

North Carolina A&T State University

Athletic Booster Club Assessment Committee

September 2010



North Carolina Agricultural and Technical State University

Explore. Discover. Become.



Charge to the Committee

- Provide a framework for Athletic Fundraising
- Create a vision/purpose and define the role of a booster club
- Create organization structure that will succeed
- Clarify roles and responsibilities of the new entity.
- Establish benchmarks for comparison and goal setting.
- Incorporate athletic fundraising best practices.
- Share results for the existing Aggie Club and Victory Club.
- Prepare an implementation plan.





The Aggie Club

Established

The Aggie Club was founded in the mid-1960's as the A&T Booster Club by a group of dedicated Aggies. In 1977, by consent of the University's Board of Trustees, the Organization was certified as the Official External athletic support Organization of the University. On February 12, 1980 the Organization changed its name from the A&T Boosters Club to the North Carolina A&T Aggie Club.





The Aggie Club

This brought all the organizations, such as the Washington, DC, Tidewater, Triangle, Charlotte, and Greensboro Chapters under one umbrella. On February 10, 1989, the Organization was re-chartered by the state of North Carolina as a non-profit, tax exempt (North Carolina A&T Aggie Club, Inc.) club.

Mission

To promote and encourage supporters and contributors to the North Carolina A&T State University Intercollegiate Athletic Program.





The Victory Club

Established

September 2002 by the North Carolina A&T State University Board of Trustees.

Mission

To raise funds for the operation and improvement of the Department of Athletics; to manage corporate sponsorships, media contracts; and to serve as a vehicle to facilitate development of other projects that benefit athletics.





