



Please take one minute
to complete our session
evaluation and
committee interest
form



Reinvigorating the Alumni & Friends Board

Tools and Tactics for Building Stronger Engagement

Amy Juliana

Director of Alumni and Engagement

Session Roadmap

01

The Diagnosis

02

The Pivot

03

The Playbook

04

The Impact

Meet the Board

Why we exist...

Purpose: The purpose of the CALS AFS Board is to foster the interest of the College of Agriculture and Life Sciences and its partners.

What we do...

Mission: The CALS AFS Board represents CALS alumni and friends through a focus on philanthropy, active participation, and influential dialog with the College. The board serves as an advocate for the College among students, key decision-makers and potential supporters.

How we do it...

Goals:

- ❖ Advocacy & Advancement for the College
- ❖ Development of relationships and student support

Meet the Board

Voting Members

Officers (4) • President, VP, Sec, Past Pres

At-Large (23) • Alumni & Friends

College & Alumni Reps (6 Voting)

- 2 Faculty/Staff (Ag & Life Sciences)
- 1 Faculty/Staff (Agricultural Institute)
- 2 Student Reps (Undergrad/Grad)
- 1 NC State Alumni Association Rep

Ex-Officio (Non-Voting)

Agency Representatives:

- NC Agricultural Foundation
- NC State Extension
- NC Dept. of Ag & Consumer Sciences

Past Presidents Council:

Lifetime appointments for all past board presidents

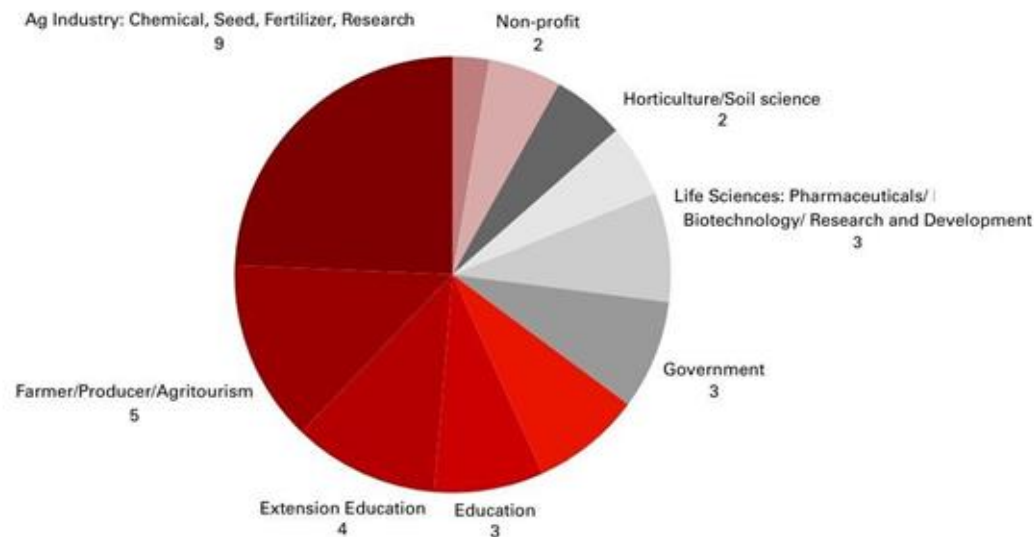
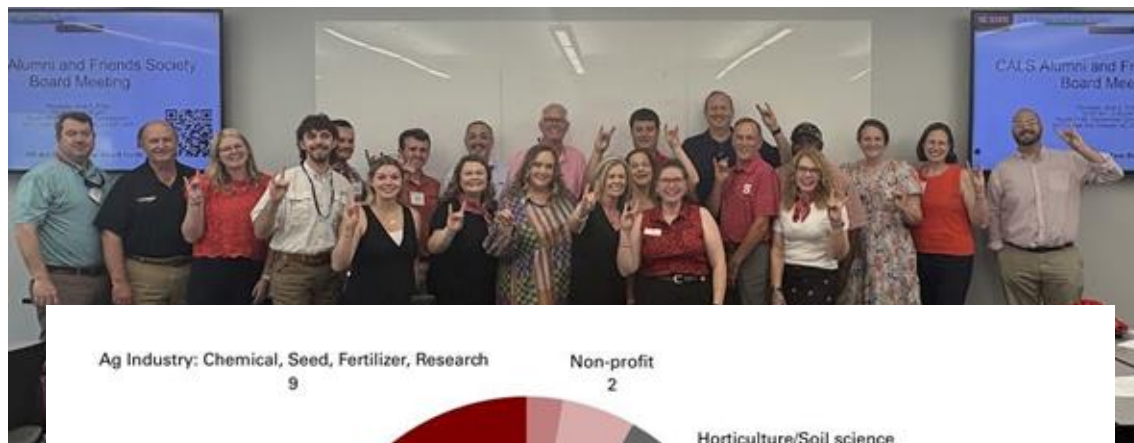
33

