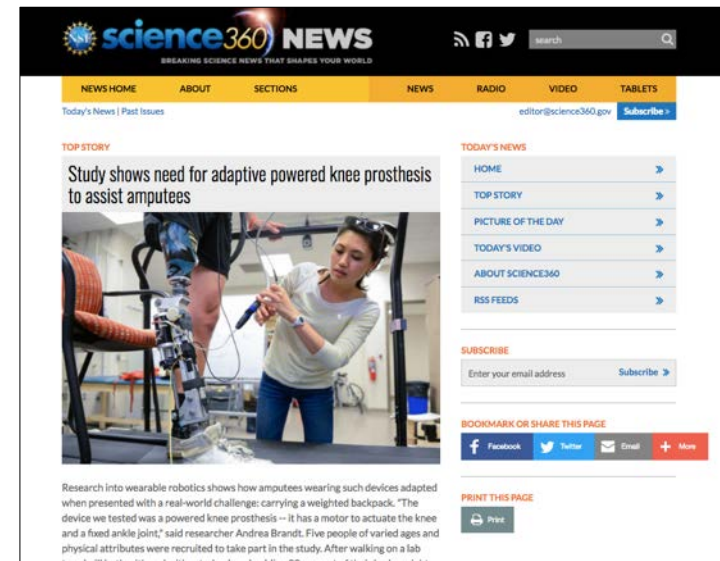
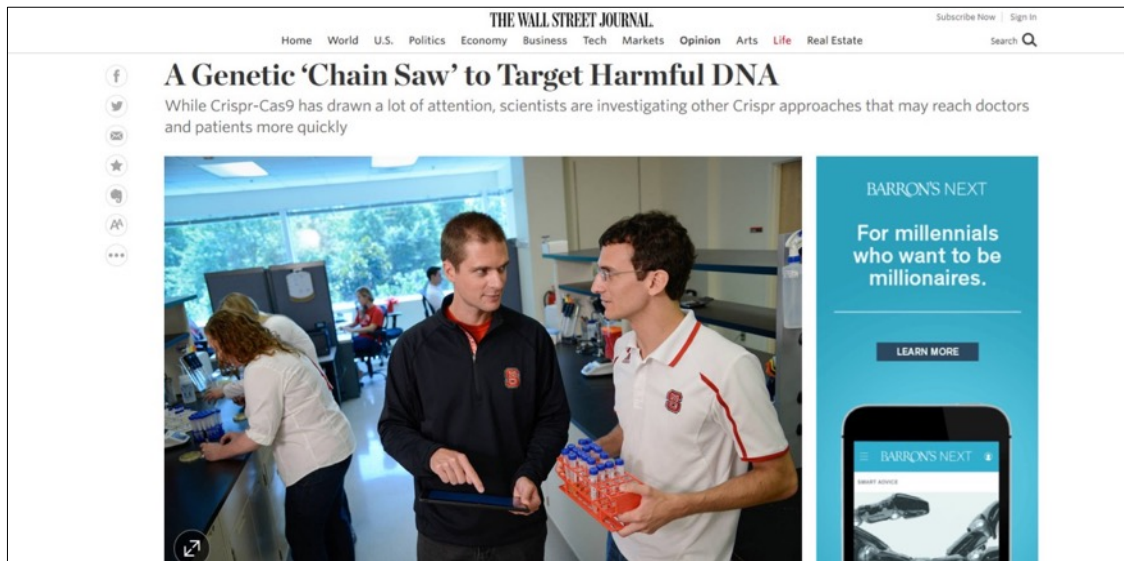


