



University Advancement Committee
March 14, 2023

MINUTES

MEMBERS PRESENT: Margaret Benjamin, Chair; Mae Douglas, Betsy Oakley, Linda Sloan

MEMBERS ABSENT WITH NOTICE: Anita Hughes Bachmann, Ernest Grant

OTHERS PRESENT: Chancellor Frank Gilliam; 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 12:01 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 November 29, 2022, University Advancement Committee (“UAC” or the “Committee”) were approved without additions or corrections.

Discussion Items

UAC – 1 University Advancement, Fundraising, and Campaign Update

Vice Chancellor Beth Fischer updated the committee on University Advancement, Fundraising, and the *Light the Way* Campaign. She presented preliminary numbers from *Believe in the G*, UNC Greensboro’s annual day of giving.

Fischer reported that the Advancement team has raised \$17.8M toward their \$26M goal for Fiscal Year 2023. The *Light the Way* Campaign is currently at \$157.4M toward its \$200M goal.

The Committee received updates on a recent advancement trip to New York City, which focused on laying the foundation for a consistent presence in the major alumni hub. Similar trips to other hubs are also being planned. To that end, Chancellor Gilliam and Associate Vice Chancellor Kevin Williamson will head to Washington, DC in late April.

Fischer gave the Committee insight into University Advancement's efforts in the DEI space with the launch of their inaugural Diversity, Equity, and Inclusion Council. She also announced Amber Post as the new Director of Corporate and Foundation relations. Post comes to UNCG with years of senior development officer experience at Florida State University and the Education Foundation of Sarasota County. She will begin her new position on April 17.

UAC – 2 Updated Guidelines for Distinguished Service Award

Meagan Jones, Senior Director of Philanthropic Engagement, gave an overview of the updates to the guidelines for the Distinguished Services Awards. She thoroughly outlined all of the changes that will help us smooth the process for the future.

UAC – 3 Announcement of Chancellor's Approval of Named Spaces

Fischer reported that, pursuant to delegated authority, the Chancellor approved the Paul and Janice Hessling Home Economics Pamphlet Collection, which will be housed among Rare Books in the Martha Blakeney Hodges Special Collections & University Archives. It will recognize the Hesslings for their continued support of the collections in Rare Books, beginning with a significant donation to the Charles M. Adams American Trade Binding Collection and the Home Economics Pamphlet Collection in 2005, followed by further donations.

UAC – 4 Campus Activity - Believe in the G

Chair Benjamin announced that the committee would join Fischer and her team on campus participating in the Believe in the G student event.

There being no further business, the meeting was adjourned at 12:28 p.m.

Respectfully submitted,

Kelly Harris
Assistant Secretary to the Board of Trustees