



**Full Board Meeting  
December 1, 2022  
8:30 am**

## **MINUTES**

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**Members Present:** Betsy Oakley, Chair; Margaret Benjamin, Mae Douglas; Mona Edwards, Ernest Grant (attended remotely)<sup>1</sup>, Brad Hayes, George Hoyle, Dean Priddy, Linda Sloan, Tim Rice

**Members Absent with Notice:** Hazael Mengesha; Elizabeth Phillips, Dean Priddy

**Others Present:** Chancellor Frank Gilliam (attended remotely); Debbie Storrs, Executive Vice Chancellor and Provost; Bob Shea, Vice Chancellor for Finance & Administration; Jerry Blakemore, Vice Chancellor for Institutional Integrity and General Counsel; Cathy Akens, Vice Chancellor for Student Affairs; Richard Campbell, Vice Chancellor for Strategic Communications; Beth Fischer, Vice Chancellor for University Advancement; Donna Heath, Vice Chancellor for Information Technology; Andrea Hunter, Chancellor's Fellow for Campus Climate; Brian Mackin, Director of Athletics (attended remotely); Jeanne Madorin, Associate Vice Chancellor and Chief Human Resources Officer; Tina McEntire, Vice Chancellor for Enrollment Management; Terri Shelton, Vice Chancellor for Research and Engagement; Kristen Bonatz, Deputy General Counsel; Waiyi Tse, Chief of Staff; Kelly Harris, Assistant Secretary to the Board of Trustees; James Lyons, Technology Support Analyst, and other members of the faculty, staff, and general public.

Chair Betsy Oakley called the meeting to order at 8:30 am and read the conflict-of-interest statement. None were identified. Roll Call was read and quorum was confirmed.

Oakley and Trustee George Hoyle, Chair of the Board's Athletics Committee, welcomed men's soccer Head Coach Chris Rich, who joined the meeting remotely, and congratulated him on the team's success in the NCAA Division I Tournament. The team recently defeated Number 5

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<sup>1</sup> Pursuant to the UNC System's "BOG Rule," Trustees who attended the meeting remotely were not factored in for quorum or voting purposes.

ranked Stanford in third round play, advancing them to the Elite 8. The Spartans will host Ohio State at home on December 3. Coach Rich fielded questions about the team's success and game strategy.

Oakley thanked Vice Chancellor Beth Fischer and her Advancement team for their work on the recent Celebration of Philanthropy, which showcased the talent of UNCG's students and the significant impact of fundraising on access, opportunity, and student success. Governor Roy Cooper attended the event, where he presented the Order of the Longleaf Pine to *Light the Way* Campaign co-chairs Randall Kaplan and Susan Safran.

### **Chancellor's Report**

Chancellor Frank Gilliam joined Oakley in congratulating and thanking Vice Chancellor Fischer and her team for their success with the Celebration of Philanthropy event and the *Light the Way* Campaign. He then updated the board on several developments, including a recent campus visit by members of the Board of Governors and the pending stop loss request before the Board of Governors. UNCG is uniquely and significantly impacted by the new funding model and will incur the highest loss in 2023-2024 state appropriations as a result. The stop loss, if included in the System's legislative request and approved by the General Assembly, will provide \$3 million to temporarily lessen the budgetary gap UNCG will experience, level the percentage losses across the System, and give the university some time to make the transition.

Chancellor Gilliam also updated the board on progress with RPK consulting, a higher education consulting firm working with the university to develop a data-driven approach to strategic decision making across academic and administrative units. Recent discussions with the firm have helped inform the structure and scope of the firm's work. The System has agreed to cover the firm's costs. The university is providing on-ramps for faculty and staff to participate in the process, including Open Space engagement opportunities for the various units, as well as Faculty and Staff Senates, to join the Chancellor and Provost in sharing ideas, discussing challenges and solutions, and having input in selecting areas of highest need and prioritization of energies and resources. The open format meetings have been held with faculty from the schools and colleges, and the VC for Finance and AVC for Human Resources will join the Chancellor for a series of open meetings with staff in the spring.