An Extraordinary Gift to Complete the Memorial Belltower



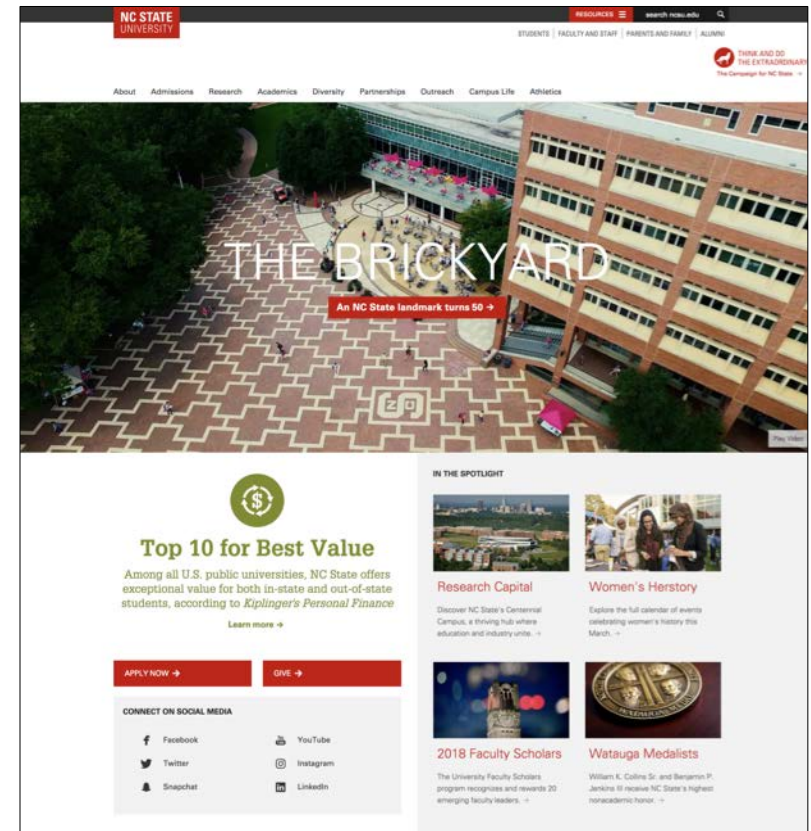
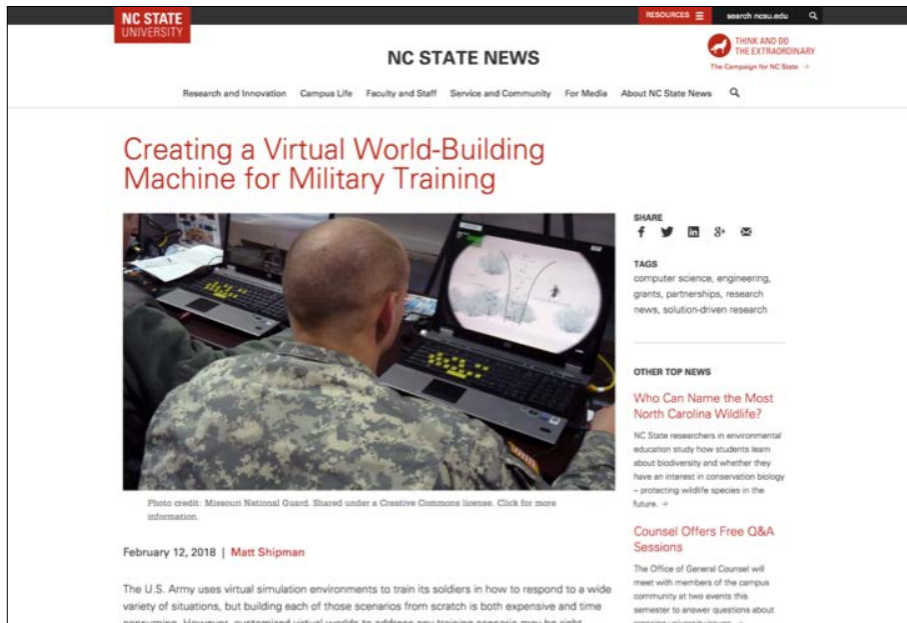
Enhance NC State's Reputation





Media Relations

- 35,000+ Academic Media Placements = \$40M in equivalent advertising
 - New York Times, Washington Post, Los Angeles Times, Newsweek, Time, CNN, BBC, NBC News, CBS News, ABC News, NPR, National Geographic, Forbes, etc.
- 50+ research stories featured on federal agency news sites — incl. the NSF



Web Communications

- 10 million visitors each year to Homepage
- 20 million page views to core web site
- 1.2 million visits to NC State's News - news.ncsu.edu

Christopher Cooper: Churchill Scholar

At NC State, we help bright students become extraordinary leaders.