Voting
Members

44

Total
Members

Meet the Board



What did they Do?

Committee Work Structure

event_available **Events and
Sponsorships**

volunteer_activism **Friendraising**

The Challenge

Committees failed to meet and produce.

arr
ow
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or
wa
rd

CALS Tailgate

Signature Event

Brought in 2000 people, Board led.

The Challenge

Logistic issues forced a pivot from the original idea. Needed board buy-in but did not know where to go.

What's our Purpose?

Working Board

Hands-on Operations:

Members performed all tasks of CALS Tailgate.

Staff Role: Volunteers act as the primary workforce due to limited staff.

Focus: Implementation, event planning, and tactical execution.



Advisory Board

Strategic Guidance: Members provide expert advice and perspective.

Ambassador Role: Focus on philanthropy, networking, and influence.

Focus: Long-term vision, advocacy, and resource development.

Diagnosing the Problem

Symptoms in the Boardroom

Quorum Failures:

Regular struggle to gather enough voting members

One-Way Presentations:

Overwhelming reliance on staff update rather than active volunteer engagement.

Participation Slump:

Declining attendance at critical events and meetings.

Lack of critical conversations:

A small subset of voices provided feedback and drove discussion.

The Operational Friction

Liaison Turbulence:

Frequent staff transitions creating institutional discontinuity.

Erosion of Trust:

Breakdowns in communications leading to volunteer disconnect.

Purpose Void:

Enthusiastic leaders left without concrete mapped-out directives.

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wooclap

Create Clarity and
Transparency

Creating Structure from Chaos

Committee Autonomy

The Diagnosis

Micromanaged, staff bottlenecks; we had them because we always had them.

The Pivot

Self-directed committees with staff support of logistics.

Co-created Roadmaps

The Diagnosis

Accepted plans from staff without active volunteer participation.

The Pivot

Creativity within guardrails; co-authored roadmaps that gave members ownership.

Creating Structure from Chaos

Staff Continuity

The Diagnosis

Ad hoc communication, lack of transparency over initiatives, and a top-down approach.

The Pivot

Dedicated liaison with streamlined communication channels and a dedicated alumni email.

Volunteer Expectations

The Diagnosis

Implicit attendance expectations and a lack of defined purpose.

The Pivot

Signed member attendance forms, volunteer manuals, and updated bylaws.

Job Descriptions

President

The President will lead and support the Board in fulfilling its annual work plan and presides over all meetings. This role involves providing strategic leadership, ensuring the board operates effectively, and serving as a key ambassador for the organization. The President will work closely with the CALS Advancement Alumni and Engagement Director and board members to promote the mission and objectives of CALS AFS.

The President shall be elected by the alumni and at-large members of the Board. They report to the board and serve a two-year term, beginning on the first day of the Society's fiscal year and end on the last fiscal day of the term. The president will serve as the Immediate Past President upon completion of term.

Time Commitment: 2-5 hours per month (increased during meeting months)

Location: In person/remote

Responsibilities:

- **Leadership and Governance:** Keep the meeting focused to business items addresses
- **Meeting Facilitation:** Preside over all board meetings, ensuring they are productive, efficient, and focused on strategic issues.
- **Strategic Planning:** Guide the board in developing and implementing long-term strategic plans.
- **Board Development:** Appoint a nominating committee for Officers and Board Members of the Society at least 30 days prior to the annual meeting.
- **Collaboration:** Foster a strong working relationship between the board and the Executive Director, staff, and volunteers.
- **Representation:** Act as a spokesperson and advocate for the organization in the community and with stakeholders.



