



University Advancement Committee

October 10, 2023

DRAFT MINUTES

MEMBERS PRESENT: Margaret Benjamin, Chair, Oita Coleman, George Hoyle, Linda Sloan

MEMBERS ABSENT WITH NOTICE: Dr. Ernest Grant, Dale Phipps

OTHERS PRESENT: Chancellor Franklin D. Gilliam Jr.; Beth Fischer, Vice Chancellor for University Advancement; Bob Shea Vice Chancellor of Finance and Administration; Jerry Blakemore, Vice Chancellor for Institutional Integrity and General Counsel; Kimberly Osborne, Interim Vice Chancellor for Strategic Communications; Meagan Jones, Senior Director, Philanthropic Engagement; Sam Wagner, Executive Director of Development; Sam Logan, Senior Assistant Director of Digital Strategy; Beth Carlin, Interim Director of Alumni Engagement; Arjanai Miller, Assistant Director of Digital Philanthropy; Cathy Grossman, Executive Assistant to the Vice Chancellor; Waiyi Tse, Chief of Staff; Kelly Harris, Assistant Secretary to the Board; and other members of the administration, faculty, staff, and general public.

Chair Margaret Benjamin convened the meeting at 12:01 p.m. and read the Conflict of Interest Statement. None were identified.

Quorum was confirmed, and the minutes of the August 17, 2023 meeting were approved without additions or corrections.

Discussion Items

UAC-1 Light The Way Campaign Update and Naming Opportunities

Beth Fischer, Vice Chancellor for University Advancement, updated the Committee on the status of the Light the Way campaign, which stands at \$165.8M toward the \$200M campaign goal. The School of Health & Human Sciences has just reached its goal of \$17M and joins Athletics, the College of Arts and Sciences, and the School of Nursing, which have also reached their goals. It was noted that the Weatherspoon Art Museum is remarkably close to reaching its goal as well.

Vice Chancellor Fischer shared a list of naming opportunities that are available across campus. She explained the thoughtful and strategic process that goes into determining the value of Naming Opportunities and the importance that those opportunities be consistent and fair throughout the campus.

UAC – 2 Fundraising Update

Fisher introduced Sam Wagner, Executive Director of Development for Major Gifts to present on the next agenda item.

Wagner reported that Outright Giving is up 23.6% and Alumni Giving is up 87.1%, year over year. UNCG is \$2.7M towards the goal of \$26M and there are many opportunities in the pipeline. The committee discussed the numbers in detail.

Vice Chancellor Fischer introduced two more members of the Advancement team, Arjanai Miller, Assistant Director of Digital Philanthropy, and Sam Logan, Senior Assistant Director of Advancement Digital Strategy. Both are alumni of UNC Greensboro.

UAC – 3 Spartans Give and Believe In The G

Logan shared plans for “Believe In The G” and asked the committee to save the date for 2024’s event on March 12th and 13th. He also outlined three ways that Trustees can be involved in this year’s event including volunteering, being a BITG Advocate, and considering match or challenge gifts. He also announced the addition of digital wallets such as Venmo and Apple Pay that will make giving significantly easier for donors.

Miller reviewed the Spartans Give program and explained the two structures: crowdfunding campaigns, with a goal of \$1,000 to \$5,000, and micro campaigns, with a goal of \$5,000+. These smaller fundraising campaigns are geared to a specific purpose. More information about them can be found at spartansgive.uncg.edu.

UAC – 4 Homecoming Overview

Vice Chancellor Fischer introduced Beth Carlin, interim Director of Alumni Engagement, to share details of Homecoming weekend scheduled for October 20 – 22. Carlin highlighted the myriad of activities and food planned for the weekend. All are encouraged to join! The schedule of events was given to the committee and was accessible online at alumni.uncg.edu/homecoming.

Transition to Closed Session

Chair Benjamin announced that the final agenda item, a recommendation for approval of nominees for the university’s Distinguished Service Awards, would be discussed in closed session. The committee was reminded that once in closed session, nothing other than agenda item UAC – 5 would be discussed, and no vote would be taken until the committee returned to open session.

Benjamin moved to convene in closed session pursuant to North Carolina General Statute Section 143-318.11(a)(2) in order to prevent the premature disclosure of an honorary degree, scholarship, prize, or similar award. Trustee Hoyle seconded and the motion carried.

General Account of Closed Session Discussion

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UAC – 5 Recommendations for Distinguished Service Awards

The committee discussed nominees recommended for the university's McIver Medal and Holderness/Weaver Award, collectively known as Distinguished Service Awards.

Open Session

Following return to open session, Chair Benjamin invited a motion to approve the nominees recommended for receipt of the Distinguished Service Awards. Trustee Hoyle made the motion, which was seconded by Trustee Coleman. The motion carried unanimously. The committee's recommendations will be presented during a closed session at the October 12, 2023 meeting of the full Board of Trustees.

There being no further business, the meeting was adjourned at 1:27 pm.

Respectfully submitted,

Kelly Harris
Assistant Secretary to the Board of Trustees