Christopher Cooper, a senior majoring in chemical engineering and economics, has become the university's second recipient in the last two years of a Churchill Scholarship, which provides funding to American college seniors and recent graduates for a year of master's-level study in science, mathematics and engineering at the University of Cambridge. Just 15 students receive this award each year.

I invite you to find out more about this outstanding young scholar, his achievements at NC State and our [campaign](#) to support more students like him.

Randy Woodson
Chancellor

[Learn about our latest Churchill Scholar »](#)

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Facebook Twitter Instagram LinkedIn

100+ Top Scholars

Over the last five years, NC State students have racked up Churchill, Goldwater, Truman, Fulbright, Astronaut and other national scholarships and fellowships.

Think and Do the Extraordinary
[campaign.ncsu.edu](#)

LEADERSHIP LEARNED

Christopher Cooper
2017 Churchill Scholar

round the world — and ultimately back to the classroom.

Cooper came to NC State as one of the university's prestigious Park Scholars. He's also in the Benjamin Franklin Scholars dual-degree program, which allows students to combine engineering studies with the social sciences or humanities. The double major in chemical engineering and economics has resulted in both concentrations, receiving a 2016 Goldwater Scholarship and being named the university's Outstanding Senior of the Year for Economics.

Along with his work on soft electronic devices — such as tiny liquid-metal fibers that can be used as sensors — Cooper has taken advantage of opportunities around campus to develop his leadership skills. He served as lead adviser for the Krieger Kreme Challenge, a five-mile charity run that has raised more than \$1 million for North Carolina Children's Hospital.

Now he's the university's second recipient in the last two years of a Churchill Scholarship, which is awarded to just 15 students each year. In the fall his scholarship will take him to Cambridge University, where he will work on dye-sensitized solar cells as he pursues a master's degree in chemical engineering and biotechnology.

He credits his time spent at NC State — both in and out of the lab — with solidifying his intention to become a professor.

"These experiences gave me confidence that I could make a real impact — and that I could inspire those around me to do so, as well," says Cooper.

NC State teaches its students to be extraordinary leaders.

We encourage our brightest minds to set bold goals, and we foster their leadership skills through experiential learning, undergraduate research and community outreach. When they leave here, they're ready to lead.

NC STATE NEWS

Research and Innovation Campus Life Faculty and Staff Service and Community For Media About NC State News

Cooper Wins Churchill Scholarship

January 26, 2017 | [Mike Kulikowski](#)

Christopher Cooper, a senior majoring in chemical engineering and economics at North Carolina State University, has been awarded a prestigious 2017 Churchill Scholarship.

The Virginia Beach, Va. native will use the merit-based award — which covers all university and college fees, cost-of-living expenses, travel to and from the United Kingdom and other reimbursement of application fees — to pursue a one-year master's degree in chemical engineering and biotechnology at the University of Cambridge beginning in fall 2017.

Cooper is NC State's second Churchill Scholarship recipient and is one of 15 recipients of the award this year. A little more than 100 U.S. institutions are invited to nominate up to two applicants for the Churchill Scholarship.

Cooper came to NC State on its most prestigious merit scholarship — the Park Scholarship — and is also in the university's Benjamin Franklin Scholar program, which allows students to couple engineering studies with the social sciences or humanities. He is a member of Phi Beta Kappa and Tau Beta Pi academic honor societies, and is part of the University Scholars Program. Cooper is one of NC State's two 2016 Goldwater Scholarship recipients.

Cooper has been a researcher since fall 2015 in the lab of chemical and biomolecular engineer Michael Dickey, where Cooper creates soft electronic devices like tiny liquid-metal fibers that can be used as sensors.

Cooper served as lead advisor and helped raise over \$200,000 for the Krieger Kreme Challenge, a five-mile run that benefits the North Carolina Children's Hospital. He has spent time studying chemical engineering in France and sustainable systems in New Zealand.

Cooper plans to work on dye-sensitized solar cells at Cambridge. Afterwards, he plans to get his Ph.D. in chemical engineering, obtain a university professorship and create energy-harvesting devices.