Governance

NC STATE

CALS Alumni and Friends Society

BYLAWS

North Carolina State University

**College of Agriculture and Life Sciences

Alumni and Friends Society (CALS AFS)**

Purpose

The purpose of the College of Agriculture and Life Sciences Alumni and Friends Society (CALS AFS) is to foster the interests of the College of Agriculture and Life Sciences and its partners.

Volunteer Operations Manual

College of Agriculture and Life Sciences
NC State University
Alumni and Friends Society

Welcome Letter

On behalf of the NC State University, College of Agriculture and Life Sciences (CALS), I am delighted to welcome you to the Alumni and Friends Society (AFS) Advisory Board. We are thrilled to have you join our team and look forward to the energy, perspective, and expertise you will bring to our organization.

NC STATE

CALS Alumni and Friends Society

Annual Advisory Board Member Affirmation Statement

I, _____, understand that as a member of the CALS Alumni and Friends Society Advisory Board, this role is important. I commit to being an active participant in board meetings, events, and activities. I will support the mission and goals of the Society and contribute my skills and knowledge to the best of my ability.

As part of my responsibilities as a board member, I agree to the following:



Committees: The Diagnosis

Under a Working Board, we utilized the following committees:

Events

Planning of all events including to dates.

Outreach

Volunteer programs.

Public Relations

Oversight of web site letters, etc.

Nominations / By-Laws

New members and governing.

Sponsorships / Fundraising

Secure new events and programs

Committees: The Pivot

CALS Alumni and Friends Society

NC STATE

CALS Alumni and Friends Society

Philanthropy Committee

Chair: Leslie Fuquay

(confirmed)

Co Chair: Andy Wood

(confirmed)

Members:

- Paula Woodall
- Bryant Spivey
- Taylor Jenkins
- Walter Smith
- Maggie Ham
- Peter Daniel
- Sara Lane

OBJECTIVES:

Rally board for 100% board giving.

Increase awareness of the CALS Alumni and Friends Society Scholarship Endowment and the CASS program.

Promote Day of Giving Pack Leaders

Support staff in Day of Giving needs and educate the board on platforms, resources and initiatives.

Timeline

August-December: Determine Day of giving goals.

January/February: Meet with Annual Giving Staff and recruit pack leaders.

March Meeting: Board Presentation and Friends and Family opens.

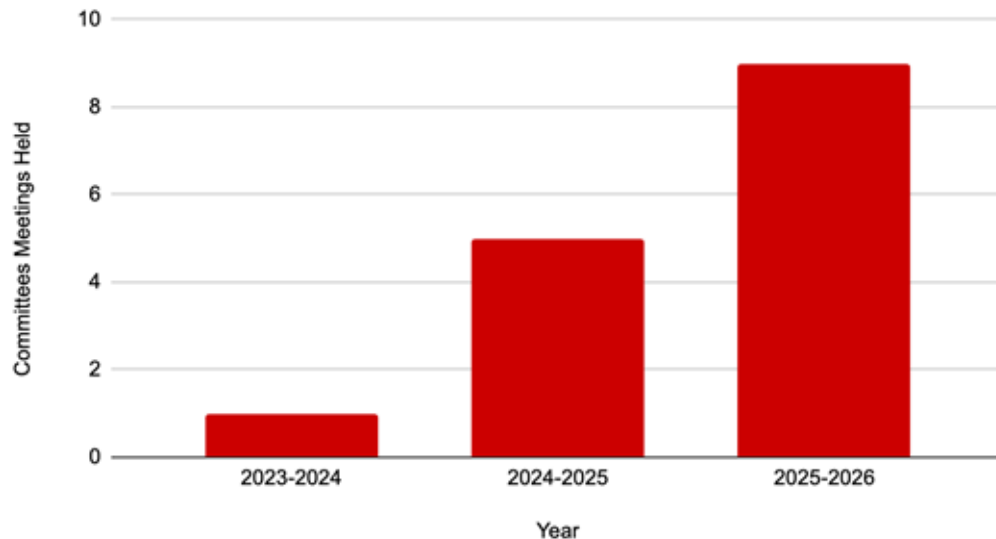
March 25: Day of Giving

April: Thank you to those that gave.

