



University Advancement Committee
March 22, 2022
12:00 pm

DRAFT 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; Bob Shea, Vice Chancellor for Finance and Administration; Waiyi Tse, Chief of Staff; Kelly Harris, Assistant Secretary to the Board, and other members of staff and the general public.

Proceedings

Chair Elizabeth Phillips called the meeting to order at 12:02 p.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.

Trustee Margaret Benjamin identified a conflict with agenda item *UAC – 6* and announced that she would not participate in closed session discussion or open session vote around that item. No further conflicts were identified.

Roll call was read and a quorum was confirmed.

Chair Phillips presented the minutes of the November 30, 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 –1 Fundraising Report Update

Associate Vice Chancellor Kris Davidson updated the Committee on the status of fundraising.

For the current fiscal year as of March 8, 2022, \$18.5 million has been raised toward the \$25.5 million goal, which is 75.5% of the gifts and new commitments goal. Davidson assured the Committee the work will not be done until the remaining \$6.9 million left to goal has been reached.

For annual giving, Davidson announced that the Development team secured over 40 gifts and matches toward Believe in the G 2022. Prior to her departure in May, Davidson will join Vice Chancellor Fischer and the new Associate Vice Chancellor for Development to discuss the goals for next fiscal year.

Davidson shared the following staffing updates as part of her report:

- Carletta Simmons, will be joining the Development team as the Senior Director of Development for the Bryan School of Business
- There has been a decision on the Executive Associate Athletic Director for External Operations. Public announcement to come once it has been approved by HR.
- Advancement is still working on the hire of a Director of Development for Student Success and Campus Libraries, and a Director of Development for the School of Education.

UAC – 2 University Advancement Update

Fischer announced that Kevin Williamson has been hired to succeed Kris Davidson as the new Associate Vice Chancellor for Development. He will begin on May 2, joining UNCG after six years at A&T as the Assistant Vice Chancellor for Major Gifts & Constituent Giving. Williamson previously worked with UNCW, UNCG, WSSU, and the Boy Scouts. He holds an English degree from A&T.

Rob Saunders, Assistant Vice Chancellor for Operations, has announced his retirement. His last day with UNCG will be April 14.

Fischer also announced that thanks to the support of our volunteer leadership through the Campaign Cabinet and the Steering Committee, the Light the Way Campaign has brought in \$129 million of the \$200 million goal as of March 22. Additional Campaign information will be reported to the full Board of Trustees during the March 24th meeting.

UAC – 3 Believe in the G Preliminary Results

Rachel Kelly, Director of Advancement Communications, provided an update on Believe in the G. In its 9th year, Believe in the G consisted of 1891 minutes of giving to represent the founding year of our University. This year's goal was \$1 million, a 20% increase from last year and a 10% increase in the number of donors. The focus was "Give Now."

The Believe in the G event also served as the launch of a new annual giving initiative with the Spartan Storytellers. This group of students created videos sharing their UNCG stories that will be sent out to donors, volunteers, and other community members. The in-person component of Believe in the G this year encouraged not only our faculty and staff to give back, but also the student; we had 166 student givers, and students wrote more than 1,500 thank you notes for our donors.

UAC – 4 Announcement of Chancellor’s Approval of Named Spaces

Vice Chancellor Fischer reported that, in accordance with the University’s naming policy, the Chancellor approved the following namings.

- The N. Frank Woods Library, honoring the intellectual and creative legacy of the African American and African Diaspora Studies Program’s longest-serving faculty member and director of the program.
- The Lorenzo “Logie” Meachum Office, to honor the educational and creative legacy of one of the African American and African Diaspora Studies’ longest-serving lecturers. Meachum was a Greensboro native, a lifetime blues musician in the piedmont, and a community-engaged educator of Greensboro area children.
- The Ponder Classroom, given by Mrs. Carrie Davis Ponder, class of 1958, and Dr. Reginald Ponder in memory and in honor of the Davis sisters: Elizabeth ’38, Katherine ’44, Hilda ’56, and Carrie ’58. All were alumnae and were educators.

UAC – 5 Engagement Discussion

Fischer opened a discussion around “Engagement” focused on how we can best leverage our travel and alumni engagement programs outside North Carolina to be most effective and garner the best possible return on investment.

Several Committee members offered suggestions, including providing attractive experiences tailored to be most appealing to alumni, faculty speakers on hot topics, using a sought-after venue, engaging local alumni to present on their fields of expertise, or even a fashion show leveraging our talented CARS students. The Committee agreed leveraging Arts and Athletics could be a draw. As always, the conversation was fruitful and full of robust ideas.

Chair Phillips announced that the remaining agenda item required discussion in closed session and moved that the Committee convene in closed session pursuant to Section 143-318.11(2) of the North Carolina Open Meetings Law to prevent the premature disclosure of an honorary degree, scholarship, prize, or similar award.

The motion was seconded by Trustee Betsy Oakley. On roll call vote, the motion carried unanimously.

Trustee Margaret Benjamin remained in open session in lieu of joining the closed session.

General Account of Closed Session Discussion

Trustees Present: Chair Elizabeth Phillips, Mae Douglas, Ernest Grant, George Hoyle, Betsy Oakley

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 presented to the Committee a donor naming proposal for space in the Weatherspoon Art Museum. When discussion concluded, the Committee returned to open session.

Open Session Vote on Closed Session Item

Following return to open session, Chair Phillips invited a motion to approve the donor naming proposal presented in agenda item UAC-6. Trustee Betsy Oakley made the motion, which was seconded by Trustee Ernest Grant.

On roll call vote, the motion carried unanimously. Trustee Margaret Benjamin did not participate in the vote.

Chair Phillips noted that, as recommended by the Committee, agenda item UAC-6 would be presented to the full board at the March 24, 2022 meeting.

There being no further business before the Committee, the meeting was adjourned at 1:11 pm.

Respectfully submitted,



Kelly Harris
Assistant Secretary to the Board of Trustees