



UNC GREENSBORO

Board of Trustees

University Advancement Committee
September 25, 2018

MINUTES

MEMBERS PRESENT: Betsy Oakley, Frances Bullock, Brad Hayes, Kathy Manning, David Sprinkle, Samaya Roary

MEMBERS ABSENT WITH NOTICE: Vanessa Carroll, Elizabeth Phillips

OTHERS PRESENT: Frank Gilliam, Chancellor; Jerry Blakemore, University Counsel; Beth Fischer, Vice Chancellor for University Advancement, Kris Davidson, Associate Vice Chancellor; Charlie Maimone, Vice Chancellor for Business Affairs; Waiyi Tse, Chief of Staff; John Kiss, Dean of the College of Arts and Sciences; Matina Kalcounis-Rüppell, Department Head of Biology; Kim Record, Athletics Director; Craig Fink, Associate Athletic Director for Advancement; Kelly Harris, Assistant Secretary to the Board; and other members of the administration, staff, and general public.

Chair Betsy Oakley called the meeting to order at 11:02 A.M. and reminded members of the Conflict of Interest (COI) statement from the State Government Ethics Act and their duty to avoid COI and appearances of COI, if any should be identified. None were identified.

Roll call was read. A quorum was present.

Chair Oakley invited a motion to approve the minutes of the May 11, 2018 University Advancement Committee (UAC) meeting. David Sprinkle moved and Kathy Manning seconded. The Committee unanimously approved the minutes with no additions or deletions.

Discussion Items

Chair Betsy Oakley invited Associate Vice Chancellor Kris Davidson to present items UAC – 1 and 2.

UAC – 1 Fundraising Report Update

The goal for 2017-18 was \$20MM. The total raised was \$20,175,641, which was a 2% increase over the previous year, and only the third-time fundraising has exceeded \$20MM (the two other two were during a capital campaign). Over \$17MM was in gifts of over \$15K each. Planned giving was up by 49%. The alumni participation rate was 6.3%, approaching the 7% goal.

Chancellor Gilliam thanked Associate Vice Chancellor Kris Davidson for her success and leadership in serving as Interim Vice Chancellor from January 2018 until new Vice Chancellor Beth Fischer's arrival in July.

One of University Advancement's goals for the next fiscal year is to enlarge the Annual Giving Team. The *Believe in the G* campaign has been very successful and is growing each year. The date for the 2018-19 campaign is February 21, 2019.

University Advancement's fundraising goal for 2018-19 is \$21MM, set with input from all deans across campus.

UAC – 2 Data Enrichment and Maintenance

Rob Saunders, Director of Advancement Services, updated the Committee on data management, enrichment, and maintenance, and how the information is critical for both successful fundraising and keeping our stakeholders engaged.

Action Items

Chair Oakley echoed the Chancellor's thanks for Kris Davidson's leadership and invited her to present the three action items on the agenda.

UAC – 3 Approval of Proposed Naming Amounts for the UNCG Plant and Pollinator Center

Dr. John Kiss, Dean of the College of Arts and Sciences, introduced Dr. Matina Kalcounis-Rüppell, Chair of the UNCG Biology Department. Kalcounis-Rüppell gave a comprehensive overview of the needs for and benefits of the Center as well as the use of space within the facility.

Chair Oakley invited a motion to approve the proposed naming amounts as presented. On motion by David Sprinkle and second by Kathy Manning, the Committee voted unanimously to approve the naming amounts.

UAC – 4 Approval of Proposed Naming Amounts for Athletic Spaces in the Coleman Building

Director Record presented Athletics' Five for Five fundraising initiative, which is a \$5 million fundraising effort to help fund several facility and endowment opportunities that have been identified as critical fundraising priorities. The Five for Five campaign was inspired by UNCG's five Southern Conference tournament victories in 2017-2018. Funds raised during the would be used to enhance student success, improve facilities, and provide money to support retention and bonuses for coaching staff, thereby strengthening the efforts of UNCG Athletics to pursue academic and athletic excellence for our student-athletes.

Ms. Record also reviewed proposed naming amounts for specific spaces in the Coleman Athletics Building. Chair Oakley invited a motion to approve UAC-3. David Sprinkle moved, Frances Bullock seconded, and the motion passed unanimously.

UAC – 5 Appointment to the Human Environmental Sciences Foundation

Dr. Betty Feather was unanimously appointed to the UNCG Human Environmental Sciences Foundation Board of Directors for a three-year term beginning October 1, 2018 and ending June 30, 2021.

Chair Oakley noted that the three action items as recommended by the Committee would be presented for approval by the full board at the September 28, 2018.

Adjourn

There being no further business, the meeting was adjourned at 12:10P.M.

Respectfully submitted,



Kelly Harris
Assistant Secretary to the Board