



UNC GREENSBORO

Board of Trustees

Special Called Meeting

December 16, 2020

2:30 pm

Live Stream

MINUTES

MEMBERS PRESENT (via Zoom): Betsy Oakley, Chair; Vanessa Carroll, Mona Edwards, Brad Hayes, George Hoyle, Austin Moore, Elizabeth Phillips, Dean Priddy, Ward Russell, Linda Sloan, David Sprinkle

MEMBERS ABSENT WITH NOTICE: Mae Douglas, Kathy Manning

OTHERS PRESENT: Chancellor Frank Gilliam; Provost Jim Coleman; Bob Shea, Vice Chancellor for Finance and Administration; Beth Fischer, Vice Chancellor for University Advancement; Jerry Blakemore, General Counsel; Kristine Davidson, Associate Vice Chancellor for University Advancement; Mary Landers, Director of Alumni Engagement; Waiyi Tse, Chief of Staff; Kelly Harris, Assistant Secretary to the Board of Trustees; James Lyons, Technology Support Analyst; and other members of the administration, faculty, and staff.

Chair Betsy Oakley called the meeting to order at 2:34 pm and began by acknowledging the loss of Robin Remsburg, Dean of the School of Nursing, who passed away after a long illness on December 3. The University is planning a way to honor her. Having recently visited the new Nursing Building, Oakley noted that Dean Remsburg left quite a legacy behind.

The Conflict of Interest statement was read; none were identified. Roll call was taken, and a quorum was confirmed.

Oakley stated that the meeting was convened in order to revisit the July 15, 2020 naming policy in light of the conversation around the Alumni House during the Board's December 3, 2020 meeting. Following that meeting, trustees voted to put namings and name changes on hold.

In advance of the meeting, Board members received the naming policy they approved on July 15, 2020 along with a memo from the General Counsel's Office with its analysis. Oakley then invited Vice Chancellor Beth Fischer to walk through the policy to lend clarity on the status quo and what options are before the Board.

Fischer noted that the naming policy approved July 15, 2020 was formulated and adopted based on best practices, having been thoroughly vetted and reviewed by multiple stakeholder groups, including key advancement leaders, policy and compliance staff, Office of the General Counsel, Provost's Council (including the academic deans), and the Chancellor's Council. Per that policy, authority to name buildings, parts of facilities, academic programs, and units rests with the Board of Trustees through the University Advancement Committee. In approving the policy, the Board also delegated partial authority to the Chancellor to approve certain namings of \$100,000.00 or less for specified spaces. In light of that delegation, Board approval is not required for such namings, but they are all reported to the Board. As an example, Fischer referred to a gift by the late Robin Remsburg and her predecessor Pat Chamings in the amount of \$50,000 to name a terrace in the new Nursing and Instructional Building; that naming was reported to the Board of Trustees on December 3, 2020 pursuant to the policy, but did not require a Board vote.

Fischer reviewed pertinent sections of the policy, including Section 5.3. That section states that rooms within facilities may be named in recognition of (1) service to the University, (2) gifts to programs, or (3) funding the construction or upfit of a room or space. Section 6 covers circumstances under which the name of a facility may be changed or removed. Those instances are:

- Donor's name change, divorce, or other family dissolution if requested by the donor or family, deemed acceptable upon review and approval by Chancellor or Board of Trustees (consistent with the delegations), and the donor/family covers expenses.
- Corporate name - if requested by the corporation/organization, acceptable upon review by Chancellor or Board of Trustees (per delegations), and the corporation/organization covers expenses associated with the name change.
- If the donor's or honoree's reputation changes substantially so that the continued use may compromise public trust, dishonor the university's values, or be otherwise contrary to the best interests of the university.

Fischer noted that the July 15, 2020 policy is on hold in light of the vote at the December 3, 2020 meeting. Given that pause, University Advancement is not able to move forward with submitting naming proposals for Board approval, and there will likely be several to bring to the Board in March.