The Chancellor recently attended the Joint School of Nanoscience and Nanoengineering's launch of a new partnership with the U.S. Army Combat Capabilities Development Command (DEVCOM) Soldier Center, which has been developed through a \$1.05 million cooperative agreement awarded by the Department of Defense (DOD). The Innovation Collaborative Laboratory, or "ICONS" lab, will focus on establishing technologies to better protect the soldier of the future in three primary areas: 1) development of sustainable nanoscale materials that are lighter, safer, and stronger and can be woven into fabric or used as additives for protective gear such as helmets, 2) create highly sensitive and reusable sensors to detect chemical hazards in

extreme environments, and 3) foster collaboration to study the effect of biological hazards found on the battlefield and develop responsive technologies to detect and decontaminate. Beyond the research and innovation breakthroughs ICONS will help advance, their work will also foster a diverse cadre of talent that adds value for DOD's priorities. The unique combination of JSNN's cutting-edge research capabilities, high quality researchers, and world-class facilities embedded within a large military footprint in our state makes this the right place at the right time for this initiative to create innovations that protect our defense force and grow the state's economy.

Gilliam closed with mention of the esports update on the meeting agenda, which will include information about exciting new developments that create the potential for the initiative to be an economic driver in the state. Legislative leaders are informed and excited, and we are optimistic this can be an enrollment and revenue driver for our campus.

## **Committee Reports**

### Finance and Administration Committee

Committee Chair Brad Hayes reported on the business conducted by the Finance and Administration Committee at the November 29, 2022 meeting.

#### *Action Items*

The Committee discussed and approved six action items involving various phases of capital improvement projects as follows:

- Approval of the designer selections for Mossman Building Roof Replacement and Petty Science Building Portico Waterproofing projects. During discussion of these items, the committee extensively discussed the design services for State building projects, especially the value these services bring to the project and the requirements to include such services before procuring and awarding construction contracts.
- Approval of the request to seek full authorization from the Board of Governors for the Phillips Hawkins and Moore Strong HVAC project, which are necessary due to the age of the buildings and the HVAC system's sub-par performance.
- Acceptance of projects completed in the fiscal year 21-22.
- Approval of the request to seek full authorization from the Board of Governors for increased authority for the Jeanne Tannenbaum Center for Creative Practice. In presenting this item, Vice Chancellor Bob Shea shared the debt refinancing overview and discussed the availability of additional funding.

- Approval of the Fuel Island Replacement Capital project, which is necessitated by the evolution to electric and the current liability and risks involved with the existing outdated system.

These items are being recommended to the full board for approval via the consent agenda.

### *Information Items*

The Committee discussed several informational items, including the process for obtaining approval for investing trust fund cash. The process involved working cooperatively with the System Office and was based on our investment plan and institutional oversight. The most recent and very favorable University Investment Fund performance was discussed, as was the status of the designer selected for the Bestway Condensation and Repairs project and the university's contractual relationship with the Spartan Village based retail vendor.

### Compliance, Audit, Risk Management, and Legal Committee (CARL)

Chair Mona Edwards reported on the business conducted by the CARL Committee at the November 29, 2022 meeting, which began with approval of a consent agenda consisting of minutes of the Committee's September 27, 2022 meeting and a revised 2022-23 Internal Audit Work Plan.

### *Proposed Resolution Allowing Alcohol Sales at Athletic Facilities*

Vice Chancellor and General Counsel Jerry Blakemore, Associate Vice Chancellor Scott Milman, and Athletics Director Brian Mackin presented a proposal for the expansion of the University's alcohol policy to allow for the sale of certain types of alcoholic beverages at the University's athletics facilities. Their presentation included background information regarding the proposal, relevant statutory authority, and constituent institution comparisons. Following discussion, the Committee approved a proposed resolution allowing alcoholic beverage sales at the University's athletics facilities. At the Committee's recommendation, the matter is on the December 1 agenda for the full board's consideration.

### *Proposed Ethical Screen Memoranda*

Blakemore reviewed proposed ethical screening memoranda for the University's Internal Audit Program and its Compliance and Integrity Program. These screening memoranda are considered a best practice and they will document the professional obligations associated with each of the programs, the required reporting relationships, and the professional and ethical conduct expectations of persons participating in the programs. The Committee approved both of the proposed ethical screens outlined in the memorandum.