Committees: The Impact

I feel as though this year was so much more participation outside of our scheduled meetings

Committees Meetings Held vs. Year



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Establish a Shared
Vision

Rebalance the Agenda

AGENDA

1:45 PM	Call to Order and Approval of Minutes
1:50 PM	Updates from the Office of Alumni Engagement and Annual Giving
2:10 PM	Alumni Association Update
2:20 PM	CALS Alumni for Student Success (CASS) Update
2:40 PM	Expansion of CASS Program
2:55 PM	CALS Alumni and Friends Weekend
3:05 PM	Nominations Update
3:10 PM	Closing Remarks

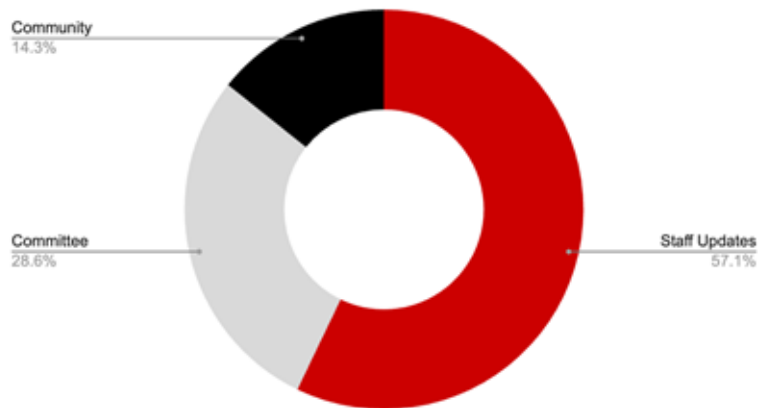
*1-2 hour meeting

10:00 am	Check-in Begins
10:30 am	Call to Order, Approval of Minutes-Nicole Youngblood, AFS President Year in Review- Nicole Youngblood, AFS President • Discussion questions using WooClap Brainstorm for New Year - Nicole Youngblood, AFS President • Discussion questions using WooClap
11:45 am	Board Nominations for 2026-2027- Collin Blalock and John Abbott • Motion: To approve the recommended new board members for the upcoming three-year term. • Motion: To approve the recommended board members who are requesting to serve a second three-year term. Paula Woodall Volunteer of the Year Award Updates
12:00 pm	Lunch
1:00 pm	Directors Report- Amy Juliana, Director of Alumni and Engagement Day of Giving Report- Dylan Inman, Assistant Director for Annual Giving Wolfpack Harvest Discussion- Jasmine Bamlet, Senior Event Producer CALS Alumni Social Media Spotlights- Caro Metzler, Social Media Specialist
2:30 pm	Board Celebrations- Nicole Youngblood, AFS President • Outgoing board members
2:50 pm	Closing Remarks/Adjourn- Nicole Youngblood, AFS President

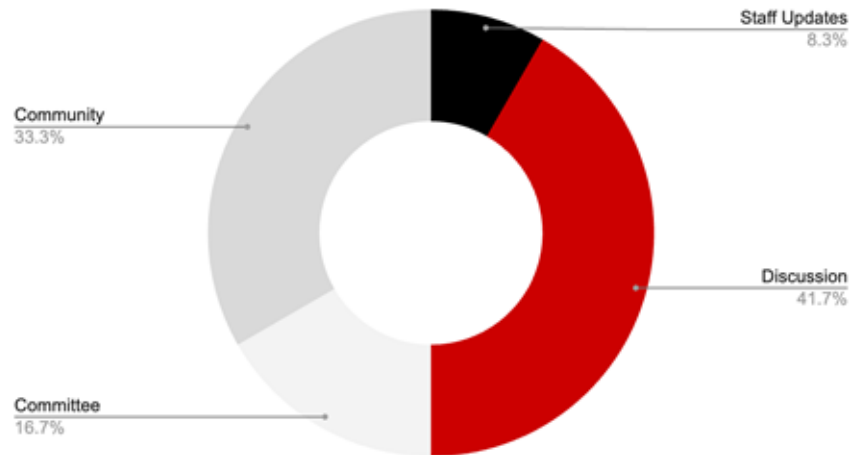
*~4 hour meetings

Rebalance the Agenda

2019 Time Dedicated to Agenda Items



2025 Time Dedicated to Agenda Items



*2 hour meeting

Create Conversation

1 continue	2 rethink	3 discontinue
Bouncing to different areas	Committee meetings at board meetings	Less guest speakers and extras, more time for committees and board discussion
Rotating meeting location	How to involve CALS departments?	Guest speakers that take up a lot of time
Day of giving targeted funds as a board	New member onboarding	Naps
Tours (etc) after meetings	Potential to offer committee meetings before/after total board during busier seasons	Members just attending and not being participatory
Day of Giving	Guest speakers such as IR4	
Exploring new places	Staying on time at meetings!	
Encourage more committee participation during separate committee meetings (outside of regular board meetings)	Ensuring members understand expectations and the impact they make	
Mixing different members		

