

# University Advancement

The mission of University Advancement at NC State is to coordinate internal and external communication to enhance the image of the university, to provide meaningful programs and services to alumni and friends, to seek service-support participation and ambassadorship from constituents, to build and sustain a strong volunteer leadership network, to raise money from private sources, to manage the collection of private gifts for the university, to manage effective alumni and development databases and gift systems, and to coordinate with the General Administration in areas of government and legislative priorities in Raleigh and Washington. The office oversees University Development, the Alumni Association, University Communications and Marketing, and Advancement Services. Visit the University Advancement website (<https://leadership.ncsu.edu/advancement/>) for more information.

## Advancement Services

Advancement Services supports the operations of Alumni Relations, University Development and University Communications. The department oversees the alumni and donor database and works to process gifts and conduct research about potential contribution opportunities. Other initiatives include management of the university's online giving website; support of the Alumni Association alumni web portal; delivery of education and training in national best practices related to fundraising activities, ethics and accountability; and management of an international listserv dedicated to the advancement services profession.

## Alumni Association

The NC State Alumni Association engages alumni through programs and services that foster pride and enhance lifelong connections to NC State. The association encourages alumni to be Red and White for Life — with connections to the university and fellow alumni no matter where they live by linking alumni to the university through membership, a growing network of alumni around the world, programming for special-interest groups and students, events and an array of communication tools, including the award-winning *NC State* magazine. The Alumni Association offers membership options and benefits for alumni who join, and supports a growing **Student Alumni Association (SAA)**, with events and programming that builds connections and enhances their student experience. The association also sustains the prestigious Caldwell Fellows scholarship program, funded by alumni endowments and contributions, and designed to foster academic excellence, leadership, personal growth and service-learning. The association upholds campus traditions such as the official class ring, Red and White Week, Ram Roast, the Tradition Keepers Medals, Wolfpack freshmen welcome events, and Founders' Day, as well as the Legacy Luncheon for incoming freshmen whose parents and/or grandparents attended NC State. In addition, the association is responsible for the Evening of Stars Gala to celebrate NC State's distinguished alumni, and the Faculty Awards to recognize the achievements of the university's outstanding undergraduate and graduate faculty. The association offers services such as the Wolf Treks alumni travel program and Career Services. Students and alumni can visit the Alumni Association in the Dorothy and Roy Park Alumni Center on Centennial Campus, or contact the Alumni Association at (919) 515-3375 or (800) 627-2586. For a complete overview of programs, services and events, visit the Alumni Association's website (<http://www.alumni.ncsu.edu>).

## University Development

University Development works with the colleges and programs at NC State to secure private financial support for priority projects and programs. This support may come from individuals (alumni, parents, students, faculty, staff, and friends), corporations, philanthropic foundations, or other organizations. The mission of University Development is to strengthen relationships with alumni and friends and reconnect them with campus colleagues in their colleges and areas of interest; reach out to alumni and friends living outside North Carolina to carry the messages of NC State's progress, success, and vision for the future; and to serve as liaisons to universitywide programs to support their fundraising and outreach efforts.

University Development provides services to the colleges and programs in capital campaigns, gift planning, corporate and foundation relations, and annual giving. University Development also facilitates external and internal communication among fundraisers, and coordinates approaches to prospective donors.

## University Communications and Marketing

University Communications and Marketing builds positive relationships between NC State and its many constituents through strategic internal and external communications that convey the university's brand identity. The division is comprised of University Communications, Marketing Communications, University Special Events, and Development Communications and Stewardship, and focuses on:

- Increasing awareness of the university's distinctive benefits.
- Ensuring consistency in universitywide messaging and visual identity by facilitating integration and coordination of public relations and communications efforts throughout the university.
- Monitoring and responding to public issues and perceptions.
- Providing marketing, communication and web strategy counsel and services to campus clients.
- Providing guidance and resource assistance for university events.

## Leadership

Brian C. Sischo, **Vice Chancellor for University Advancement**  
 Brad Bohlander, **Associate Vice Chancellor for University Communications and Marketing and Chief Communications and Marketing Officer**

Jim Broschart, **Associate Vice Chancellor for University Development**  
 Derek Bryan, **Assistant Vice Chancellor of Finance and Administration**

Jeff Baynham, **Associate Vice Chancellor for Advancement Services**  
 Gwen McKeever, **Executive Assistant to the Vice Chancellor**  
 Reid Ricciardi, **Executive Director of Talent Management**  
 Reshunda L. Mahone, **Associate Vice Chancellor for Alumni Engagement and Annual Giving**

Alan Taylor, **Assistant Vice Chancellor for Principal Gifts**  
 Stephanie Money, **Chief of Staff and Director of Advancement**