

**NC State Natural Resources Foundation, Inc.**  
**Board Meeting Open Session Minutes**  
**January 18, 2019**

**Members Present:** Lewis Ledford, Chairman; Blas Arroyo, Lou Boos, Jim Bowen, Sam Cook, Lara Brown de Fuenmayor, Vicki Hardee, Hunter Jenkins (via phone), Dick Ludington, Charles Meeker, Jackson Naftel, Mary Peloquin-Dodd, Phil Rea, Harry Sideris, Ron Terry, Mary Watzin

**Members Absent:** Elizabeth Biser, Jim Buzzard, Chris Davidson, Barbara McCutchan, Dick Porterfield, Genie Ussery

**Others Present:** Emily Capps, Sarah Corica, Shane Jarvis, Art Raymond, Jennifer Viets

Chair Ledford called the meeting to order at 8:30 a.m. at the McKimmon Center.

Art Raymond, Board of Trustees of the Endowment Fund member, provided an update on the Hofmann Forest, including a brief history of how and why the endowment was created. He also provided an update that as of September 30, 2018, the Hofmann Forest Endowment was valued at \$82.4 million.

Jim Bowen made a motion, seconded by Charles Meeker, to approve the October 8 open and closed session minutes.

The Dean provided a college update:

- Five-year leadership reviews are being conducted this semester for Myron Floyd and Tom Gower. The Board will be invited to participate.
- The college had 17 faculty members go through the reappointment, promotion and tenure process. This is the most ever for this college.
- Environmental Sciences enrollment is growing at a very rapid rate.
- Our undergraduate enrollment spring semester is approximately 1,506 and 423 graduate students.
- Space is still a big issue for our college.
- A tour of Hofmann Forest is scheduled for Wednesday, March 20.

A report from the Audit and Finance Committee was given by Jim Bowen. The 2018 audit was presented by Stathis Poulos, Assurance Partner with BDO USA, LLP, and was approved. It was an unmodified audit opinion. Net assets were \$38.4 million. The Foundation's General Fund balance was \$5.1 million. No difficulties were encountered in performing the audit, no disagreements with management, and no material misstatements or adjustments found throughout the audit. At September 30, 2018, Operating Fund Investments make up about \$4.3 million of total investable assets. Long-Term Investments are valued at \$32.5 million and life income funds had a market value of \$1.5 million.

The Forest Management Committee report was provided by Hunter Jenkins. Discussions in committee were on budgets and operations for each forest and next steps on what may be carbon opportunities. Discussions are taking place on land in Lee County and the Lodge at Hill Forest will be renovated when resources are available. The revised master plan for renovation should be

complete in a few months. It will be shared with the board after completion. The forests have provided 12-14 scholarships.

Dick Ludington reported on the Advancement Committee meeting. The committee discussed various activities for the full board: having a board member training by our in-house employees to discuss when to share and also what might be some ideas for reaching out. Lorena McLaren, Executive Director of University Development, discussed Corporate and Foundations Relations. She shared what their role is, partner characteristics, what they do, corporate engagement and how they can help the College.

Lara Brown de Fuenmayor brought an Advancement update including Advancement Office promotions and new hires and campaign updates. As of December 31, the college has raised 78% of the \$35 million campaign goal.

The Wolfpack Day of Giving was explained. It will be March 27. The objectives are to harness the momentum of a 24-36 hour campaign to raise gifts at all levels and increase participation from alumni and friends of the university; to further brand awareness of The Think and Do the Extraordinary Campaign and build the culture of philanthropy. It is to attract new donors, provide leverage for giving, engage people who have not given, and increase awareness.

Sarah Corica shared that the Day of Giving will be 36 hours (to accommodate international giving), digital and telephone. It will have a very detailed communications plan, social media channels all day, include challenges to raise funds, and have a leaderboard with groups. For example, they may challenge a group of alumni in one region to a group of alumni in another region.

The 90<sup>th</sup> anniversary of the college is this year. The celebration will be a content series to celebrate 90 years of innovation and will be sharing information about our college and why it matters, highlight key accomplishments, major events and milestones of the college and share funny stories and memories. Ideas should be sent to Sarah.

Kevin Howell, Vice Chancellor for External Affairs, Partnerships, and Economic Development, spoke about how to be an advocate for the college. He shared several points and reminders. How do we share information about what we are doing? We need to let people know. We have 77 companies on Centennial Campus. The Dix property took several years to settle. It affects this college and the university. When you look at advocacy, we all do it already. Lobbying is making your needs known. When you have an opportunity to tell your story, tell it. Governance of universities is very difficult. Share what is important at this point, what will help move the needle—to make a difference. It means more to legislators to hear from a Board member.

On Kevin's Top Things to Do List:

10. Always invest time into relationships. Advocacy begins with relationships.
9. Always know the members' record – know what they have done. Say thank you for what they have done.
8. Always be prepared for the communications you are going to have.
7. Always answer the questions that the General Assembly is asking. Keep your answers short.
6. Always have/make an action request.
5. Always strive to make sure they don't know that you are lobbying them.

4. Always make sure the legislator knows what they are agreeing to. What are those things that we can work on together?
3. Always answer the question honestly.
2. Always leave concise written information. Leave a note on how to contact you.
1. Always send a thank you note for their time and your appreciation.

Things Not To Do:

- Don't be rude to people.
- Don't leave a 300 pound binder. Leave information that is informative but not more information than is practical.
- Always keep your integrity.

The Board should decide:

- What interests us as a board and a university?
- Issues around this state. How can we help and do we impact them?
- How do we get the Board to be part of the University?

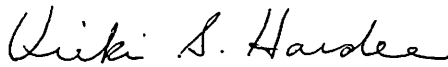
Kevin introduced Julie Smith, newly appointed Assistant Vice Chancellor for External Relations. She or Kevin are happy to help. When Board members are talking with the delegation, you are representing the university and the college. We have an opportunity with all the new members to tell our story. The best time to talk with members is when they are at home, not in meetings in Raleigh. Efforts with our elected officials should be coordinated through Kevin's Office.

Dean Watzin shared we want to make it known that we are at the forefront as THE College of Natural Resources. We have to let the world know who we are, what we are doing and why it is important before we can convince them to help us.

The college is hosting a visit to Hofmann Forest for the Board March 20. Board members interested in going should inform Vicki Hardee.

By unanimous consent the meeting adjourned at 11:28 a.m.

Respectfully submitted:



Vicki S. Hardee  
Vicki S. Hardee, Secretary