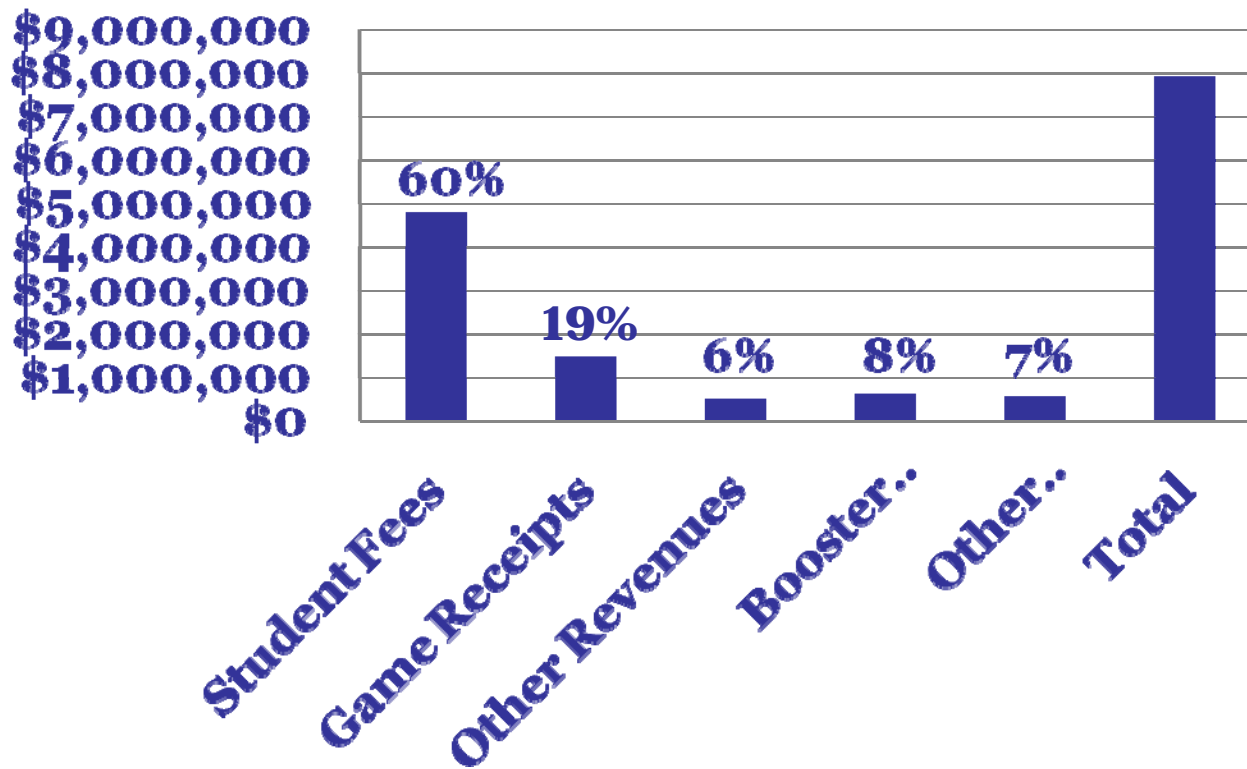
Recent Level of Support

Year		2006-07	2007-08	2008-09	2009-10
Aggie Club	Cash	\$151,000	\$121,000	\$174,000	\$180,000
	In-Kind	\$16,000	\$16,000	\$16,000	\$16,000
Victory Club	Cash	\$368,360	\$352,381	\$351,001	\$345,360
	In-Kind	\$73,785	\$70,616	\$63,615	\$66,907
Total		\$609,145	\$559,997	\$604,616	\$608,267





2010-11 Athletic Budget





2010-11 UNC Athletic Fees

Campus	Fee	Campus	Fee
UNCA	\$620	ECSU	\$493
WCU	\$617	UNCG	\$489
UNCP	\$595	UNCC	\$489
NCCU	\$584	FSU	\$450
WSSU	\$579	UNCW	\$434
ASU	\$569	UNCCH	\$271
NCA&TSU	\$532	NCSU	\$159
ECU	\$526	UNCSA	NA





MEAC Institutions

Athletic Budgets for 2008-09

INST	UG FTE	ATH Fee	Budget	Inst	UG FTE	ATH Fee	Budget
BCU	3,474		\$9,699,380	HU	6,653		\$8,779,826
FAMU	8,585		\$7,317,485	UMES	3,513		\$4,411,375
DSU	2,867	Does not charge athletic fees	\$12,519,174	NSU	4,690		\$9,303,349
MSU	5,471		\$8,829,519	NCCU	4,826	\$508	\$6,236,537
A&T	7,822	\$461	\$7,769,508				
SCSU	3,701	Does not charge athletic fees	\$9,769,304				
CSU	2,533		\$3,971,030				
Ha U	4,449		\$9,665,172				

*Source:
The US Department of
Education. Includes
direct and indirect costs.*





Committee Membership

- James Pender, Aggie Club, Inc., President
- Teresa Davis, Aggie Club, Inc., Representative
- Ernie Griffin, Aggie Club, Inc., Representative
- Kenneth M. Johnson, Victory Club, President
- Ralph Shelton, Victory Club, Representative
- Phillip McAlpin, Victory Club, Representative

North Carolina A&T State University,
Development Officer





Committee Membership

- **Mark Kiel, North Carolina A&T State University, Vice Chancellor for University Advancement**
- **Wheeler Brown, North Carolina A&T State University, Athletic Director**
- **Deborah Callaway, North Carolina A&T State University, Special Assistant to the Chancellor**
- **Barry Faircloth, Consultant, Wake Forest University, Associate AD for Development**





Work of Committee

Committee met five (5) times

- **May 6, 2010**
 - » **Kickoff Committee Meeting**
- **May 18, 2010**
 - » **Mission Statement & Communication Plan**
- **June 15, 2010**
 - » **Benchmarking**
 - **Ideas from other schools for best practices**
 - **Comparison moving forward for measurement of success and goal setting.**





Work of Committee

- July 16, 2010
 - » Proposed new Organization/Structure
 - Name
 - Roles and responsibilities
 - » Operational Plan
 - Giving levels
 - Benefits and Functions
- August 10, 2010
 - » Review of *Implementation Plan*





Work of Committee

- August 15, 2010
 - » Review of Final *Draft Report*
- August 18, 2010
 - » Meeting with Chancellor to discuss Committee's Final *Draft Report* and next steps





Benchmarking Phase

The Assessment Committee agreed to benchmark other schools for ideas in all facets of successful athletic fundraising organizations, e.g., booster clubs – advisory and non-profit; foundations; etc.





Schools Benchmarked

- Wake Forest University – *Deacon Club*
- North Carolina State University – *Wolfpack Club*
- Coastal Carolina University – *Chanticleer Athletic Foundation*
- East Carolina University – *Pirate Club*
- Appalachian State University – *Yosef Club*
- North Carolina Central University – *Eagle Club*





Characteristics of Booster Clubs

	Type	Board Size	Receipt of Funds	2009-10
ASU	Advisory	30	Campus	\$2.6 M
CCU	Foundation	18	Campus	NA
ECU	Advisory	21	Campus	\$10M
NCSU	Foundation	20	Campus	\$25M
UVA	Foundation	15	Campus	\$25M
WFU	Advisory	21	Campus	\$12M





Key Assessment Committee Recommendation

**Establish a *single* Athletic Booster Club
for North Carolina A&T State University
Athletics.**





Proposed Entity

The name of the proposed new organization resulting from the merger of the Aggie Club and the Victory Club shall be (a non-profit organization):



The *Aggie Athletic Foundation of North Carolina A & T State University.*





Mission of Proposed Entity

The mission of the ***Aggie Athletic Foundation*** is to provide support to the Athletic Department at North Carolina A&T State University to foster the athletic, academic and social development of student athletes.