## *Enterprise Risk Management Update*

Vice Chancellor Bob Shea gave an update on the University's Enterprise Risk Management function. He reviewed the University's top five risks for 2022, which were enrollment growth, business model sustainability, university compliance, information technology, and public safety. Shea also reviewed the top five risks for 2023, which are enrollment, business processes sustainability, information technology, recruitment and retention of faculty and staff, and campus health and safety. He concluded his update with highlights of recent initiatives to increase risk management collaboration with the Office of Institutional Integrity and General Counsel, Information Technology Services, and the UNC System.

## *Cybersecurity Update*

Chief Information Security Officer Casey Forrest presented a cybersecurity update. Casey reviewed fiscal year 2022 accomplishments, which included improved security awareness training and education compliance, cybersecurity responses related to the Russia-Ukraine war, and the completion of the IT Controls Audit by the Office of the State Auditor. He also reviewed recent data regarding attacks blocked or prevented by the University's security systems, the University's top cybersecurity interests, and the University's external support and response. Casey then discussed current fiscal year initiatives, which include implementation of a comprehensive information technology governance program. He concluded his presentation with an overview of future focus items that will continue to strengthen the University's information security and controls.

## *Information Items*

The Committee was provided with two information items: an overview of trustee fiduciary responsibilities and risks and an update on the status of corrective action implementation in connection with the June 2021 External Quality Assurance Review of the University's internal audit function. The information regarding trustee fiduciary responsibilities and risks will be the subject of a formal presentation to the full Board at a later date.

## University Advancement Committee

Committee Chair Margaret Benjamin gave reported on the business conducted by the University Advancement Committee at the November 29, 2022 meeting.

## *Fundraising Report*

Associate Vice Chancellor Kevin Williamson updated the Committee on the development team's fundraising progress this fiscal year. As of November 29, the Advancement team has raised \$11.1M toward their \$26M goal. This is a 58% increase over this time last year. Additionally, Outright Giving has increased by 65.8% and Alumni Participation by 58.3% year-over-year.

The Committee received updates on a recent advancement trip to Atlanta, which focused on our Black Alumni in the area. Williamson also reported that Trustee Mae Douglas recently hosted the first *Light the Way* Campaign Salon on the topic of “Illuminating Black Excellence” at UNCG.

#### *University Advancement and Campaign Update*

Vice Chancellor Beth Fischer updated the Committee on the *Light the Way* Campaign progress. Currently, the Campaign sits at \$147.8 Million toward its \$200 Million goal. She also discussed the Advancement team's progress towards engaging our corporate partners. Campaign Co-Chair Randall Kaplan, Trustee Anita Bachmann, and former trustee Marty Weissburg recently hosted a *Light the Way* Campaign Salon focused on local CEO and Corporate Engagement. This is among the beginning steps that Advancement is making to better engage corporate leadership and share how UNCG is helping to shape the local workforce in the Triad and North Carolina. Board members were provided with related data on the impact of the university in that regard.

Tuesday November 29<sup>th</sup> was Giving Tuesday. To celebrate, UNCG focused its efforts on a small, targeted group of alumni who are engaged with the university but have yet to make their first gift. Numbers are still being tabulated and will be shared by Fischer and her team soon.

#### *UNC Greensboro Foundation Board*

Phaedra Grove, Chair of the Foundation Board, gave a presentation to the Committee, outlining the purpose of the Board and their upcoming strategic plan. She discussed the board's makeup, including its percentage of Alumni serving as directors and its professional and demographic breakdown. Grove also gave an overview of the Foundation Board's history and the progress that has been made to help increase engagement and refine the board's purpose.

#### *Engagement Discussion*

Following Grove's presentation, the committee had thoughtful and insightful dialogue on how to better connect with the Foundation Board. A joint board lunch is planned for May.

#### *Recommendation for Holderness/Weaver Award*

The Committee convened in closed session to review a nomination for the Adelaide F. Holderness/H. Michael Weaver Award. The nomination is recommended for approval by the full board and will be discussed in closed session.

## Academic Affairs Committee

Acting Chair Tim Rice reported on the business conducted by the Academic Affairs Committee at the November 29, 2022 meeting.

### *Academic Affairs Update*

Provost Debbie Storrs presented enrollment data, comparing Fall 2021 to Fall 2022. There has been a 5.6% decline in total enrollment, and a 6.1% decline in total student credit hour production. UNCG's enrollment decline is not an anomaly; rather, it reflects a national pattern that is expected to continue. Research around demographics and demand suggests there will be 190,000 fewer college going students from 2025-2035.

