



**University Advancement Committee
December 1, 2020
11:30 am
MINUTES**

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

MEMBERS ABSENT WITH NOTICE:

OTHERS PRESENT: Chancellor Frank Gilliam; Beth Fischer, Vice Chancellor for University Advancement; Kris Davidson, Associate Vice Chancellor for University Advancement; Mary Landers, Director of Alumni Engagement; Terri Shelton, Vice Chancellor for Research and Engagement; Waiyi Tse, Chief of Staff; Kelly Harris, Assistant Secretary to the Board, and other members of staff and the general public.

Chair Kathy Manning called the meeting to order at 11:30 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 and a quorum was confirmed.

Chair Manning presented the minutes of the September 22, 2020 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. On roll call vote, the Committee unanimously approved the minutes as presented.

Discussion Items

UAC –I Fundraising Report Update

Chair Manning invited Associate Vice Chancellor Kris Davidson to update the Committee on the status of fundraising.

Davidson reported that as of December 1 we had raised \$7.25M which is 36.2% toward our \$20M goal. She also shared that gifts and new pledges were down but that this is not unusual when heading into a campaign. Often donors are waiting to hear the new priorities of the University and the units before investing. It also reflects a hesitancy on the part of some donors to make long term

pledges at this time. Committee Member Mae Douglas asked how long term is defined and Davidson responded that long term pledges are typically 5 years. If a donor wants to pledge for more than five years, Vice Chancellor Beth Fischer would need to approve.

Davidson also shared that as of December 1 we had raised \$6.35M which is 60.2% toward our \$11M outright giving/cash goal. As of today we are down 4.6% over where we were last year at this time. This is due in part to some significant bequests we realized earlier last fiscal year. However, our partners at the Office of Research and Engagement have had a strong showing tracking 113% ahead of where they were this time last year.

Davidson went on to report that due to COVID-19, the phone program from annual giving is not running at this time due to space concerns in the call center. Annual Giving is now under Development and we are working on CrowdFunding to help with giving options. The Annual Giving Plan will be shared with the committee and reminded the committee that today is GivingTuesday.

Committee Member George Hoyle asked about corporate relationships and also asked to learn more about Annual Giving across the University. Davidson reported that with the upcoming campaign, University Advancement is working to strengthen and revitalize our corporate partnerships. This will remain a focus of the division and of the Campaign Cabinet. Vice Chancellor Fischer agreed that Annual Giving would be discussed at the next committee meeting in March.

Davidson also shared that Elizabeth Paul, Director of Development at the Bryan School of Business & Economics, had left the University for another professional opportunity. Davidson and Dean Mac Banks will begin the search for a new Senior Director of Development immediately.

UAC –2 Homecoming Report & Statistics

Director of Alumni Engagement, Mary Landers reported that Homecoming had over 30 virtual events with 2,318 total event attendees. Attendees were from 37 states; 13 countries; 2010 decade most attended and the Vanguard group had a large presence.

As part of her update, Landers also shared some changes that are taking place in the Alumni House. Over the past few years, the Alumni House Committee, and members of the Alumni Leadership Board have discussed ideas to “refresh” areas of the house, most particularly the Virginia Dare Room. As part of the refresh, the committee determined that they would like to brighten the interior of the large room. In their opinion, one of the ways this could be accomplished would be to place large mirrors over both fireplaces, replacing the murals that are currently located there.

As a point of history, the murals were added to the Virginia Room by happenstance. The construction of the house was completed in 1937. At one of the first Alumni House Committee meetings, the interior designer presented a photograph of the “Baptism of Virginia Dare” to Miss Clara Byrd, the Alumnae Secretary. They were charmed by the picture and suggested that it be enlarged, hand colored, and displayed over the fireplace.

On March 16, 1936, Dr. Julius Foust, the Chancellor of Woman’s College, recommended using the “Baptism of Virginia Dare” and a counterpart “Croatan Tree” as companion mural pieces in the Alumnae House.

An artist was commissioned to create the two paintings at a cost of \$150.00 each. The amount was considered “ridiculously low” at the time. The artist was not an alumnus, nor was he associated with the University in any way.

Although the two large murals have hung in the Virginia Dare Room since the house opened, the rooms were not always identified by them. Originally the room was referred to as the “large reception hall” or the “great hall.” It was not until May 29, 1948 that the minutes referred to the room as the Virginia Dare Room (because of the murals), and it’s been called that ever since. With that history in mind, the committee felt that the decision to remove the murals would not be a slight to the historical memories of the Alumni House.

At the same time that the Alumni House Committee was having a conversation about “refreshing” the Virginia Dare Room, Professor Andrea Hunter, on behalf of faculty, shared with Vice Chancellor Beth Fischer that the Virginia Dare mural signified a non-inclusive nature due to the mural’s name and depiction. To many, the art represents a whitewashing of American history, and the name Virginia Dare has been co-opted by a foundation that stands for anti-immigration policies and white supremacy. Once this information was conveyed to the Alumni House Committee; the Committee agreed and moved forward with plans to remove the murals.

With the support of the Alumni Leadership Board, the Alumni House Committee, and the Vanguard Leadership Council it was agreed that the murals would be removed, and the name “Virginia Dare Room” will return to the original name “Great Hall”. The intention is that the name will serve as a placeholder until an alumni comes forward to name the room during the campaign. University Archives is working with the conservator, and the murals will be safely moved to Archives for storage. The work is expected to be completed by late January or early February 2021.

Trustee Ward Russell asked why the Board did not have to approve the name change. Vice Chancellor Beth Fischer stated that per the naming policy the Board approved in July, Trustees’ approval was not required since the room was merely descriptive and was not officially or formally named by a donor or by the University.

UAC –3 Resolution for Board of Trustees Approval: Delegation of Authority to the UNC Greensboro Foundation

Vice Chancellor Beth Fischer stated that in September 2019, Financial Aid approached University Advancement to discuss several scholarships that were not being awarded regularly due to their narrow and sometimes outdated criteria. Financial Aid asked University Advancement to review the scholarships to determine if the criteria could be updated so the funds could be utilized while still maintaining the donor’s intent for the funds. With the need for scholarship assistance continuing to grow, Financial Aid will continue to review scholarship criteria to ensure that as many scholarships as possible are being awarded.

As part of this review process, University Advancement and the Office of the General Counsel recommended that the Board of Trustees delegate authority for these scholarship revisions to the UNCG Foundation Board.

Chair Kathy Manning invited a motion to approve the delegation of authority as presented to the Committee. Trustee David Sprinkle made the motion, which was seconded by Trustee Betsy Oakley. On roll call vote, the motion carried unanimously. The item will be recommended to the full board for approval at the December 3, 2020 meeting.

UAC –4 Gift Update

Fischer informed the Committee that there would be a special gift announcement at the December 3rd meeting of the full Board of Trustees.

Chair Kathy Manning concluded the meeting by sharing she would be vacating her role as chair of the committee and her seat on the board in light of her election to the US House of Representatives. She expressed her thanks to everyone. Chair Oakley, Chancellor Gilliam, and other Committee members congratulated Manning and thanked her for her service to UNCG.

There being no further business before the Committee, the meeting was adjourned at 12:19 p.m.

Respectfully submitted,



Kelly Harris
Assistant Secretary to the Board of Trustees