



University Advancement Committee
March 16, 2021
11:30 am
MINUTES

MEMBERS PRESENT: Chair George Hoyle, Margaret S. Benjamin, Mae Douglas, Betsy S. Oakley, Ward Russell, David Sprinkle

MEMBERS ABSENT WITH NOTICE: None

OTHERS PRESENT: Chancellor Frank Gilliam; Beth Fischer, Vice Chancellor for University Advancement; Kris Davidson, Associate Vice Chancellor for University Advancement; Garrett Weddle, Executive Director of Development; Randy Holden, Director of Annual Giving; Terri Shelton, Interim Provost and 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 George Hoyle 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 Hoyle presented the minutes of the December 1, 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 Hoyle invited Associate Vice Chancellor Kris Davidson to update the Committee on the status of fundraising.

Davidson introduced Garrett Weddle and Randy Holden to the Committee.

- Weddle is the Executive Director of Development and oversees Foundation Relations, Planned Giving, Student Success, University Libraries, Corporate Relations, and Annual Giving.
- Holden is our Director of Annual Giving and has been with UNCG for a little over one year. He comes to us from Virginia Tech where he spent nearly 10 years as Director of Annual Giving and Direct Response Fundraising.
- Weddle and Holden will update the Committee on the University's Annual Giving program during the meeting.

Davidson shared the following updates with the Committee:

- The fundraising goal this year is \$20 million. We have raised \$13.3 million so far this fiscal year, which is 67% to goal. University Advancement believes that the University is on track to successfully achieve our goal for the year.
- Our outright giving/cash goal for this year is \$11 million. We have raised \$10.2 million, which is 93% to goal.
- Ten members of the Board of Trustees have given this fiscal year; this correlates to 77% participation. The total giving amount so far for Trustees is \$1.2 million.

Davidson also reported that the search for a new Senior Director of Development for the Bryan School of Business and Economics is underway. First round interviews have started and she is hopeful that a new hire can be here before the start of the new fiscal year.

UAC –2 Annual Giving Report

Garrett Weddle, Executive Director of Development, presented an overview of the University's Annual Giving program. He discussed the importance of annual giving, how engagement leads to giving, and how we encourage all of our alumni and friends to make annual gifts.

He also shared the importance of utilizing many different communication channels to reach our key audiences. Our alumni participation rate remains a key focus for the entire University Advancement division.

Weddle will sharing the final numbers for Believe In the G with the Trustees when available.

UAC – 3 Naming Policy Review

Following the Annual Giving report, Vice Chancellor Fischer began her report by introducing Meagan Jones, Senior Director of Donor and Board Engagement. Meagan joins us from UNC Charlotte and will oversee donor relations, stewardship, and board engagement at UNCG.

Fischer then reviewed survey results regarding naming revocations and the naming policy. We had 100% survey participation by the Trustees. It was clear to the Committee that the Trustees remained split down the middle on these critical issues; half want to keep the current policy and half want to

expand the Board's oversight in both areas.

After robust conversation, the Committee asked Fischer and her team to work on a revised policy that includes the following:

- Naming revocations at any amount will be reviewed by the Board of Trustees including benches, trees, and bricks.
- The Board will be informed regularly of any naming proposals that have been declined/denied.
- Trustees will review any proposed namings with potential to be problematic or controversial.
- University Advancement will continue to provide a report to the Trustees of named spaces approved by the Chancellor at or beneath the \$99,999 threshold.

Fischer will provide a revised draft for the full Board to review and a special meeting will be organized in April to finalize and approve the naming policy and revocation guidelines.

UAC – 4 Recommendation for Approval of Donor Naming Proposals (Closed)

Chair Hoyle made a motion to convene in closed session pursuant to the North Carolina Open Meetings Law, Section § 143-318.11(2), in order to prevent the premature disclosure of an honorary degree, scholarship, prize, or similar award. Trustee Mae Douglas seconded the motion. On roll call vote, the motion carried unanimously.

Members of the public were invited to remain in the open session.

General Account of Closed Session Discussion

Trustees Present: Chair George Hoyle, Margaret S. Benjamin, Mae Douglas, Betsy S. Oakley, Ward Russell, David Sprinkle

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

Fischer reviewed donor naming proposals for the Bryan School of Business and Economics Conference and Events Room, the Nursing and Instructional Building Intensive Care Simulation Lab, and the Spartan Athletic Academic Success Center Interactive Classroom. When discussion concluded, the Committee returned to open session.

Following return to open session, Chair Hoyle invited a motion to approve the donor naming proposals presented in agenda item UAC-4. Trustee Ward Russell made the motion, which was seconded by Trustee Mae Douglas. On roll call vote, the motion carried unanimously.

Chair Hoyle noted that, as recommended by the Committee, UAC-4 would be presented to the full board at the March 18, 2021 meeting.

There being no further business before the Committee, the meeting was adjourned at 12:27 p.m.

Respectfully submitted,

Kelly Harris

Kelly Harris
Assistant Secretary to the Board of
Trustees