Additional factors include:

- A robust labor market drawing high school graduates into the workforce in lieu of college.
- High school seniors reporting that they decided not to go to college because they do not feel prepared and/or for financial reasons.
- Test optional applications and increasing acceptance rates from competitor schools.
- Significant decline in community college enrollment over the last two years.

The Provost also provided a brief update on the new funding formula that goes into effect in 2023.

Storrs also discussed a range of student retention activities faculty and staff are engaged in, including using Armfield philanthropic funds to support local student success initiatives, the Association of Colleges and Universities Educators Certification Program (ACUE) that prepares and supports faculty in engaging with changing student behavior and demographics, and peer coaching models.

### *Student Midterm Grades*

Associate Vice Provost Andrew Hamilton provided an update on the faculty reboot that engaged faculty in redesigning courses that have large first year enrollments. The Faculty Senate voted last spring to require midterm grading for all full-term undergraduate courses, as a way to give students a strong academic performance signal in week six of the term. These grades were also used to identify and support students who are in danger of not having a successful term (and are therefore attrition risks).

Midterm grade data indicate a higher proportion of A grades and lower proportions of Ds and Fs than last fall for students in their first term of college, both overall and for "Reboot" courses. Particularly encouraging is a return to the previous mean of F grades for first-term students (down to ~7% from more than 13%).

This kind of course redesign is an example of meeting students where they are. It illustrates how faculty are showing leadership in supporting degree completion for students from all backgrounds without relaxing rigor.

### *Candidates for Honorary Degrees*

In closed session, the Committee discussed nominations for honorary degrees. The Committee is recommending that the full board approve two nominations for conferral.

### *Update on Research and Engagement*

Vice Chancellor Terri Shelton updated the Committee on continuing good news on the research and engagement front. VC Shelton reported many highlights, including the following.

- External awards are up \$2.66 million, or 9.1%, relative to last year.
- UNCG Faculty and Research Scholars continue to garner competitive grants, publish outstanding books, produce award winning documentaries, and create new startup companies.

## **Open Session**

### Action Items

### *Consent Agenda*

- Approval of Minutes – September 29, 2022
- Designer Selection - Mossman Building Roof Replacement
- Approval of Designer Selection - Petty Science Building Portico Waterproofing Phillips Hawkins and Moore Strong Project - Approval to Move Forward for Full Authority at the January 17, 2023 BOG Meeting
- Acceptance of Completed Projects for FY 21-22
- Approval of Increase in Authority for Jeanne Tannenbaum Center for Creative Practice
- Approval of Request for Authorization – Fuel Island Replacement Capital Improvement Project

Oakley reviewed the items on the consent agenda; all were included in the trustees' pre-meeting materials. There being no questions or requests to discuss any of the items individually, Oakley invited a motion to approve the consent agenda. Trustee Mona Edwards made the motion, which was seconded by Trustee Linda Sloan. The motion carried unanimously.

### *BOT – 1 Budget Update*

Provost Debbie Storrs and Vice Chancellor Bob Shea gave a budget and finance update focused on enrollment and its impact on budget, the university's financial statements and audit process, the All Funds Budget, the new funding model, and a stop loss provision coming out of the Board of Governors.



The UNC System budget consists of \$2.5 billion in state appropriations, 7.49% of which is earmarked for UNCG, the fourth largest in the System and our largest source of revenue. That amount is driven by enrollment and student credit hour production, which has been declining both at UNCG, across the UNC System, and nationally. It is particularly detrimental to UNCG, in that we have more first generation, Pell eligible and non-traditional students who are economically fragile and vulnerable and were, therefore, hit harder by the pandemic. The resulting impact on enrollment and retention, coupled with a preexisting cohort drag, has created the enrollment drop. The new funding model provides a clearly defined State subsidy for the incremental (annual) change in performance weighted, resident student credit hours. Under the model, UNCG only gets tuition, and not a state appropriation, for graduate and international student completed credit hours. In addition, with few exceptions, our graduate programs are now largely funded at the same rate as undergraduate. This will result in a loss of some \$10M for UNCG for fall of 2023. The model also rewards institutions that meet five core performance metrics set by the System (four year undergraduate completion rate, undergraduate degree efficiency, average cumulative debt for first time students, average cumulative debt for transfer students, and education and related expenses). UNCG also identified research performance and expenditures as a sixth metric. These metrics are important, but account for a relatively small percentage (about 3%) in terms of the overall funding.