Tiffany Kershner, director of NC State's Fellowship Advising Office, describes Cooper as "a remarkable young man who combines a high level of intellectual achievement with outstanding leadership potential in chemical engineering and solar cell research." She also praised the contributions of the 2016-17 NC State Churchill Scholarship campus selection committee that

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TAGS

biotechnology, churchill, college of engineering, college of humanities and social sciences, economics, goldwater, graduate student, krieger kreme challenge, park scholars, university scholars

OTHER TOP NEWS

Who Can Name the Most North Carolina Wildlife?

NC State researchers in environmental education study how students learn about biodiversity and whether they have an interest in conservation biology — protecting wildlife species in the face of...

Counsel Offers Free Q&A Sessions

The Office of Career Counsel will meet with members of the campus community at two sessions the semester to answer questions about pressing university issues. >

[VIEW THE ARCHIVE >](#)

Peer Influencer Marketing

- Inside Higher Ed Banner Ads, Chronicle of Higher Education Ads
- Direct mail and email to targeted peer publics driving people to NC State web pages

North Carolina State University
2w

NC State College of Veterinary Medicine grad student Tyler Allen earned a spot on Forbes' "30 Under 30" list in the science category.

...see more



CVM Grad Student Tyler Allen Lands on Forbes' 30 Under 30 List | NC St...
cvm.ncsu.edu

556 Likes · 12 Comments

Like Comment Share

NC State University
@NCState

#RespectThePack




1:25 4,118 views

5:02 PM · 17 Aug 2017

36 Retweets 111 Likes

NC State Alumni Association
Published by Hootsuite [?] · June 30, 2017 ·

NC State Engineering is one of the top-ranked engineering colleges in the country. On Philanthropy Friday, see how NC State's largest college stays on the cutting edge of research and technology:
<http://ncst.at/slrqOU>



01:31

✓ Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

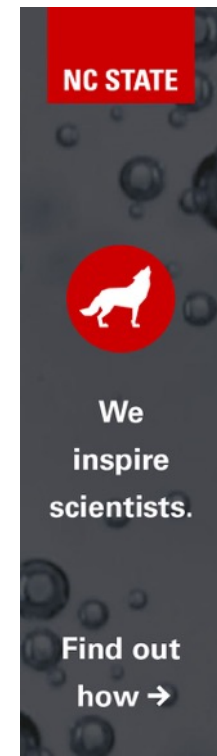
🕒 People have watched this video for a total of **1.8K minutes** **Boost Post**

👍❤️ 232 8 Comments 62 Shares

Like Comment Share Hootlet

Social Media Strategy

- Enterprise Channels drove more than 50 million total impressions, over 1.3 million engagements, and 2.5 million video views
- Alumni Association Channels ranked among top in engagement



Marketing and Advertising

- More than 110 million on-brand impressions and significant engagement through digital, print and broadcast channels



