



University Advancement Committee  
September 25, 2019

## Minutes

**MEMBERS PRESENT:** Kathy Manning, Betsy Oakley, Frances Bullock, David Sprinkle, Mae Douglas, Ward Russell (by phone)

**MEMBERS ABSENT WITH NOTICE:**

**OTHERS PRESENT:** Frank Gilliam, Chancellor; Jerry Blakemore, University Counsel; Beth Fischer, Vice Chancellor for University Advancement; Kris Davidson, Associate Vice Chancellor for University Advancement; Kim Record, University Athletic Director; Waiyi Tse, Chief of Staff; Kelly Harris, Assistant Secretary to the Board; and other members of the administration, staff, and general public.

Chair Kathy Manning called the meeting to order at 11:04 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 Manning presented the minutes of the April 9, 2019 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**

Due to Kim Record needing to leave for another meeting, UAC – 4 was discussed first.

UAC – 4 Approval of Gift Levels for Future Donor Naming Proposals (Kim Record)

Record began by recognizing Craig Fink for his outstanding work at UNCG and wished him well with his new opportunity at the University of Nevada. Chancellor Gilliam also made remarks thanking Craig.

Record presented to the Committee suggested gift levels for naming proposals for the Nutrition Center and Sprint Turf Track Areas in the Athletics Department Speed, Strength and Conditioning area.

Chair Manning requested a motion to approve. Frances Bullock made the motion, Mae Douglas seconded, and the motion carried.

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### **Action Item**

#### **UAC – 5 Approval of Donor Naming Proposals for Campaign for Champions**

There was one action item on the agenda for the Committee's consideration in closed session. Chair Manning reminded the Committee that once they are in closed session, the only topic of conversation would be agenda item UAC-5 and a vote would not take place until the Committee returned to open session. She then proceeded to read the motion to enter closed session:

Pursuant to North Carolina Open Meetings Law, Section §143-318.11(2), I move that we convene in Closed Session in order to prevent the premature disclosure of an honorary degree, scholarship, prize, or similar award.

David Sprinkle made the motion, Betsy Oakley seconded, and the motion carried.

### **General Account of Closed Session Action Item**

Members present: Kathy Manning, Betsy Oakley, Frances Bullock, David Sprinkle, Mae Douglas, Ward Russell (by phone)

Others present: Frank Gilliam, Chancellor; Jerry Blakemore, University Counsel; Beth Fischer, Vice Chancellor for University Advancement; Kris Davidson, Associate Vice Chancellor for University Advancement; Kim Record, University Athletic Director; Waiyi Tse, Chief of Staff; Kelly Harris, Assistant Secretary to the Board

Record presented and the Committee discussed ten donor naming proposals for various spaces associated with new Coleman Building spaces associated with the Campaign for Champions as follows:

UAC-5.1	Donor Naming Proposal for Assistant Athletic Trainer Office
UAC-5.2	Donor Naming Proposal for Private Study Area
UAC-5.3	Donor Naming Proposal for Women's Soccer Assistant Coach Office
UAC-5.4	Donor Naming Proposal for Baseball Athletic Training Room
UAC-5.5	Donor Naming Proposal for Men's Student Athlete Lounge
UAC-5.6	Donor Naming Proposal for Team Meeting Room
UAC-5.7	Donor Naming Proposal for Home Team Bench Area
UAC-5.8	Donor Naming Proposal for Men's Basketball Office Reception Area
UAC-5.9	Donor Naming Proposal for Study Carrell
UAC-5.10	Donor Naming Proposal for Study Carrell

Following review of the proposals, Chair Manning requested a motion to return to open session. Frances Bullock made the motion, Betsy Oakley seconded, and the motion carried.

### **Open Session Vote on Closed Session Action Item**

Chair Manning requested a motion to approve the ten donor naming proposals as presented. David Sprinkle made the motion, Betsy Oakley seconded, and the motion carried.

## UAC-1 Fundraising Report Update

Chair Manning invited Kris Davidson to present agenda item UAC-1, a fundraising report update.

Davidson reported that as of June 30, we had raised over \$23.2 million exceeding our \$21 million goal. That is the second highest fundraising year in the University's history. We were very strong in our planned giving area. Our gifts and new pledges were a little down this year, but that is not unusual going into campaign. Often times donors wait for the priorities. Our cash goal was \$10 million, and we concluded with just over \$11 million. Our goal for the new fiscal year is to exceed \$25 million. This would either match or surpass the top fundraising year.

After reviewing Board participation rate data contained in UAC-1.2, Chancellor Gilliam asked how our rate compares to our peers. Fischer replied that we review this report annually and our numbers are generally higher. The Committee discussed the importance of Board giving and determining a minimum or level of giving moving forward as a requirement for all board members.

Board participation data will be included in the fundraising update report at every UAC meeting.

## UAC – 2 University Honors Update

Manning stated that a subcommittee was formed to determine how the selections are made and the details of the University Honors Awards. The following items were determined in the meeting: University Honors should be kept separate from the Alumni Awards, the event should be held during the academic year on campus, and the focus should be on inviting primarily an external audience to provide community members an opportunity to visit campus. The University Advancement Team will create a marketing plan to engage more stakeholders, and the University Honors winners must be present at the event. The nomination deadline is October 31; decisions of the selection committee (which includes the chairs of the Board of Trustees, University Advancement Committee, and the Excellence Foundation) will be reported to the University Advancement Committee at the November meeting.

David Sprinkle raised the topic of how trustees are contacted for special events and announcements and recommended that the university acquire a database that could electronically send event information to board members based on their areas of interest. Provost Dunn shared that the university has taken steps to work towards that capability; in the meantime, Assistant Secretary Kelly Harris will work with the various campus units to keep the trustees informed.

## UAC – 3 Campaign Updates

Fischer stated that the Campaign Planning Committee has set a goal of \$200 million over five years with a targeted launch date of September 24, 2020. A case statement is being drafted. Fischer is attending various unit advisory board meetings to share information and updates with board members. She thanked Chancellor Gilliam for his investment in new and current Advancement positions needed for a successful campaign. The new positions are: Director of Foundation Relations; Director of Development for the School of Health & Human Sciences; Director of Annual Giving; Human Resources Talent Manager; Director of Development for Student Success, and Director of Development for the School of Nursing.

In addition to these staffing changes, the Director of Development for the Weatherspoon Art Museum has become a full-time position and four new positions are being recommended to the Board of Governors for approval (Director of Corporate Relations; Executive Director of the Arts; Principal Gifts Officer, and Senior

Director of Major Gifts). Lastly, an Executive Director of Development for the Bryan School of Business & Economics and for the College of Arts & Sciences have recently been hired.

### **Adjourn**

Chair Manning announced the conclusion of the day's business and requested a motion to adjourn. Mae Douglas made the motion, Frances Bullock seconded this motion, and the motion carried.

Adjourned at 12:15 p.m.

Respectfully submitted,

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

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Kelly Harris  
Assistant Secretary to the Board