

**North Dakota State University Foundation and Alumni Association  
 Alumni Awards Committee  
 Meeting Notice and Agenda  
 September 28, 2017**

The NDSU Foundation and Alumni Association Alumni Awards Committee will meet on Thursday, September 28, 2017 at 9:30a.m. CST. This meeting will originate from the Reimers East Conference Room at the Harry D. McGovern Alumni Center, 1241 North University Drive, Fargo, ND 58102, with some or all members participating by phone or videoconferencing.

#Action required	*See supporting document	+Discussion needed	=Information only
I.	9:30	Roll Call	
II.	9:35	Call to Order	Jo Burdick
III.	9:35	#*Approve Minutes from 4/20/17 and 7/18/17	Jo Burdick
IV.	9:40	#+Selection Discussion of Awards	Jo Burdick
		a. Alumni Achievement Award	
		b. Henry L. Bolley Academic Achievement Award	
		c. Horizon Award	
		d. Heritage Award for Alumni Service	
		e. Service Award	
V.	10:30	+Discussion about new Corporate Recognition Award	Jo Burdick
		The corporation, foundation or organization must have given outstanding and significant support to the university. Some examples of support include recruitment of interns and graduates, participation in lectures and seminar, intellectual exchanges, research alliances. Support can also include employees or members actively engaged with the University on advisory boards, councils or university affiliated organizations. The corporation, foundation, or organization should demonstrate inspirational philanthropic giving. The reputation of the candidate should reflect favorably on North Dakota State University.	
VI.	10:50	=Update on Campaign Planning	John Glover
VII.	11:00	Adjourn	

Contact John Benard at 701-231-6807 or john.benard@ndsualumni.com with questions. A quorum of the NDSU Foundation and Alumni Association Executive Governing Board (EGB) may be present at this committee meeting. Members of the EGB who are not members of this committee may attend and participate in this meeting, but only members of this committee may make, second, or vote on any motion or other action of the committee.

**Alumni Awards Committee Members**

Jo Burdick, Chair  
Gerry Brossart  
Shawn Dobberstein  
Dave Goodin  
Jim Hambrick  
Kristi Hanson

Eric Michel  
Jan Promersberger  
Jeff Regimbal  
Barry Schuchard  
Andrea Travnicek

**College Deans**

Scott Beaulier  
Margaret Fitzgerald  
Scott Wood  
Chuck Peterson

David Bertolini  
Ken Grafton  
Mike Kessler

**Upcoming Meetings**

Spring Meeting of the Trustees & Alumni Directors – April 18-20, 2018

NDSU Foundation & Alumni Association  
Alumni Awards Committee  
Regular Meeting Minutes  
April 20, 2017

The NDSU Foundation and Alumni Association Alumni Awards Committee met on Thursday, April 20, 2017 at 10:15 a.m. CDT in the Reimers East Conference Room at the Harry D. McGovern Alumni Center, 1241 North University Drive, Fargo, ND.

**ALUMNI AWARDS COMMITTEE MEMBERS PRESENT:**

In Person: Jo Burdick, Gerry Brossart, Shawn Dobberstein, Dan Dunn, Jim Hambrick, Kristi Hanson, Jan Promersberger, Jeff Regimbal, Scott Beaulier, Margaret Fitzgerald, Chuck Peterson, Kent Sandstrom, Gary Smith, Scott Wood  
Via Phone: Dave Goodin

**ALUMNI AWARDS COMMITTEE MEMBERS ABSENT:**

Eric Michel, Barry Schuchard, Andrea Travnicek, Ken Grafton

**STAFF PRESENT:**

Sara Wald, Kari Sayler

The Chair of the NDSU Foundation and Alumni Association Alumni Awards Committee requested a roll call be taken for the purpose of establishing a quorum.

**CALL TO ORDER:** Chair Jo Burdick called the meeting to order at 10:16 a.m.

**APPROVAL OF MINUTES FROM 1/27/17 MEETING:** A motion to accept the minutes of the 1/27/17 Alumni Awards Committee meeting, after inserting December 2016 to the discussion of the event paragraph, was made by Hambrick, seconded by Dobberstein, and carried unanimously.