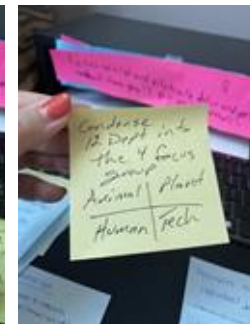
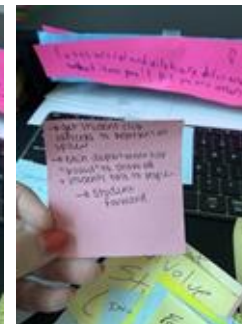
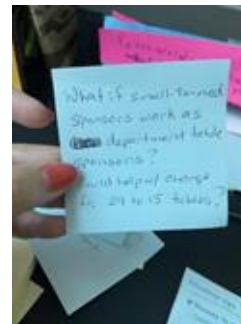
Thoughts on this idea?

interesting idea
weather backup
love it
need to know more
great
vibes
what is included
good location
expensive
depends
like it
feels more authentic
location location
traditional - like it
great location
too expensive
time of game
ok
close to field
location
on actual tailgate
what about weather

Suggestions for locations for satellite events?

18 / 23

Red Oak for Triad	Red Oak- Triad
Consider Potential to host satellite for Triad at Surgent's location in Greensboro	Greensville
Work with NCDASCS and open events at research stations across state, many held annual field days and are familiar with these activities	Kinston Research Station
	Goldboro
Any local creameries?	See last answer
Ag Centers, Research Stations, large extension offices	Could maybe have it at a creamery or something
Morhead City	Change the date. Going to be hard competing with state fair. Don't see the vision for state fair then going to campus since state fair is an all day affair
Thorough expectations for volunteers	Mountains piedmont coast
Awary County Grandfather Mountain, Tommy Barlow's fees in this area so a perfect recruiting opportunity	Washington NC
I think there needs to be a watch party for an away game. I'm imagining big farm shops, or sports bars with private event spaces.	Red Oak Brewery (Triad) The Rusty Hook (Coast - Oak Island)
N/A	Pack's Tavern Asheville NC, Santa Nevada Mills River NC, Jeter Mountain Farm Hendersonville NC
Pinehurst, Wilmington Raleigh Rocky mount Goldboro Beaufort Statesville Asheville Murphy Lumberton Greenville Greensboro	
Greensboro Science Center Durham Life and Science, The Graham Mill	



Create Conversation: The Impact

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ou

Board Engagement

Invited the Dean and Assistant Dean of Philanthropy to Board meetings to hear directly from board members.

t_

av

Strategic Pivoting

Their advice helped to shape events and pivot dates when it conflicted with larger industry events.

Day of Giving: The Pivot

Strategic Goals

100% Board Participation

Engaging every member in our mission.
ding_u

\$5,000 for CASS Operations

Supporting essential operating expenses.

\$5,000 for Scholarship Endowment

CALS Alumni & Friends Society Scholarship.

My Day of Giving Personal Pledge

the CALS AFS Board meet the goal of **100% board participation** by making the AFS board link.

Donate \$_____ to help meet the goal to **increase CASS Program Operations** to \$5000 (+\$417 from 2025).

Donate \$_____ to help meet the goal to **increase the CALS AFS Scholarship** to \$5000 (+\$1915 from 2025).

Reach out with information and our board giving [link](#) to _____ CALS alumni to help meet our Day of Giving funding goals.

contacts list:

 CALS Alumni and Friends Society

My Commitment Signature _____

Day of Giving: Playbook

Megan Wood · 1st
Client Success Manager | Streamlining Processes, Enhancing CL...

