

# University Advancement

The mission of University Advancement at NC State is to amplify the university's local and global impact by nurturing lifelong relationships, championing philanthropy and strengthening the Wolfpack community. The office oversees Advancement Services, Alumni Engagement and Annual Giving, University Communications and Marketing, University Development, and University Special Events and Experiences. Visit the University Advancement website (<https://leadership.ncsu.edu/advancement/>) for more information.

## Advancement Services

Advancement Services supports the operations of Alumni Engagement and Annual Giving, University Communications and Marketing, and University Development. The department oversees the alumni and donor database, processes donor gifts and conducts research about potential contribution opportunities. Other initiatives include managing the university's online giving website, supporting the Alumni Association alumni web portal, delivering education and training in national fundraising best practices, and managing an international listserv dedicated to the advancement services profession.

## Alumni Engagement and Annual Giving

Alumni Engagement and Annual Giving provides engagement and giving opportunities for the NC State community. The department includes the Annual Giving office and supports the NC State Alumni Association, which encourages alumni and friends to stay Red and White for life through affinity groups, regional networks and the WolfTreks travel program. The Alumni Association also supports the development of students, alumni and friends through the Alumni Association Student Ambassadors program, the Caldwell Fellows scholarship program, the Student Alumni Association, and participatory programs and events.

## 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 department 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 digital strategy counsel and services to campus clients
- Strategically stewarding, elevating and monetizing the value of NC State's brand

## University Development

University Development works with NC State's colleges and units to secure private financial support from individuals (alumni, parents, students, faculty, staff and friends), corporations, philanthropic foundations and other organizations. The department provides services to colleges and programs in the areas of capital campaigns, gift planning, corporate and foundation relations, and annual giving.

## University Special Events and Experiences

The University Special Events and Experiences team works alongside NC State staff, faculty, students, alumni and friends to build institutional pride and unite the Wolfpack community through the production and management of many of the university's signature events and programs. The department also offers resources and guidance for planning any event on NC State's campus, including best practices, timelines, forms and regulations, and campus contacts.

## Leadership

Brian C. Sischo, **Vice Chancellor for University Advancement**  
 Jeff Baynham, **Associate Vice Chancellor for Advancement Services**  
 Jim Broschart, **Associate Vice Chancellor for University**

### Development

Derek Bryan, **Assistant Vice Chancellor of Finance, Administration and Talent Management**

Lisa Marie Ferrell, **Associate Vice Chancellor for University Communications and Marketing; Chief Communications and Marketing Officer**

Ellen Klingler, **Assistant Vice Chancellor for University Special Events and Experiences**

Reshunda L. Mahone, **Associate Vice Chancellor for Alumni Engagement and Annual Giving**

Gwen McKeever, **Executive Assistant to the Vice Chancellor**

Stephanie Money, **Chief of Staff; Director of Advancement**

Alan Taylor, **Assistant Vice Chancellor for Principal Gifts**