**DISCUSSION ABOUT NOMINATION INFORMATION FOR CURRENT AWARDS:** The committee discussed changes to the Heritage Award for Alumni Service and the Service Award for Outstanding Philanthropic Influence (Service Award). Discussion focused on the similar names of the two awards and the nomination process. A suggestion was made to change the name of the Service Award, and consider naming it after the first recipient of the award. The committee directed staff to conduct history of the Foundation and its first Trustees and/or campaign to vet out naming considerations for the award.

The committee discussed edits to the nomination forms and agreed to simplify the process.

The committee discussed the process for soliciting nominations. The committee suggested distributing the nomination forms at college advisory board meetings, in addition to the current email solicitation strategy. The committee agreed that each college should bring forth a nomination.

A motion to direct staff of the Foundation and Alumni Association to remove all nominations three years or greater and incomplete nominations from the packet of material provided to the committee at its Homecoming meeting, was made by Dobberstein, seconded by Hanson, and carried unanimously.

DISCUSSION ABOUT NEW AWARDS FOCUSED ON FUNDRAISING: The committee reviewed examples of philanthropic awards given at several peer institutions and discussed the addition of similar awards to the FAA's portfolio. The committee agreed to implement a new award recognizing a corporation or foundation. The award would be based on leadership gifts and could be bestowed to previous corporate donors. The award does not need to align with the University's corporate partner.

A motion to proceed with creating a corporation/foundation award was made by Hanson, seconded by Smith, and carried unanimously.

A subcommittee was formed to work on the timeline and implementation of the corporation/foundation award. Members of the subcommittee include Burdick, Hambrick and Hanson.

ADJOURNMENT: With no further business, a motion to adjourn the meeting at 11:36 a.m. was made by Sandstrom, seconded by Beaulier, and carried unanimously.

Respectfully submitted,  
Kari Sayler, Executive Manager

NDSU Foundation & Alumni Association  
Alumni Awards Sub-Committee  
Special Meeting Minutes  
July 18, 2017

The NDSU Foundation and Alumni Association Awards Sub-Committee met on Tuesday, July 18, 2017, at 10:00 a.m. in the Klefstad Conference Room at the McGovern Alumni Center.

ALUMNI AWARDS COMMITTEE MEMBERS PRESENT:

Kristi Hanson, Jim Hambrick, Jo Burdick

STAFF PRESENT:

Sara Wald

CALL TO ORDER: Jo Burdick called the meeting to order at 10:07 a.m.

DISCUSSION OF A CORPORATION / BUSINESS AWARD – NDSU Foundation & Alumni Association Alumni Awards Sub-Committee discussed a new award surrounding philanthropic, volunteer and fund raising efforts of corporations and businesses.

INTRODUCTION – The NDSU Foundation and Alumni Association Corporate / Foundation award would recognize corporations, foundation and organizations for exemplary support to the University and its students.

ELIGIBILITY - The corporation, foundation or organization must have given outstanding and significant support to the university. Some examples of support include recruitment of interns and graduates, participation in lectures and seminar, intellectual exchanges, research alliances. The organization must be a member of an NDSU Giving Society. The reputation of the candidate should reflect favorably on North Dakota State University.

Wald will seek John Glover's advice and experience for other eligibility ideas.

NOMINATION PROCESS:

1. Anyone is eligible to submit a nomination packet.
2. Instructions to nominator:
  - Be sure to keep a copy of all materials submitted for personal future reference.
  - Submit only the original packet material. There is no need to provide multiple copies of the nomination packet.
  - Please do not place nomination papers in a binder. Please keep items in an 8 ½ x 11, one-sided format that is easy to copy.
3. The following criteria are required:
  - A completed nomination form.

- A **one-page** summary of the corporation, foundation, or organization including outstanding contributions and facts that you want the Selection Committee to specifically note.
- Include two references to seek additional feedback of the contributions the corporation, foundation, or organization has made to NDSU.

Naming of the award will take place at the fall meeting with Burdick, Hambrick, and Hanson brainstorming further.