2mo · 📍

NC State has been part of my life for longer than I've known Andy. State first came into my life through Dr. David Edens, a CALS alumni (crazy coincident). David was my mom's significant other for the majority of my formative years & into college. He had a State license plate holder for his truck, a class ring and of course Wolfpack shirts. Through David, we attended a CALS tailgate for the State-Marshall football game, my 1st Carter-Firley experience. Then Andy came along and I jumped head first into all things NC State. Many, many good memories are built around football, basketball, baseball and exploring campus.

Now our son is at State, living his dream with Andy's dad & step-dad, who were passionate State fans, watching over from above. State is in our DNA.

#GivingPack NC State College of Agriculture and Life Sciences North Carolina State University

NC STATE
DAY OF
GIVING
03.25.26
I Gave!

Karen Fisher, MS, SPHR · 1st
HR Executive @ Furnitureland South, Inc | Partnering with Leaders to Elevate...

2mo · Edited · 📍

Why do I participate in the annual Day of Giving at NCSU? So many reason. My time at NCSU was the pivotal moment in my life. I was raised in very rural NC (at that time) and was quite unaware of what opportunities would await me. NCSU was the only college I applied to. I had only seen the campus when I attended summer cheerleading camps, but I knew I always wanted to be a Wolfpack. My dream was to be a veterinarian... along with a few thousand others. I knew I would get the best education at NCSU. What I didn't realize was the lifelong relationships and resources I would build. I realized during my time at NCSU that I didn't want to do veterinarian medicine, but still wanted to be connected in agriculture. After graduating with degrees in both Animal Science and Business, I continued my education at another University to earn a Master's of Business and build my career in Human Resources. Today, I am an HR Executive, own and operate a beef cattle operation and serve on the CALS alumni board. I am amazed at the work being done at our University. I stay connected in CALS as well as with students who are making their marks in NC Agriculture. I give back to do my part in continuing to grow our future contributors to NC Ag. I also give back to show my gratitude to the University that not only educated me, but helped to guide this small town girl to finding her super powers (and still play with animals). Won't you give to support our future in agriculture? Use the link below.
<https://lnkd.in/g/AEGjCeZ>
#NCStateDayofGiving

Sarah Maddy · 1st
Engagement Program Specialist- North Carolina Wildlife Resources ...

2mo · 📍

wouldn't be where I am today without the faculty, staff, and professors at NC State and the NC State Agricultural Institute. I know many of you have similar stories. Today, as part of Day of Giving, your donation ensures current and future students get to experience the same opportunities. #GivingPack #ncstatedayofgiving

NC STATE
DAY OF
GIVING
03.25.26

Day of Giving: The Impact

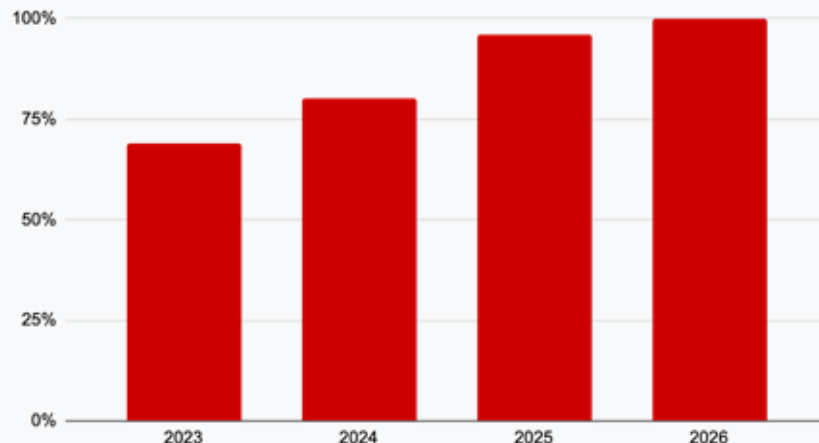
Board Participation Goal

Target: 100% participation

2025 **96%**

2026 **100%**

YOY Participation



CASS Operating Expenses

Goal: \$5,000 raise

2024: **\$4,620**

2025: **\$4,583**

2026: **\$2,375**

Scholarship Endowment

Goal: \$5,000 raise

2024: **\$125**

2025: **\$3,085**

2026: **\$5,849**

**Highest # of Donors to the
Scholarship!**

What accomplishments from this year are you most proud of?

Helping Dean get Wolfpack Harvest off to a great start.

Ag day, Hort event in Gso, day of giving

Conducting meetings at various locations to learn more of the CALs presence in the state

Engaging folks for Day of Giving & Wolfpack Harvest.

