



University Advancement Committee
November 19, 2019

MINUTES

MEMBERS PRESENT: Kathy Manning, Chair; Frances Bullock, Mae Douglas, Betsy Oakley, Ward Russell, David Sprinkle

MEMBERS ABSENT WITH NOTICE: None

OTHERS PRESENT: Frank Gilliam, Chancellor; Jerry Blakemore, University Counsel; Lauren Cox, Assistant Vice Chancellor for Foundation Finance; Kris Davidson, Associate Vice Chancellor for University Advancement; Dana Dunn, Provost and Executive Vice Chancellor; Beth Fischer, Vice Chancellor for University Advancement; Toni Grace; Shannon Keen, Director of Advancement Board Relations and Special Projects; Mary Landers, Director of Alumni Engagement; Charles Leffler; Interim Vice Chancellor For Business Affairs; Kristen Meeks, University Compliance Director; Kim Record, University Athletic Director; Terri Shelton, Amy Snyder, Communications Specialist, Alumni Engagement; Vice Chancellor for Research and Engagement; Waiyi Tse, Chief of Staff; Enyonam Williams; Kelly Harris, Assistant Secretary to the Board.

Chair Kathy Manning called the meeting to order at 11:35 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 September 25, 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

UAC –I Advancement Mission and Vision

Chair Manning invited Beth Fischer to discuss the Advancement mission and vision.

Ms. Fischer reported that the Advancement division has been working through strategic and work planning over the last 18 months to two years. As a part of this, the division has been thinking through the mission and vision statement. Last summer, the division participated in an all-staff

retreat and gave feedback that the leadership then incorporated into formalized vision and mission statements. The four key areas of primary focus are the alumni and donor experience and how they are recognized and celebrated, internal and external communication in how Advancement is developing the narrative and how that relates back to the university's messaging, how all Advancement departments will work together for campaign preparation, and divisional infrastructure.

UAC –2 Fundraising Report Update

Ms. Davidson reported that the goal this year is \$25 million in gifts and new commitments. As of the date of the meeting, we are currently up 1.7% from last year at \$6,779,237 in total gifts and new commitments for the year, with \$18.2 million left to raise and 27.1% of the goal. The outright giving goal is \$11 million and, as of the date of the meeting, we have raised \$6.7 million, which is 77.8% ahead of last year at this time. This leaves \$4.2 million to raise, and we are at 61% of progress toward goal. We have about \$15.9 million expected to close in the pipeline. This total does not include some of the things that Chancellor Gilliam and Vice Chancellor Fischer are working on, and we expect the actualized total to be significantly higher. Gifts are up from last year, but pledges are down, which is not surprising before a campaign. People are waiting to decide what to invest in as we enter the campaign. Last year at this time, we had \$416,000 in bequests, and this year we're at \$2.3 million.

Ms. Davidson further reported that we are working on alumni participation. Ms. Fischer then provided some context about alumni data tracking, which is the next discussion item on the agenda.

The Office of Sponsored Programs is at \$26.6 million, which is up \$5 million (24.88%) relative to last year. The Chancellor made special note to attribute the increase in sponsored program funding to the efforts of what Provost Dunn and Vice Chancellor Shelton have done to encourage and support faculty research funding. Additionally, he suggested that perhaps Ms. Shelton give a presentation to the Board members about what goes into a research grant, what has to be done and why this funding infrastructure makes a difference. Provost Dunn mentioned the donor supported Faculty First Program, allowing faculty to buy time in the summer to prepare research proposals.

Ms. Davidson concluded her report by updating the Board on some recent development staff hires. Shinika McKiever is the new Director of Foundation Relations. Ms. McKiever is a UNCG '05 alumna and was most recently at North Carolina A&T in a Corporate and Foundation Relations position and prior to that was at Wells Fargo in Philanthropic Services. Sam Wagner has recently been hired as the new Director of Development in HHS. He replaces Barbara Wike, who recently retired. Mr. Wagner joins UNCG from the University of Florida, where he was the Director of their Public Health and Health Professions School. Athletics is looking for a replacement for Craig Fink, former Associate Director of Advancement. Currently, Ms. Davidson is the person who is overseeing daily advancement activities in Athletics. Athletics has also hired April Albritton, an '07 UNCG alumna, as the new Director of the Spartan Club. Athletics will also see Susan McDonald retire from the university in December, and Mike Roach is stepping into a new Major Gift Officer role.