This new award will be reviewed and approved by the full Alumni Awards Committee at the fall meeting.

ADJOURNMENT: With no further business, the meeting was adjourned at 10:36 a.m.

Respectfully submitted,  
John Benard, Administrative Coordinator

## Overview of NDSU Campaign Planning – September 2017

### Campaign Feasibility Study Background

In mid-2016 North Dakota State University engaged Bentz Whaley Flessner (BWF), a national leader in fundraising consulting, to support our strategic planning for the upcoming campaign. The three major objectives of the study were to:

1. Assess the private fundraising potential from all sources for North Dakota State University.
2. Identify possible leadership-level donors and volunteers.
3. Evaluate capacity of organizational and fundraising infrastructure.

As part of this process, BWF conducted 46, 1:1 interviews between March and May 2017.

### BWF Major Recommendations to Development Council and Executive Governing Board – July 2017

NDSU should plan and conduct a phased comprehensive campaign with an *initial working goal* in the range of \$300 - \$400 million in gift commitments in support of NDSU's strategic priorities and initiatives.

- Based on advance and leadership gifts phase results, NDSU should determine the final dollar goal prior to the campaign's public announcement, most likely in 2019.
- Count all gifts made to the university from January 2016 through December 2022.

### Findings and Conclusions

Bentz Whaley Flessner examined the following areas as part of the feasibility study:

- The Case for Support
- NDSU Leadership
- Donor Prospects Available
- NDSU Internal Readiness
- Philanthropic Environment

### The Case for Support

The general reaction to the campaign prospectus was positive, but NDSU will need to refine the messaging to better convey the potential impact.

- Most thought the prospectus was well-written, especially the language about land-grant universities and a sense of place, but some found it too lengthy.
- There was strong support for the Sudro Hall project.
- Several thought stressing NDSU's positive economic impact would strengthen the case, especially in the business community.

### NDSU Leadership

There is a great deal of confidence in the leadership at NDSU and at the NDSU Foundation/Alumni Association.

- President Bresciani is held in high esteem, and enjoys strong support among interviewees.
- John Glover is given high marks for exposing Foundation and Alumni Association board members to the people and programs across campus, and for assembling a strong team.
- There is strong consensus that the Foundation and Alumni Association board is ready to “own” this campaign and ensure its success.

### **Donor Prospects Available**

NDSU is off to a strong start in terms of gifts near the top of the pyramid, suggesting a goal in the range of \$300 - \$400 million is within reach.

- There are already 20 gifts of \$1M+ either in-hand, or indicated through interviews.
- Counting annual Team Makers gifts over a seven-year campaign could add another \$25–\$30M to the total.
- Almost three-fourths of interviewees rank NDSU in their top three among their philanthropic priorities.

### **NDSU Internal Readiness**

The NDSUFAA has taken positive steps to implement recommendations BWF made as part of the 2016 development assessment.

- NDSUFAA has added several new frontline fundraising positions, and a full-time development communications position.
- New expectations for gift officer performance are being implemented, including expectations around visits, proposals, discovery calls, and other appropriate metrics.
- Two of NDSUFAA’s top three years of giving have happened recently, reflecting strong momentum for a campaign.

### **Philanthropic Environment**

Although donors remain concerned about the energy and agriculture sectors, nearly all interviewees intend to make gifts to NDSU in the campaign.

- Economic conditions have largely improved, and overall giving, as well as giving to higher education have returned to pre-recession levels.
- Oil prices remain volatile and have not yet recovered from the rapid fall in late 2014.
- NDSU faces competition for the philanthropic dollar from other universities in the state as well as other philanthropic organizations, but not at concerning levels.

### **Actions & Next Steps**

**Development Council and Executive Governing Board accepted recommendations by BWF, authorizing the staff and organization to proceed with the next phase (advanced gifts phase) of the campaign.**

- Leadership gift solicitations actively continue and/or begin.
- Fall 2017 – Recruitment of campaign leadership.
- Winter/Spring 2018 – Recruitment of campaign cabinet.
- April 2018 – Inaugural meeting of NDSU campaign cabinet occurs.