Special Events

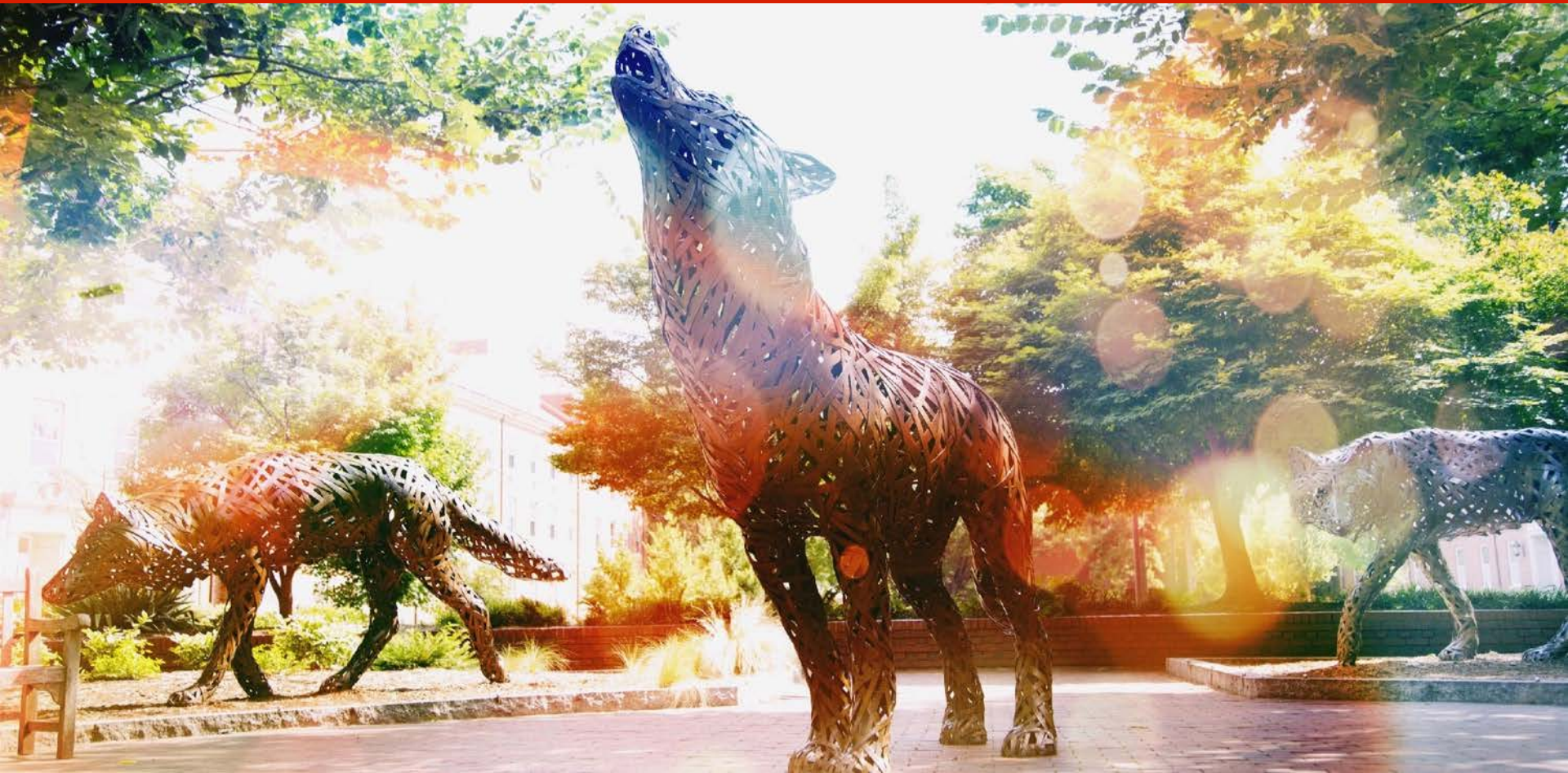
- Ensure NC State's most influential donors and friends have on-brand, inspirational experiences
- University Special Events and the Alumni Association engage 16,000+ guests annually

The background of the image features a low-angle shot of the NC State Tower, a tall, light-colored stone structure with arched windows at the top. To the right, there are dark green trees with some reddish-brown leaves in the foreground. A bright, diagonal beam of light cuts across the upper right portion of the image. A solid red rectangular box is positioned in the center-left, containing the text "NC STATE".

NC STATE

Brand

Mobilize Network of Alumni





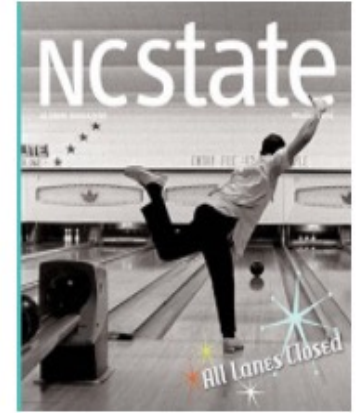
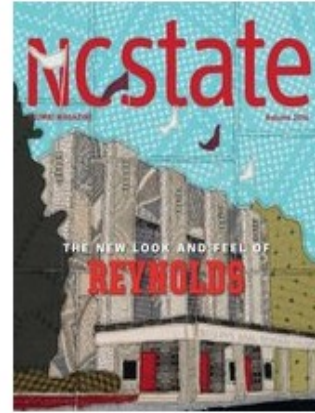
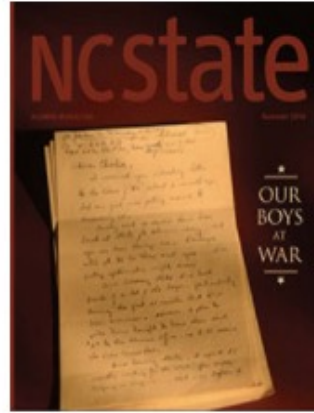
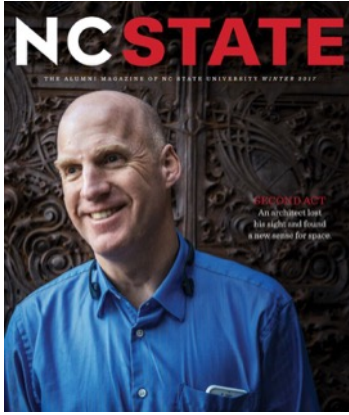
Mobilize Network of Alumni