UNCG's certified appropriation for fiscal year 2023 is \$181,788,127 million, which amounts to an estimated \$11.2 million (6.2%) decrease from 2021 and estimated 2022 enrollment change funding. The UNC Board of Governors Budget and Finance Committee has authorized an additional one-time sum of \$3 million for UNCG as a stop loss to assist with the transition, reducing the deficit to about \$8.2 million.

In addition to the stop loss, UNCG's plan of action for dealing with the funding decrease includes a budget cut planning exercise based on 4, 6, and 8 % cuts across units. An innovation and reinvention initiative is also underway and has included the merger of ITS, UNCG Online, and IR; other administrative cuts, and a dual approval hiring and salary process. We are also considering a partnership with Project Kitty Hawk (PKH), a nonprofit online service provider formed as part of an initiative coming out of the General Assembly. Universities can be PKH clients and share in revenue, but any programs that partner with PKH will be off model, meaning there will be no state appropriations to offset costs. Currently, the university is exploring partnerships in the College of Arts & Sciences undergraduate Professional Studies program and the School of Nursing's RN to BSN program. Consulting engagements are also ongoing, including "Open Space" dialogue opportunities for faculty and staff as well as work with RPK, a higher education consulting group, to support data-driven strategic decision making across academic and administrative units. Perhaps most importantly, student success and retention initiatives and activities are also being developed and implemented, particularly for first and second year students.

## *BOT – 2 Tuition and Fee Proposals for 2023-2024*

VC Shea briefed the board on proposed tuition and fee increases for 2023-2024. Given the inflationary environment, undergraduate in-state tuition will remain constant, but undergraduate out-of-state and graduate tuition increases of 3% each were recommended. Meal plan rates to offset inflationary costs were requested, but it was noted that if approved, UNCG's meal plan

options will be the fourth lowest in the System. Room rates of up to 2%, depending on the residence, were also recommended, as were 4% increases for athletics, student activities, health services, and educational & technology fees (an \$88 increase, cumulatively).

A special fee of \$100 per microcourse was requested for the Institute for Partnerships in Education (IPiE), which are graduate courses for educators across our region to engage in shared professional development tied to pressing instructional needs of their school districts.

Following discussion, Chair Oakley invite a motion to approve the tuition, fee, room, and meal plan recommendations as presented in agenda item BOT – 2. Trustee Tim Rice made the motion, which was seconded by Trustee Anita Bachmann. The motion carried.

### *2.1 Tuition Differential Requests*

Tuition differentials were requested for the Master of Arts (MA) in Speech Language Pathology in the HHS Communication Sciences and Disorders Department and for the Bryan School's MA in Applied Economics, post-Baccalaureate Certificate Programs in Economics, and Master of Science in Retail Studies. Deans Carl Mattacola and Mac Banks presented the requests.

Following discussion, Chair Oakley invited a motion to approve the tuition differential requests as presented. Trustee Anita Bachmann made the motion, which was seconded by Trustee Mae Douglas. The motion carried.

Following a break, Chair Oakley announced that due to time constraints, the meeting would resume with closed session discussion and continue with the remaining open session action item and presentations thereafter.

### **Motion to Enter Closed Session**

Pursuant to Section 143-318.11(a)(1), (2), (3), and (5) of the North Carolina Open Meetings Law, Oakley moved that the board convene in Closed Session Section to prevent the disclosure of information that is privileged or confidential pursuant to the law of this State, or not considered a public record under Chapter 132 of the General Statutes; prevent the disclosure of confidential personnel information pursuant to Chapter 126 of the North Carolina General Statutes; prevent the premature disclosure of an honorary degree, scholarship, prize, or similar award; consult with an attorney employed or retained by the public body in order to preserve the attorney-client privilege, and to establish or instruct the public body's staff or negotiating agents concerning the position to be taken by or on behalf of the public body in negotiating (i) the price and other material terms of a proposed contract for the acquisition of real property by purchase, option, exchange, or lease; or (ii) the amount of compensation and other material terms of an employment contract or proposed employment contract.

Trustee Linda Sloan seconded and the motion carried.