UAC –3 Alumni Engagement Data

Chair Manning welcomed Mary Landers, Director of Alumni Engagement to share some engagement-related data with the Committee.

Ms. Landers described a report, known as alumni engagement scoring, that is used for rankings, measuring how much alumni give back to their universities. She further explained that best practices in alumni engagement show that giving should not be the only metric institutions should point to for successful alumni engagement. While giving is important, looking at all the different ways to keep alumni engaged will result in increased participation. Ms. Landers then highlighted key data points of the metrics they collected:

- Description of the scoring process –activity was tracked from July 2016 to July 2019, based on five categories: donations, email contact, event participation, website usage, and volunteer number.
- Results for UNCG showed 126,368 records of engagement, with 66% of alumni engaged in at least one of the categories.
- Highest scores were shown by decades, class years, and college [1960s was highest score for decade; 1968 was highest score for engaged class year, and HHS is highest score for engaged alumni].
- Alumni who received scholarships tend to be more engaged, and recipients from the 2000s rank among the most engaged.
- High scoring by geography was discussed; the highest scoring states are California, Georgia, Maryland, North Carolina, South Carolina, and Virginia. The highest scoring counties in North Carolina are Guilford, Cabarrus, Catawba, Cleveland, Gaston, Lincoln, and Mecklenburg.
- Alumni engagement scores were also compared between volunteers and highly engaged individuals to those of less engaged alumni.

After some conversation about high scoring alumni at the close of the presentation, the topic of giving societies was mentioned. Ms. Fischer explained that UNCG does have giving societies that are not well-engaged at present. Advancement’s plan is to re-engage these giving societies so that they are recognized and celebrated for their long-term UNCG giving and engagement. Ms. Fischer then concluded by suggesting that, once those societies are active again, regular updates on them should be included on the UAC agenda.

Ms. Landers then concluded the presentation by noting that volunteers are six times more likely to participate in UNCG events than other alumni and had a higher average percentage of giving in 2019. One of the most important things learned from engagement scoring is the value of valid email addresses to communicate across all alumni.

Ms. Fischer noted that Ms. Landers just returned from a site visit to look at how another university runs its alumni relations program. UNCG Advancement also participates in a system-wide Education Advisory Board, which does a benchmarking study specifically for university advancement on an annual basis, comparing us with peer and peer-aspirant institutions. Ms. Fischer also referenced Trustee giving, noting that Advancement does hope and ask that all UNCG Trustees consider making an annual gift. As we are in preparation for the comprehensive campaign, all Trustees can expect to have a conversation about their specific interests and where they want to make an impact as a multi-year consideration.

Action Items

Chair Manning then noted that the remaining item on the agenda required the Committee to convene in closed session and moved as follows:

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.

The motion was seconded by Trustee David Sprinkle and carried unanimously.

General Account of Closed Session Items

Trustees present: Kathy Manning, Chair; Frances Bullock, Mae Douglas, Betsy Oakley, Ward Russell, David Sprinkle

Others Present: Chancellor Frank Gilliam; Vice Chancellor Beth Fischer; General Counsel Jerry Blakemore; Chief of Staff Waiyi Tse; Kelly Harris, Assistant Secretary to the Board of Trustees.

UAC - 4 Approval of Donor Naming Proposals

UAC-4.1 A Donor Naming Proposal for a Study Carrell in the Academic Success Center

UAC-4.2 A Donor Naming Proposal for a Student Skills Lab in Nursing and Instructional Building

Vice Chancellor Fischer presented to the Committee a donor naming proposal for a study carrell in the Academic Success Center area of the Coleman Building as well as a donor naming proposal for a student skills lab in the new Nursing and Instructional Building.

When discussion concluded, Chair Manning requested a motion to return to open session. Trustee Betsy Oakley made the motion, Trustee Mae Douglas seconded, and the motion carried.

Following return to open session, Chair Manning invited a motion to approve the donor naming proposals presented in agenda item UAC-4. Trustee Betsy Oakley made the motion, Trustee Frances Bullock seconded, and the motion carried.

Chair Manning noted that as recommended by the Committee, UAC-4 would be presented to the full board at the November 23, 2019 meeting.

There being no further business before the Committee, Chair Manning requested a motion to adjourn. The motion was made by Trustee David Sprinkle and was seconded by Trustee Frances Bullock. The motion carried and the meeting was adjourned at 12:40 p.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Kelly Harris".

Kelly Harris
Assistant Secretary to the Board