- 221k living alumni
- 300 annual alumni outreach events
- 6,500 Average number of alumni engaged annually by attending Outreach supported events



Mobilize Network of Alumni

- 480 new members joined Alumni Association Life Status in the last year
- Paid Alumni Association memberships reached an all-time high
- The Student Alumni Association continues to be the University's largest student organization cresting at 3,200 members



Alumni Magazine

- 24,000 copies mailed in U.S. and to 15 countries
- Distribution includes 18,500 alumni and friends and an additional 5,000 alumni rated as possible major gift prospects
- Advertising sales generate over \$100,000 a year in revenue for the Alumni Association



Campaign Caravan

- Campaign Kick-Off Tour hosting 25 events in 12 states
- More than 2,200 people attended the kick-off tour events, which incorporated surveys for alumni/friends to fill out for more information about getting involved and/or giving back



Red and White Week

- Weeklong Celebration of Homecoming and all things Campaign
- Nearly **70** events engage alumni as well as students, faculty, staff, donors and friends
- Some highlights include: Evening of the Stars, Red & White Night, Bell Tower Tours, Concerts

Grow a Culture of Philanthropy

NC STATE

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The Campaign for NC State





The Campaign for NC State

PHILANTHROPY IN THE NEWS



March 08, 2018

NC State Honors Two with Prestigious Watauga Medal

William K. "Bill" Collins Sr. and Benjamin P. "Ben" Jenkins III named the 2018 recipients of the Watauga Medal, NC State University's highest nonacademic honor.

[Read Now »](#)

Full Circle

Bringing Others Along. From his days as an RA and student body president, to his investment in the Caldwell Fellows, Tony Caravano has always believed in the NC State community.

[Read Now »](#)

A Family of Fellows

The Caldwell Fellows is much more than a "scholarship program" for sophomore Julie O'Brien, who is on the move in 2018.

[Read Now »](#)

\$4.5 Million Bequest to Benefit NC State's Applied Math Program

An anonymous couple has made a \$4.5 million bequest to the College of Sciences Foundation to benefit students and faculty in applied mathematics. The gift commitment, one of the largest ever received by the college, will endow a distinguished faculty chair, an undergraduate scholarship fund and a graduate fellowship in the Department of Mathematics.

[Read Now »](#)

Honoring 90 Years of NC State's College of Education

Members of the NC State College of Education Board have issued the \$90,000 Challenge. The board will give up to \$90,000 to support students and programs across the college if alumni, faculty, staff, students and friends join them in meeting several goals that celebrate the college's 90th anniversary and reflect its impact.

