



UNC
GREENSBORO
Board of Trustees

University Advancement Committee
November 27, 2018

Minutes

MEMBERS PRESENT: Betsy Oakley, Frances Bullock, Vanessa Carroll, Brad Hayes, Kathy Manning, Elizabeth Phillips (by telephone), David Sprinkle, Samaya Roary

OTHERS PRESENT: Frank Gilliam, Chancellor; Jerry Blakemore, University Counsel; Beth Fischer, Vice Chancellor for University Advancement; Kris Davidson, Associate Vice Chancellor for University Advancement; Charlie Maimone, Vice Chancellor for Business Affairs; Lauren Cox, Assistant Vice Chancellor of Foundation Finance; Waiyi Tse, Chief of Staff; Kelly Harris, Assistant Secretary to the Board; Art Winstead, President of the Excellence Foundation; Janet Lilly, Director of the School of Dance; and other members of the administration, staff, and general public.

Chair Betsy Oakley called the meeting to order at 11:05 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 confirmed.

Chair Oakley presented the minutes of the September 25, 2018 University Advancement Committee (“UAC” or the “Committee”) meeting and inquired as to whether there were any corrections or additions to the minutes. There were none, and the Committee unanimously approved the minutes as presented.

Discussion Items

UAC – 1 Fundraising Report Update

Chair Betsy Oakley invited Kris Davidson to present the fundraising report update.

Ms. Davidson reported that as of October 31, we were 30.7% to our goal of \$21 million. As of today, we have increased that number to \$7.3 million, which is 35% to goal. For our cash goal of \$10 million, as of October 31 we were 34% to goal with \$3.4 million closed; as of today, we are at \$4.2 million and 42% to goal. Ms. Davidson responded to questions regarding her report and noted that an additional \$5 million has been verbally committed for this fiscal year.

Ms. Davidson further reported that undergraduate alumni giving as of October 31 shows a slight increase in dollars over last year and is currently at 1.6%. That number is expected to increase over the next few weeks.

Ms. Davidson also shared a list of major gifts of \$100,000 or higher that have closed since the Committee’s last meeting.

UAC – 2 University Honors

Chair Oakley welcomed Art Winstead, President of the Excellence Foundation, to the meeting and requested that he share the Foundation’s recommendations for the University Honors event, at which the Holderness/Weaver Award and the McIver Award are presented.

Mr. Winstead presented a summary of the Foundation Board’s November 8, 2018 discussion regarding the University Honors event. The recommendations that came out of that discussion centered on three main areas: nominations, award definitions, and the event itself. He then reviewed the recommendations with the Committee, and the Committee members provided their own comments and suggestions. Following discussion, Vice Chancellor Beth Fischer suggested that the current University Honors committee meet to review the recommendations, discuss enlarging the nominating committee for the Holderness/Weaver and McIver awards, and then report back to the UAC. A report will be scheduled for a future meeting.

UAC – 3 Donor Advised Funds

Chair Oakley then requested that Ms. Fischer provide an update on Donor Advised Funds (“DAF”). Ms. Fischer informed the Committee that the UNC System has recently signed a contract with TIAA to offer campus-based DAFs. She explained that per the contract, the UNC System is offering a System-wide DAF that will be administered by the System. TIAA will manage the investment of funds and will administer back-office operations, but participating campuses would be able to brand the DAF. If UNCG chose to participate, it would provide donors with an additional option for making gifts to the University. She discussed the minimum investment amounts and contributions and explained that the benefit of a campus-based fund is that half of any amount left in a DAF after the passing of the donor would revert to the University. Ms. Fischer then reviewed the annual fee, noting that because the fee is shared across participating campuses, it will decrease as other campuses sign up for the program and will eventually be eliminated when the program reaches a high enough level of assets under management. She also mentioned that she met with Walker Sanders from the Community Foundation of Greater Greensboro to discuss the System’s DAF and she shared his thoughts with the Committee. Ms. Fischer and Charlie Maimone responded to questions and comments from the Committee regarding the System’s DAF program. The Committee requested that Ms. Fischer provide more information.

UAC – 4 Campaign Readiness

Chair Oakley noted that, in the interest of time, the campaign readiness update would be tabled.

Action Item

UAC – 5 Request to Approve Non-Donor Naming Proposal for the Jan Van Dyke Courtyard

Professor Janet Lilly, Director of the UNCG School of Dance, presented a naming proposal submitted in coordination with CVPA Dean Peter Alexander and University Advancement. Professor Lilly provided a detailed description of the courtyard area proposed to be named for Professor Emerita Jan Van Dyke, who passed away in 2015. She provided background information about Professor Van Dyke and the significant contributions she made to dance, the University, and the community. The naming of the courtyard space would honor and celebrate these contributions.

Chair Oakley invited a motion to approve the naming proposal. On motion by David Sprinkle, seconded by Brad Hayes, the Committee voted unanimously to approve the naming proposal.

Chair Oakley noted that, as recommended by the Committee, this item will be presented for approval by the full board at Friday’s meeting.

Adjourn

There being no further business, the meeting was adjourned at 12:13 P.M.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Kelly Harris".

Kelly Harris,
Assistant Secretary to the Board