CASS

Wolfpack harvest input

Great collaboration by everyone to achieve our goals.

Expanding the touch and message of CALS.

Wolfpack Harvest was great

CASS participation

Wolfpack Harvest, Ag Day, new chancellor, and active participation

Our commitment to Day of Giving

Like the rotation of meetings, meeting we had at SAS felt like was really productive

Day of giving and Tailgate

Advisory on WH

Wolfpack Harvest

Day of Giving prep seemed the most cohesive and easy to understand.

100% day of giving participation

Wolfpack harvest

The opportunities for involvement and showing up

-

Continuing CASS

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Build Community &
Celebrate Each
Other

Board Tours

The meeting in
kannapolis. I never knew
that existed



Board Celebrations & Socials



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Be the Heart of the
Team

The Team: Building Trust & Strategic Value



"Great support & planning by the staff - variety of meeting sites."

Establish Trust

Continuous Communication:

- Monthly check-ins with board president and officers to ensure alignment.

Staff-Board Connection:

- Generic staff email created to streamline communication and prevent bottlenecks.

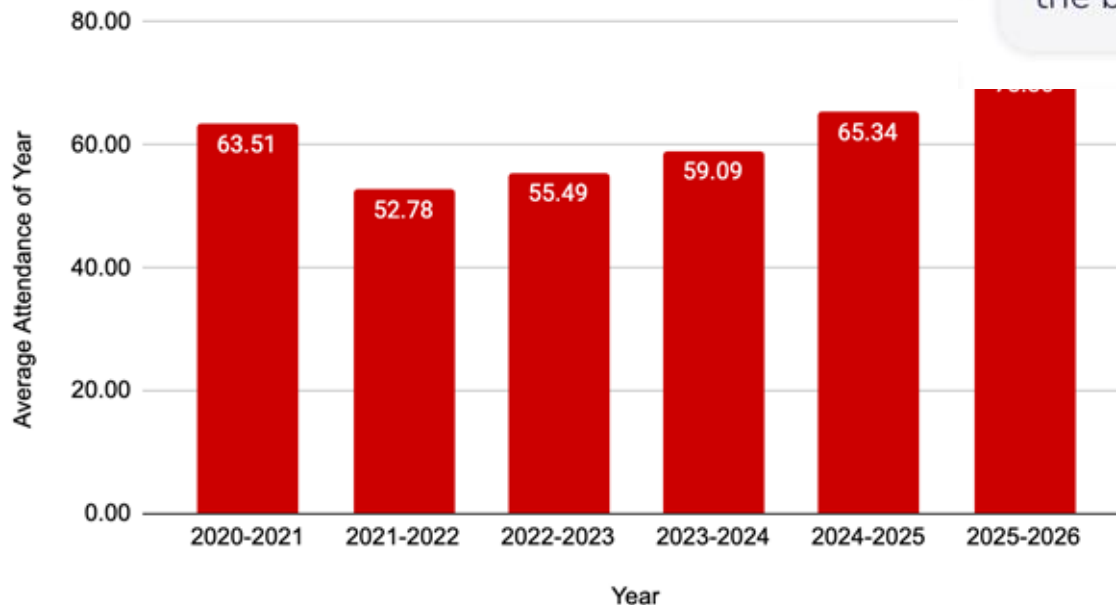
Board Advocacy:

- Introduced the board to leadership levels, advocating for their needs across the organization.

The Results

Transformation in Numbers: Attendance

Average Attendance of YOY



How easy it has been to communicate and engage while serving on the board

Finding Purpose

The growth of the board in its mission and efforts!

Very proud of how the board has evolved since I first came on. at first I didn't know what the purpose of the board was. Now I have a much better understanding and feel like the board does effective and important things in regards to bettering CALS



Did our work align with the board's purpose and strategic goals?

1

Yes

91%

20



2

No

0%

0



3

Unsure

9%

2



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Thank you to our Conference Host and Sponsors



Agricultural Alumni Association



COLLEGE OF FOOD, AGRICULTURAL, AND ENVIRONMENTAL SCIENCES



"Voice of Agriculture"





Please take one minute
to complete our session
evaluation and
committee interest
form



Questions/Contact Me



Amy Juliana

Director of Alumni and Engagement
College of Agriculture & Life Sciences
amy_juliana@ncsu.edu