## **General Account of Closed Session Discussion**

**Members Present:** Betsy Oakley, Chair; Margaret Benjamin, Mae Douglas; Mona Edwards, Ernest Grant (attended remotely)<sup>2</sup>, Brad Hayes, George Hoyle, Linda Sloan, Tim Rice

**Others Present:** Chancellor Frank Gilliam (via video conference); Provost Debbie Storrs; Vice Chancellor Bob Shea; Jerry Blakemore, Vice Chancellor and General Counsel; Beth Fischer, Vice Chancellor for University Advancement (BOT – 6 and 7); Jeanne Madorin, Associate Vice Chancellor and Chief Human Resources Officer (BOT – 8, 9, and 10); Dean Randy Penfield and Assistant Dean Christina O'Connor, School of Education (BOT – 10); Andrew Cagle, Director of External Relations (BOT – 10); Waiyi Tse, Chief of Staff; Kelly Harris, Assistant Secretary to the Board

### *BOT – 6      Recommendations for Conferral of Honorary Degrees*

Provost Storrs reviewed two nominations for conferral of honorary degrees, as recommended by the Academic Affairs Committee.

### *BOT – 7      Recommendation for Approval of Nominee for the Adelaide F. Holderness/H. Michael Weaver Award*

Vice Chair Mae Douglas reviewed a nomination for the Adelaide F. Holderness/H. Michael Weaver award, as recommended by the University Advancement Committee. She was joined by Vice Chancellor Beth Fischer.

### *BOT – 8      Faculty Personnel Report dated November 11, 2022*

Provost Storrs reviewed a report of faculty personnel actions since the previous meeting of the Board.

### *BOT – 9      Staff Personnel Reports*

Staff personnel reports were provided as informational agenda items.

### *BOT – 10      Personnel Matter*

School of Education Dean Randy Penfield and Assistant Dean Christina O'Connor gave the board an update related to personnel at the Moss Street Partnership School.

Following discussion, the Board returned to open session.

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<sup>2</sup> Pursuant to the UNC System's "BOG Rule," Trustees who attended the meeting remotely were not factored in for quorum or voting purposes.

## **OPEN SESSION**

### **Vote on Closed Session Items**

#### *BOT – 6      Recommendations for Conferral of Honorary Degrees*

Chair Oakley invited a motion to approve the honorary degree recommendations presented in agenda item BOT – 6. Trustee George Hoyle made the motion, which was seconded by Trustee Linda Sloan. The motion carried.

#### *BOT – 7      Recommendation for Approval of Nominee for the Adelaide F. Holderness/H. Michael Weaver Award*

Chair Oakley invited a motion to approve the nomination for the Adelaide F. Holderness/H. Michael Weaver Award as presented in agenda item BOT – 7. Trustee Anita Bachmann made the motion, which was seconded by Trustee Mona Edwards. The motion carried.

#### *BOT – 8      Faculty Personnel Report dated November 11, 2022*

Chair Oakley invited a motion to approve the faculty personnel report as presented in agenda item BOT – 8. Trustee Tim Rice made the motion, which was seconded by Trustee Linda Sloan. The motion carried.

### **Tabled Open Session Items**

#### *BOT – 3    Proposed Resolution Allowing Alcohol Sales at Athletics Facilities*

Vice Chancellor for Institutional Integrity and General Counsel Jerry Blakemore presented a request that the board authorize an expansion of the current alcohol policy consistent with legislative changes that now permit public universities to sell certain alcoholic beverages at university-owned athletics facilities, and to authorize the Chancellor to establish an updated policy to manage this function. The CARL Committee approved a resolution to that effect at the November 29 meeting; that resolution was included in the Board's meeting materials.

Following discussion, Chair Oakley invited a motion to approve the resolution allowing alcohol sales as presented in agenda item BOT – 3. Trustee Mae Douglas made the motion, which was seconded by Trustee Anita Bachmann. The motion carried.

### **Presentations**

#### *BOT – 4    Update on Launch UNCG*

As a follow up to his presentation at the September 29, 2022 meeting, Dr. David Wyrick, Professor of Public Health Education and Interim Director of Launch UNCG, updated the Board on the success of the E2 Weekend in October, which included the Unreal Engine accelerator experience and the Spartan Clash featuring Fortnite, which was attended by high school students from 18 North Carolina counties and from 15 North Carolina Colleges.