Mission of Proposed Entity

This commitment includes providing financial support for athletic scholarships, facilities, equipment and other resources to support high performance in all varsity sports with an equal focus on providing a high quality experience for both student athletes and supporters while utilizing the highest integrity for athletic excellence within the rules and guidelines established by North Carolina A&T State University, Mid-Eastern Athletic Conference and the National Collegiate Athletic Association.





Governance Structure of Proposed Entity

- The *Aggie Athletic Foundation* shall exist as an integral part of North Carolina A&T State University in order to serve as a leadership and support organization for the Athletic Department of the University.
- Independent entity and function as a separate 501(c)(3).
- The general business and affairs of the organization shall be governed by a *Board of Directors*.





Governance Structure of Proposed Entity

- Personnel will report to the *Aggie Athletic Foundation* (with a dotted line to the Athletic Director).
- The responsibilities of Board of Directors shall include developing recommendations to the University and the Athletic Department on matters regarding the advancement of the athletic program.





Next Steps

- Appoint a Board of Directors
- Submit new 501 c(3) application to establish the *Aggie Athletic Foundation*
- Abolish Aggie Club 501 c(3) and Victory Club 501c(3)





Proposed Board of Directors

21 Member Board

I. Executive Committee (7 members)

A. University Staff (3)

3 Athletic Director, Associate AD for Development,
Vice Chancellor for Advancement

B. Officers (4)

- 1 President
- 1 Vice President
- 1 Secretary
- 1 Treasurer





Proposed Board of Directors



21 Member Board – Initial Make-Up

I. Executive Committee (7 members)

3 Athletic Director, Associate AD for Development, Vice Chancellor for Advancement

2 Current president and immediate past president of the Aggie Club (At-Large Members initially appointed to 3 year terms)

2 Current president and another Board member of the Victory Club in the absence of an immediate past president (At-Large Members initially appointed to 3

year terms)





Proposed Board of Directors

21 Member Board

II. At-Large Members (12)

- 4 Board Members – one year appointment
- 4 Board Members – two year appointment
- 4 Board Members – three year appointment

III. Other Members (2)

- 1 Appointed by the Board of Trustees
- 1 Student Athlete Advisory Committee (SAAC)





Proposed Board of Directors

An Interim President of the Aggie Athletic Foundation Board will be appointed by the Chancellor who will serve for one year; at which time an election will be held to select the next president.

A nominating committee (consisting of 6 members) will be established consisting of the Presidents of the Aggie Club and the Victory Club, the immediate past president of the Aggie Club and in the absence of an immediate past president of the Victory Club a representative member, the Vice Chancellor for Advancement, and the Athletic Director. This committee will be responsible for recommending a slate of candidates and terms for the at-large Board members. The chair of the nominating committee will be the appointed Interim President.





Operational Plan **Benefits to Boosters**

Tickets, parking, etc. Objectively awarded for gifts to support athletic purposes only.

» Point System – Points awarded for athletic gifts and other desired behaviors that advance the Athletic Department.

» Rank – Points accumulated will determine a rank or priority for benefit allocation.





Operational Plan

- Software – Gift accounting and ticketing software to calculate points for purposes of determining a rank of donors.
- Gift Receipting – All gifts receipted through the University Foundation.
- Giving Levels – Appropriate giving levels determined by staff to support the benefit allocation process.





Implementation Schedule

December 31, 2010

- The Aggie Club and Victory Club will officially cease to exist.

January 1, 2011

- The official booster club for North Carolina A&T State University Athletics will be the *Aggie Athletic Foundation*
- The *Aggie Athletic Foundation* Board of Directors will be established with full membership.





Implementation Schedule

- The *Aggie Athletic Foundation* will be responsible for establishing the organization as a 501c(3).
- A presentation of the Committee's recommendation will be delivered to Board of Trustee at its November 2010 Meeting.
- The Athletic Department will initiate the development of a Strategic Plan to determine the vision and goals for the future direction of athletics. The *Aggie Athletic Foundation will collaborate with the Athletic Department to help maximize the Strategic Plan.*





Discussion

