A History of the Office of Institutional Advancement

The Office of Institutional Advancement is responsible for planning and directing Alumni Affairs, Annual Fund, Corporate and Foundation Relations, Planned Giving, and Major Gifts.

MISSION

The mission of the office of Institutional Advancement is to cultivate, solicit and manage external funding sources, providing accountability for those funds and attentive stewardship of internal and external constituent groups, in accordance with the strategic needs of North Carolina Central University.

The Office of Development and Public Relations was established February 1, 1968, with a director, Mr. William Malone and one secretary, Mrs. Evelyn Deck. Its purpose was to mobilize all the resources of the institution’s constituencies in order to promote maximum understanding and support and to encourage a steady flow of capital gifts, bequests, and annual contributions. A matching grant of $30,000 was made available to the university to encourage and boost this new department. Through the efforts of the director and the president of NCCU over $101,000 was raised. In less than two years, the Office of Development had raised over a quarter of a million dollars for an endowment to supplement faculty salaries. During these early years the Office of Development shared a building with several other departments. In later years the Office of Alumni Affairs and Career Services fell under the umbrella of the Office of Institutional Advancement. Currently only Alumni Affairs remains a part of the Office of Institutional Advancement.

Principal Programs:

1985 – launched the Diamond Anniversary Campaign, the largest and most comprehensive fundraising campaign in University history. Received $5.4 million by 1988.
1996-97 – Annual giving program known as the Annual Fund Campaign launched to help cover programmatic and operational costs not covered by the state.
October 2001- Cluster initiative established. Fall Summit was first corporate industry cluster held at NCCU bringing together the largest gathering of Corporate America on an HBCU campus.
2005-2006 – Business and Industry Cluster Program expanded

PAST LEADERS

William P. Malone, Jr.  Anthony Fairbanks
S. Dallas Simmons  Leo Sam
Tyrone R. Baines  José Perez
Robert Poole  Rosalind Fuse-Hall
E. Theresa Taylor  Sulayman Clark
Percy Murray  Susan L. Hester
William Lea  Katéy Assem
David Hoard  Laura R. Foxx
D. G. Martin  Susan L. Hester
Gloria Haynes  LaTanya Afolayan, Current Vice Chancellor

The Office of Institutional Advancement has called Jordan House, and the Hoey Administration building home before settling into their current home in the William Jones Building.

Early Goals, Mission, Vision Statements
The purpose of the Office of Development and Public Relations was to mobilize all the resources of the institution’s constituencies in order to promote maximum understanding and support and to encourage a steady flow of capital gifts, bequests, and annual contributions.

Outstanding Achievements of the Unit
2002 – NCCU received $2.25 million grant from W. K. Kellogg, the largest grant NCCU has ever received from a private source.
2002 – Institutional Advancement raised $9.5 million in cash, pledges and awards after beginning the year with a $3 million fund-raising goal.
2003-2004 – NCCU received a $1 million donation from Dr. Mary M. Townes (former faculty member) to establish the Mary Townes Continuing Undergraduate Education Scholarship.

February 2004 – NCCU set a new record as the Tom Joyner School of the Month for February raising $555,674, surpassing all historically black colleges and universities that have participated in the Joyner Scholarship initiative.

October 29, 2004 – NCCU’s first annual Legacy Gala held to highlight the commitment of alumni to the university and to develop an annual fundraiser to generate dollars for scholarships.

2005-2006 - Annual Fund raised $1.6 million.

2005-2006 – Alumni participation rate increased to 10% up from 5.1% in fiscal year 2004-2005.

September 2007 - $1 million planned gift received from 1977 alumnus George R. Hamilton.

August 2008 – Alumnus Bishop Eddie Long pledged $1 million gift.

North Carolina Central University Foundation, Inc.

HISTORY

The James E. Shepard Memorial Foundation, Inc. was chartered on July 20, 1949. The purpose of the foundation was to establish a suitable tangible memorial to the memory of the late Dr. James E. Shepard, to establish the James E. Shepard Scholarship and Loan Fund; to be available to students of talent and ability who need financial assistance; to establish any additional memorial or memorials to the late Dr. James E. Shepard that shall be properly authorized; to solicit gifts, grants, legacies, and bequests; and to conduct campaigns for raising funds to carry out the mission of the university.

