



**University Advancement Committee
November 30, 2021
Noon
MINUTES**

MEMBERS PRESENT: Chair Elizabeth C. Phillips, Margaret S. Benjamin, Mae Douglas, Dr. Ernest J. Grant, George Hoyle, Betsy S. Oakley

MEMBERS ABSENT WITH NOTICE: Anita Hughes Bachmann

OTHERS PRESENT: Chancellor Frank Gilliam; Provost Debbie Storrs; Beth Fischer, Vice Chancellor for University Advancement; Kris Davidson, Associate Vice Chancellor for University Advancement; 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.

Proceedings

Chair Elizabeth C. Phillips called the meeting to order at noon 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 Phillips presented the minutes of the March 16, 2021 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 Phillips invited Associate Vice Chancellor Kris Davidson to update the Committee on the status of fundraising.

Davidson shared the following updates with the Committee:

Current Fiscal Year Summary

- As of November 30, we have raised \$6.5 million toward our \$25.5 million goal, which is 25.4% of our gifts and new commitments goal. Although we have \$19 million left to raise, Davidson shared that the strength of our current commitments that will close soon and the donor pipeline are strong.

Annual Giving

- Davidson mentioned that it was Giving Tuesday. Donors were able to light a virtual luminaire in honor of someone who made a difference in their UNCG journey and this approach was used to tie into the campaign theme Light The Way.
- Davidson and Vice Chancellor Beth Fischer noted that alumni participation remains a challenge and that nationally it is a struggle for large, public institutions. However, University Advancement is taking innovative steps to change this including creating a student engagement team called Spartan Storytellers.
- Students are being hired now to create video content such as engagement messages, event announcements, annual solicitations and even stewardship messages. We look forward to seeing this program launch in time for Believe in the G in March.

Corporate Engagement

- Davidson shared that with the encouragement and support of the Chancellor, University Advancement launched a campus-wide corporate engagement committee last August.
- Representatives from Student Affairs, University Communications, Athletics, Office of Research and Engagement, faculty leaders, and unit representatives gathered to establish new ways of thinking about engaging our corporate community in a more cohesive and strategic way.
- A corporate audit was completed and the University's top 25 corporations were identified based on connection points that already exist, their philanthropic support, etc.
- UAC members will receive an update on the work of the Corporate Engagement Committee at the UAC spring meeting to be held March 22, 2022.

Staffing Updates

- Davidson shared the following staffing updates as part of her report:
 - Michael Watson '11, joined the development team as Senior Director of Development for the Weatherspoon Art Museum.
 - Jason Moon, Senior Director of Development for the Bryan School of Business and Economics, is returning to UNC Chapel Hill.
 - Interviews are underway for the Director of Development for Student Success and Director of Development for Campus Libraries positions.

UAC – 2 Announcement of Chancellor’s Approval of Named Spaces: Glen and Mildred Jensen Veterans’ Student Lounge

Vice Chancellor Fischer reported that, in accordance with the University’s naming policy, Fischer the Chancellor approved the naming of the Glen and Mildred Jensen Veterans’ Student Lounge. Veteran and nursing program graduate Glenda Schillinger named this space in honor of her parents.

UAC – 3 Engagement Discussion

Fischer opened discussion around alumni engagement, focusing on the following topics of discussion:

- How can we get alumni more engaged?
- What brings out alumni to special events in their area(s)?

There was robust discussion around the concept of “engagement.” What UNCG has done in the past is starting to evolve through the use of technology, and UNCG’s unique history plays into the need for a strong, targeted focus with our engagement activities.

Several committee members made suggestions related to leveraging athletics, the arts, and event planning to provide unique engagement opportunities. The committee also discussed how our regional events need to evolve; trustees suggested that using platforms such as LinkedIn more consistently for engagement activities would be beneficial. The committee also suggested that segmenting our stakeholders into areas of interest or affiliation as an ideal next step for our programming.

While this is an unprecedented time of change, the University can be consistent in our engagement efforts, and Committee members expressed interest in discussing this topic again in future committee meetings.

There being no further business, the meeting was adjourned at 12:50 p.m.

Respectfully submitted,



Kelly Harris
Assistant Secretary to the Board of Trustees