Wyrick reported that the livestream of the event was extremely successful. Viewer numbers far exceeded expectations and feedback on the quality of the tournament was very positive. More than twenty UNCG students volunteered for the event, in keeping with the goal that these will be experiential learning opportunities that are primarily student run.

After the event, the eSports Executive Committee met for some three hours on campus with N.C. Rep. Jason Saine, his legislative staff, and three senior staffers from the office of the NC Speaker of the House. The group debriefed the event, walked through the eSports Scholastic Alliance proposal and pilot that will launch in January, and visited the eSports arena. Feedback was very positive, with one of Rep. Moore's staffers commenting that in her opinion, the eSports Scholastic Alliance is among the most innovative solutions for workforce development and STEM education for middle and high schools. A budget is being developed to present to the General Assembly during the long session.

The university is pursuing Academic Partner status with Epic Games Unreal Engine (UE). To achieve that status, the university must offer structured curricula using UE for a minimum of one year, with qualified instructors. We are in the process of identifying key substantive areas for UE integration and folding that training into academic courses and labs. We will begin building a UE portfolio across those key substantive areas, which will make us eligible for UE Epic grants. Thereafter, we will pursue our goal of becoming the first university authorized UE training center in North America by developing UE expertise in key substantive areas we can offer UE training for, such as animation, media studies, education, computer science, interior architecture, and training & simulation.

Efforts are underway to increase revenue streams, which are broadly considered to include increased student enrollment and retention, corporate sponsorships, increased state funding and industry partnerships, and strengthened relationships with NC community colleges. Esports innovation grants are being offered to faculty for either UE training or technology upgrades. The School of Education's Innovation Hubs also offer seed money for expansion, helping faculty re-imagine their research, optimize it for broader impact, and create localized innovation pipelines supported by Launch UNCG.

### *BOT – 5 Career and Professional Development at UNCG*

Dr. Nicole Hall, Director of the Career & Professional Development division within Student Affairs division, provided an overview of the resources her team offers to prepare UNCG students for the job market. Dr. Hall recently shared this information with Syngenta, a corporate partner that collaborates on projects with academic units at UNCG and hires our students for internships and full-time employment.

Corporate engagement is one of the most critical aspects of how we train students and prepare them for real world. UNCG's Career Development Office supports students in multiple ways, including providing them with individual coaching, hosting career readiness events, assisting them in building resumes and writing cover letters, and helping them explore majors and careers, make network connections, and prepare for interviews. Another significant area of support is employer relations. UNCG currently has a network of nearly five thousand employers on the local, regional and national levels, and beyond. Our strategy is to physically bring employers to

campus and engage with them in different ways, including hosting large scale campus career fairs as well as curated, customized employer panels. The Office also works to leverage alumni connections and engagement, and to make network connections for students.

With nearly 18,000 students to support, the centralized Office takes a hybrid delivery model that blends a personalized approach as well as scaling through technology. The latter includes the Handshake platform, which students use to access internships, jobs, fellowships, and apprenticeships from the thousands of employers that subscribe. Another resource is VMock, a resume development software using artificial intelligence to analyze resumes, give feedback, and provide specific steps to make recommended changes. Students can also utilize the “Big Interview” platform to practice interview by accessing a set of over four thousand questions that can be tailored to job area or industry. Finally, students can use the customized CareerShift online tool, which is a website that pulls in publicly available job information and organizes it in a way that is easier for job seeker.

Hall shared career outcome data for the class of 2021 based on 2,700 students reporting, as well as average graduate and undergraduate salary data based on 492 graduates reporting. Hall is collaborating with colleagues in the Registrar’s office to identify a mechanism to increase reporting data in a way that will allow us to analyze it on a more granular level.

As an example of corporate engagement, Hall discussed the relationship the Bryan School has developed with Syngenta, which has utilized Handshake to post jobs and internships, held multiple career fairs, and participated in various panels. Though the engagement has primarily been with the Bryan School, there is additional potential for engagement focused on majors that align with Syngenta’s areas of expertise, including Biology, Computer Science, and Environmental & Sustainability Studies.

There being no further business, the meeting was adjourned at 12:07 pm.

Respectfully submitted,

A handwritten signature in cursive script that reads "Kelly Harris".

Kelly Harris  
Assistant Secretary to the Board of Trustees