



**University Advancement Committee
September 27, 2022**

MINUTES

MEMBERS PRESENT: Chair Margaret Benjamin, Mae Douglas, Ernest Grant, Besty Oakley, Linda Sloan

MEMBERS ABSENT WITH NOTICE: Anita Hughes Bachmann

OTHERS PRESENT: Chancellor Frank Gilliam; Provost Debbie Storrs; Beth Fischer, Vice Chancellor for University Advancement; P. Kevin Williamson, Associate Vice Chancellor for Development; Terri Shelton, Vice Chancellor for Research and Engagement; Waiyi Tse, Chief of Staff; Meagan Jones, Senior Director, Philanthropic Engagement; Rachel Kelly, Director of Advancement Communications; Kelly Harris, Assistant Secretary to the Board, and other members of staff and the general public.

Proceedings

Chair Margaret Benjamin 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. None were identified.

Roll call was read and a quorum was confirmed.

The minutes of the March 22, 2022 University Advancement Committee (“UAC” or the “Committee”) were approved without additions or corrections.

Discussion Items

UAC –I Staffing Introduction

Vice Chancellor Beth Fischer introduced the University Advancement staff members present in the meeting and welcomed P. Kevin Williamson, Associate Vice Chancellor for Development, to his first meeting of the Committee.

UAC – 2 Fundraising Report

Williamson updated the Committee on fundraising progress and goals. Fiscal Year 2022 was UNCG's best fundraising year to date. The University raised \$26.2 million, exceeding its goal of \$25.5 million. The development team has set a goal of \$26 million in gifts and new commitments for this year. Of that number, \$16 million will be raised in outright giving. As of September 26, 2022 that number sits at \$3.24 million toward that goal.

Year-over-year giving has increased, with total giving up 11%, outright giving up 20%, and alumni participation up 40%.

UAC – 3 University Advancement and Campaign Update

Vice Chancellor Fischer reviewed the status of the *Light the Way* Campaign progress to date and the strategy for this year. The Campaign currently sits at \$140 million toward its \$200 million goal. Both the Campaign and the individual units are on track.

Last year the Campaign focused on all-call events and engagement in North Carolina and beyond to help raise awareness during the first year of the public phase. This year the focus is on small, segmented events for more tailored audiences. The Chancellor, Trustee Mae Douglas, and Williamson will travel to Atlanta next month to engage our Black alumni.

Later in the semester and school year, there will be more volunteer-hosted salons engaging targeted audiences, including a focus on our corporate partners. In support of this strategy, Fischer discussed the success the University recently had hosting Syngenta. Their executives heard faculty presentations touching on areas where UNCG is connected with their organization and attended an afternoon networking reception for the 100+ UNCG alumni working with the company.

Fischer also discussed University Advancements' new strategic plan, which will focus on exceeding the campaign goal, increasing donor and volunteer engagement, and investing in staff.

UAC – 4 Understanding Types of Gifts and Annual Giving Strategy

Williamson was joined by Rachel Kelly, Director of Advancement Communications, to review types of gifts and the annual giving strategy with the Committee. Williamson explained the four different giving levels that reside in Advancement (annual giving, leadership annual giving, major giving, and planned giving). Each area intersects with and feeds into the others. The university also benefits from entities such as foundations, corporations, donor advised funds, family foundations, and employer matches; any gift amount from a corporate entity can be accepted.

The annual giving strategy for FY23 will consist of a multi-phase initiative each quarter. Each phase will have a warming, solicitation, and stewardship component. Additional initiatives the Annual Giving team will focus on are Homecoming Champions, Crowdfunding, Giving Tuesday, and Senior Cords.

Kelly concluded by asking everyone to save the date for Believe in the G, scheduled for March 14th and 15th, 2023. The cross-campus effort will include digital crowdfunding and in-person activations to help achieve the participation goal of exceeding more than 1,800 donors and the monetary goal of exceeding \$1 million.

UAC – 5 Donor and Communications Survey and Discussion

Meagan Jones, Senior Director of Philanthropic Engagement, reviewed the findings from the recent Donor and Communication Survey. Of the 15,830 donors who received the survey, 806 responded; per the consultant, that participation rate that aligns with that of other universities. Highlights from the survey were:

- Seventy percent of respondents feel appreciated as a donor.
- Donors prefer small events and hybrid options.
- Eighty-eight percent of respondents understand why philanthropy is important to UNCG.
- Seventy-five percent of donors feel well informed about what is going on at UNCG.
- More than half of respondents ranked UNCG in their top three choices for giving.
- Ninety-seven percent indicated that they are likely to give to UNCG again in the future.

The data indicates that the University Advancement team is performing very well, with numbers that are above the average when compared to other Universities.

Fischer closed the meeting by reviewing upcoming important dates for the fall semester.

There being no further business, the meeting was adjourned at 1:16 p.m.

Respectfully submitted,

Kelly Harris
Assistant Secretary to the Board of Trustees