The Campaign for NC State Home →



Giving News

Impact

Gift Announcements

Faculty/Staff Giving

Donor Recognition

Q

TOP STORIES



Feb 20, 2018

Caldwell Fellows Honor Five Decades of Impact

As the Caldwell Fellows program celebrates its 50th anniversary at NC State, the current fellows and alumni of the program continue to be change-makers locally, nationally and around the world. →



Jan 30, 2018

A New Program for Aging Animals

Advances in veterinary medicine help animals live longer, and with a larger population of aging companion animals comes a new set of medical needs. Generous donor support lays the groundwork for an innovative gerontology program at NC State's College of Veterinary Medicine that will take the lead in addressing these challenges. →



Jan 17, 2018

Barrangou to Receive Another Prestigious Honor

Dr. Rodolphe Barrangou, the Todd R. Klaenhammer Distinguished Scholar in Probiotics Research, University Scholar and associate professor in NC State's Department of Food, Bioprocessing and Nutrition Sciences, will receive the 2018 National Academy of Sciences Prize in Food and Agriculture Sciences for his discovery of the genetic mechanisms and proteins driving CRISPR-Cas systems. →



Mar 6, 2018

Honoring 90 Years of NC State's College of Education

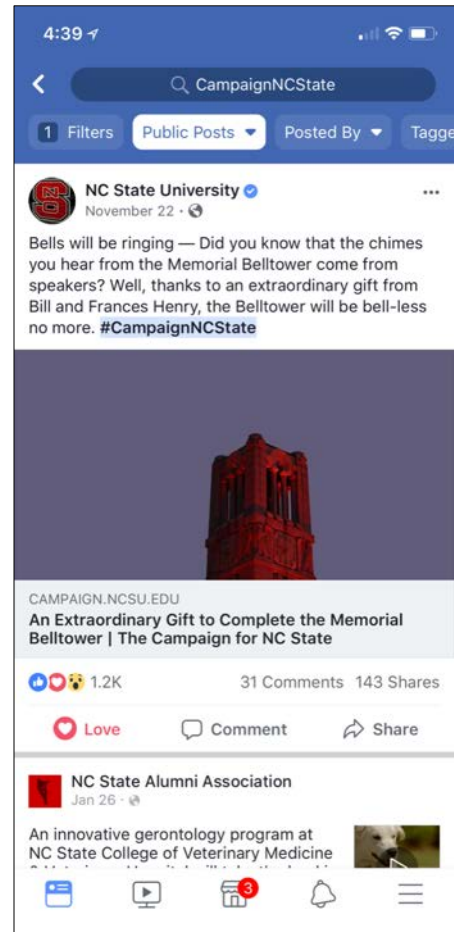
Members of the NC State College of Education Board have issued the \$90,000 Challenge. The board will give up to \$90,000 to support students and programs across the college if alumni, faculty, staff, students and friends join them in meeting several goals that celebrate the college's 90th anniversary and reflect its impact. →



Nov 9, 2017

Feed the Pack

Already in 2017, more than 800 patrons have visited the Feed the Pack Community Food Pantry, about 50 percent students and 50 percent staff. As the pantry continues to grow and serve more people, both continued donations of nonperishable goods, as well as financial contributions, are needed. →





Giving News

[Impact](#)[Gift Announcements](#)[Faculty/Staff Giving](#)[Donor Recognition](#)

The Woodsons' Historic Philanthropy



Chancellor Randy Woodson and his wife, Susan, face the crowd while being introduced during a timeout in a football game.

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FILED UNDER

Donor Recognition, Faculty/Staff Giving, Gift Announcements, Impact

NC State Employee
Dependent's Tuition
Scholarship

\$ 0.00

[GIVE NOW →](#)

THINK AND DO
THE EXTRAORDINARY

The Campaign for NC State

[About the Campaign](#)[Why Give](#)[Where to Give](#)[How to Give](#)[Connect](#)[GIVE NOW →](#)

Student Philanthropy

Senior Campaign

Since 1913, seniors at NC State have united every year under one common goal: to leave their alma mater a little better than they found it. Whether you give to the college where you discovered your passions, the campus organization that brought you life-long friends or a financial aid fund that eases the burden for future students, it only takes \$20.18 to leave your legacy at NC State before you graduate.

Why you should join the Senior Campaign?