General Counsel Jerry Blakemore addressed the Board, noting that the intent behind the pause was to allow time to review the policy with particular focus on the revocation section. Blakemore advised the trustees that they would need to vote to lift the pause in order for namings to move forward and recommended that the Board first take up that issue and return to status quo before taking further action. Thereafter, the Board could consider as part of a separate motion the following options:

- No further action, thereby maintaining the July 15, 2020 policy without any changes. In such case, delegations to the Chancellor and others remain the same; all other naming actions within the scope of that policy which require Board action will continue to require Board action (any naming anywhere on campus, including in the Alumni House,

of \$100,000 or more).

- Move to expand the existing revocation section of the policy to require Board action for any revocation of names that were formally approved by the Board of Trustees and instruct staff to present procedures for implementing such a policy change, effectively requiring the Chancellor to take to the board revocations of official names, regardless of the gift amount associated with the original gift.
- Move to expand the existing revocation section of the policy to bring all names, even those that are merely descriptive, to the Board, and instruct staff to present procedures for implementing this policy change.

Motion

Following robust discussion, Trustee Mona Edwards moved that the December 3, 2020 moratorium on the July 15, 2020 naming policy be rescinded. Trustee Linda Sloan seconded the motion. On roll call vote, the motion carried.

Roll Call Vote	
Oakley	Yes
Carroll	Yes
Edwards	Yes
Hayes	Yes
Hoyle	Yes
Moore	Yes
Phillips	Yes
Priddy	Yes
Russell	No
Sloan	Yes
Sprinkle	Yes

Following the vote, Oakley noted that the July 15, 2020 policy was written with good intent and based on best practice but there seemed to be consensus that it should be revisited, with particular attention to the delegation, criteria, and revocation provisions. In light of that discussion, Oakley asked Fischer if she and her team would be able to rewrite the policy taking those matters and the trustees’ input into account. Fischer responded in the affirmative but indicated that the timeline was uncertain given the upcoming closure of the University for the holiday break.

Motion

Trustee Linda Sloan moved that the Board vote to instruct University Advancement to rewrite the July 15, 2020 naming policy for Board review. Trustee Elizabeth Phillips seconded the motion.

On roll call vote, the motion carried unanimously.

The Board then engaged in discussion around retention of the name Virginia Dare within the Alumni House while the naming policy revision process was ongoing. Trustee Ward Russell noted that it would be helpful for Trustees to submit their individual input on the policy review directly to Vice Chancellor Fischer. Oakley requested that all trustees submit comments to Fischer by Friday, December 18, 2020.

Motion

Trustee Russell moved that the name “Virginia Dare” Room be retained until there is a review of the July 15, 2020 naming policy. Trustee Phillips seconded the motion. There was additional discussion around continuation of the Alumni House Committee’s (AHC) plans to refresh and update the room during the policy revision process; the AHC has the purview to carry forward with those plans, including removal of the art in the room.

On roll call vote, the motion carried.

Roll Call Vote	
Oakley	Yes
Carroll	Yes
Edwards	Yes
Hayes	Yes
Hoyle	Yes
Moore	Yes
Phillips	Abstain
Priddy	Yes
Russell	Yes
Sloan	Yes
Sprinkle	Yes

Trustee Edwards requested that Fischer please convey to the Committee that the retention of the room name was temporary pending policy review, as opposed to a Board decision against changing the name.

Oakley thanked the trustees and the staff for all the time and attention given to this matter, particularly at such a busy time of year. She informed the Board that a long-term strategy meeting with the Center for Creative Leadership was being planned for the Spring semester and that additional information would follow.

Oakley extended her very best wishes to everyone and their families for the holidays and for the upcoming new year.

The meeting was adjourned at 4:01 pm.

Respectfully submitted,

A handwritten signature in cursive script that reads "Kelly Harris". The signature is written in black ink on a white background.

Kelly Harris
Assistant Secretary to the Board of Trustees