From 1968 to 1980 William Paul Malone, Jr. was the director of development for North Carolina Central University. He coordinated fundraising efforts, and was promoted to the position of Executive Director of the North Carolina Central University Foundation.

The James E. Shepard Memorial Foundation, Inc dissolved in 1975, handing its assets to the North Carolina Central University Foundation.

The NCCU Foundation was incorporated on June 28, 1972, by the Secretary of State for the State of North Carolina. It was created under the leadership of Chancellor Albert N. Whiting in response to the University’s recognition that private support had to be encouraged in order for NCCU to maintain its quality and position of eminence among institutions of higher education.

The Foundation is the successor to the NCCU Advisory Committee which launched the $1 million Endowment Fund Campaign in 1971 under the leadership of Liggett & Myers Chief Executive Officer, Milton E. Harrington. The objective of the Endowment Fund Campaign was to raise money to recruit and retain outstanding scholars to replace those who retired or were lured elsewhere because of more lucrative opportunities.

As the horizons of the University and the Committee expanded, the need for an independent organization was recognized. The organization, which became the North Carolina Central University Foundation, would raise money not only for endowment but for a variety of purposes. Never before in the history of NCCU have private funds been more essential to nurturing the special excellence which has characterized the University over the years.

MISSION

The mission of the North Carolina Central University Foundation, Inc. is to foster and promote the growth of higher education in North Carolina and specifically North Carolina Central University by whatever name it may be designated, and to that end to encourage, solicit, receive and administer gifts and bequests of property and to hold in trust any property, real and personal given, devised, bequeathed, given in trust or in any other way made over to said corporation for the use or benefit of North Carolina Central University; to invest or disburse all monies received, and generally to care for, manage, administer and control all such property received, and to carry out the wishes and to see that the funds and property so received, and to carry allowable designations of the donors, and to perform any acts and expend funds not specifically designated, in any manner in which the corporation’s Board of Directors shall determine will be beneficial to the University.

Accomplishments

- Created the College Endowment Funding Plan
- Awarded a National Endowment for the Humanities grant to develop Thomas Day teaching fellows in the Durham school system
- Since its inception the Foundation had grown its endowment from $50,000 to $6.5 million in 2009
The Office of Public Relations

North Carolina Central University Office of Public Relations has a responsibility to NCCU’s employees, students and alumni to enhance the image of the institution by developing image building strategies designed to keep the public informed about the University’s staff, students, programs and activities.

The Office of Public Relations is also responsible for final review and sign-off on the design of all university publications for external audiences. Content and proofing are the responsibility of the creating department or school. The publications coordinator is to assist departments with the design of their newsletters and compliance with university style requirements.

The Office of Public Relations is primarily responsible for releasing information to the news media. To assure coordination of media relations, only two offices are authorized to issue news releases or to hold news conferences on behalf of the university — the Office of Public Relations for university-wide activities and the Sports Information Office for athletic activities. All news releases and news conferences must be coordinated through one of those offices.

The release of information to the media during a crisis situation must be coordinated through the Office of Public Relations. This office is responsible for the dissemination of appropriate statements, news releases and/or stories about the crisis or situation concerning North Carolina Central University.

The founder and first president of what is now North Carolina Central University, Dr. James E. Shepard, invited photojournalist Alexander M. Rivera to organize the institution’s first news bureau in 1939, while working toward his Baccalaureate degree.

**LEADERSHIP**

Alexander M. Rivera  
Charles Ray  
Harold W. Alexander  
John Holley  
Kip Branch

Natalie McIver  
Carmelita Spicer  
Sharon Saunders  
Miji Bell  
Cynthia Fobert

Prepared by Mr. Randal Childs  
September 12, 2008  
Ms. Cynthia Fobert  
February 11, 2010

The William Jones Building