- › Tuition and public funding sustain us. Private support brings us from good to extraordinary.
- › Gifts enhance scholarship and study abroad opportunities, bolster research and improve the campus experience.
- › By donating to NC State, you become part of a proud tradition of students and alumni creating opportunities for

JOIN THE CONVERSATION

[Like Us on Facebook](#)

Build a Lasting Infrastructure

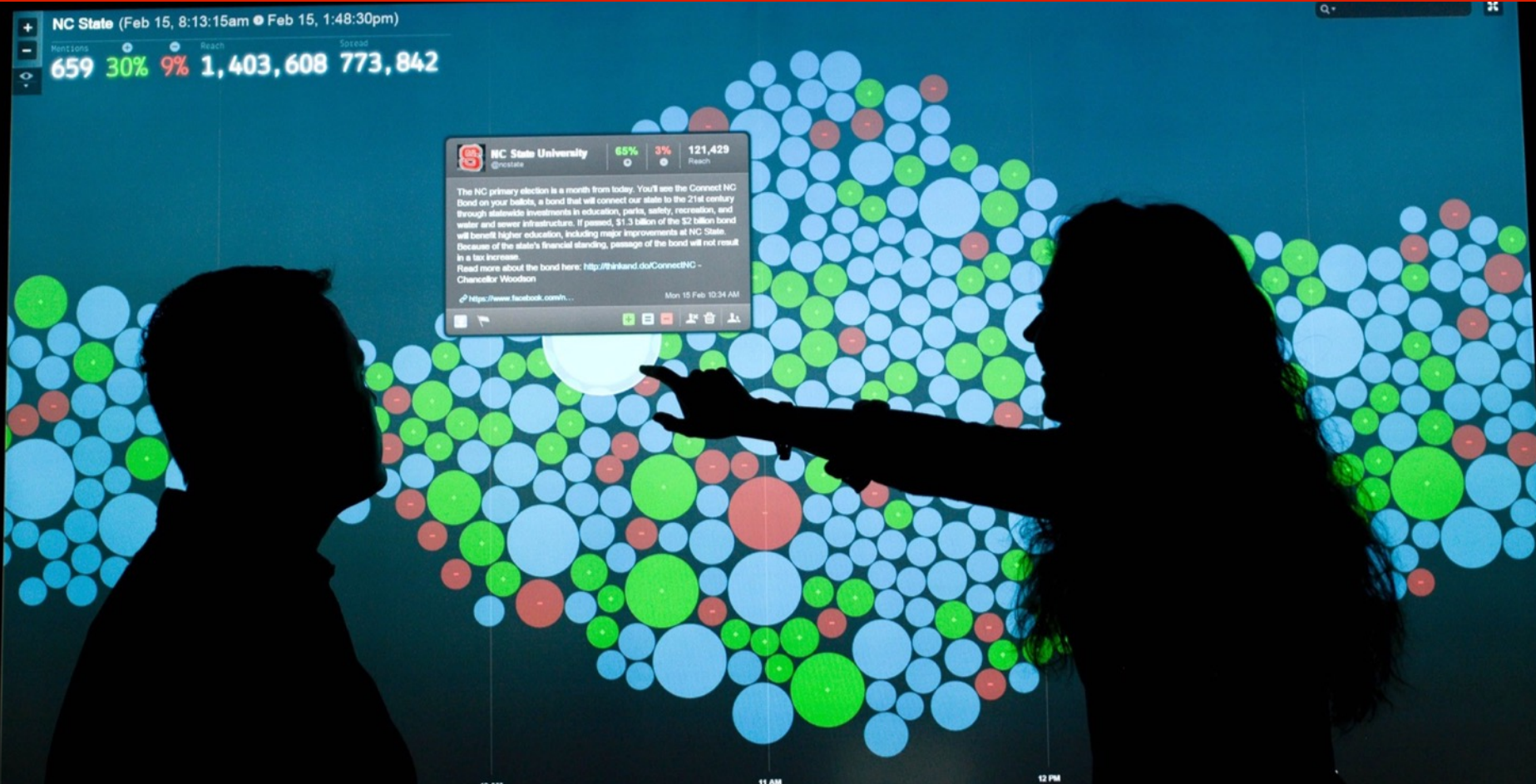




Partnership

- Talent Management
- Advancement Services – behind the scenes work to ensure Advancement success across campus
- Social Media Strategy Hub; Shared Positions
- Branding Toolkits; Campaign Toolkits; Special Events Council
- Lead Communicator Meetings / Unified Marketing Plan
- CDO/FLF Meetings

Social Media Hub



Questions?



NC STATE