



**University Advancement Committee
November 29, 2022**

MINUTES

MEMBERS PRESENT: Margaret Benjamin, Chair; Anita Hughes Bachmann, Mae Douglas, Ernest Grant, Betsy Oakley, Linda Sloan

MEMBERS ABSENT WITH NOTICE: None.

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; 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 12:00 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 September 27, 2022 University Advancement Committee (“UAC” or the “Committee”) were approved without additions or corrections.

Discussion Items

UAC – 1 Fundraising Report Update

Associate Vice Chancellor Kevin Williamson updated the Committee on fundraising progress. As of November 18, 2022, the Advancement team had raised \$10.6M toward their \$26M goal. This is an increase of 54% in comparison to the fundraising number at this time last year. Additionally, Outright Giving has increased by 62.4% and Alumni Participation by 67.4% year-over-year.

The Committee received updates on a recent advancement trip to Atlanta, which focused on our Black Alumni in the area. Mae Douglas, Vice Chair of the Board, participated in that trip and thereafter hosted the first Light the Way Campaign Salon focused on Illuminating Black Excellence here at UNCG.

Williamson heard and responded to questions and comments from the Committee.

UAC – 2 University Advancement and Campaign Update

Following Williamson's report, Vice Chancellor Beth Fischer updated the Committee on the *Light the Way* Campaign progress, which stood at \$147.8 Million toward its \$200 Million goal.

Fischer spoke on the Advancement team's progress towards engaging our corporate partners. On November 29, 2022, Campaign Co-Chair Randall Kaplan, Trustee Anita Bachmann, and former trustee Marty Weissburg hosted a *Light the Way* Campaign Salon focused on local CEO and Corporate Engagement. These are among the beginning steps that Advancement is taking to better engage corporate leadership and share how UNCG is helping shape the local workforce in the Triad and in North Carolina.

On that same date, the University celebrated Giving Tuesday, focusing its efforts on a small, targeted group of alumni who are engaged with UNCG but have yet to make their first gift.

Fischer heard and responded to questions and comments from the Committee.

UAC – 3 UNC Greensboro Foundation Board

Phaedra Grove, Chair of the Foundation Board, gave a presentation to the Committee on the Foundation Board. She discussed the purpose of the Foundation Board and their upcoming strategic plan.

As part of Grove's presentation, the Committee learned about the board's makeup, including its percentage of Alumni serving as directors, its professional breakdown, and its demographic breakdown. Grove also discussed the history of the Foundation Board and the progress that has been made towards increasing engagement and focusing on the board's purpose.

Grove and Fischer heard and responded to questions and comments from the Committee.

UAC – 4 Engagement Discussion

Fischer led the Committee in a discussion on what trustees want to know about the Foundation Board and vice versa. The Committee gave thoughtful and insightful ideas on how to better connect the two boards.

Transition to Closed Session

Chair Benjamin moved to convene in closed session pursuant to North Carolina General Statute § 143-318.11(a)(2) in order to prevent the premature disclosure of an honorary degree, scholarship, prize, or similar award.

Trustee Betsy Oakley seconded the motion, which carried unanimously.

The public was invited to remain in the open session.

General Account of Closed Session Discussion

MEMBERS PRESENT: Margaret Benjamin, Chair; Anita Hughes Bachmann, Mae Douglas, Ernest Grant, Betsy Oakley, Linda Sloan

UAC – 5 Recommendation for Approval of Nominee for the Adelaide F. Holderness/H. Michael Weaver Award

The Committee reviewed and discussed a nomination for the Adelaide F. Holderness/H. Michael Weaver Award.

Open Session

Following return to open session, Chair Benjamin invited a motion to approve the nomination for the Adelaide F. Holderness/H. Michael Weaver Award. Trustee Linda Sloan made the motion, which was seconded by Trustee Anita Bachmann. The motion carried unanimously.

As recommended by the Committee, the nomination will be presented to the full board at the December 1, 2022 meeting.

There being no further business before the Committee, the meeting was adjourned at 1:12 p.m.

Respectfully submitted,

Kelly Harris
Assistant Secretary to the Board of Trustees