



University Advancement Committee

February 20, 2024

DRAFT MINUTES

MEMBERS PRESENT: Margaret Benjamin, Chair, Oita Coleman, Dr. Ernest Grant, Dale Phipps, Linda Sloan

MEMBERS ABSENT WITH NOTICE: George Hoyle

OTHERS PRESENT: Chancellor Franklin D. Gilliam Jr.; Beth Fischer, Vice Chancellor for University Advancement; Jerry Blakemore, Vice Chancellor for Institutional Integrity and General Counsel; Phaedra Grove, Chair – UNCG Foundation Board of Directors; 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 12:00 p.m. and read the Conflict-of-Interest Statement. None were identified.

Quorum was confirmed, and the minutes of the October 10, 2023 meeting were approved without additions or corrections.

Discussion Items

UAC-1 Introduction of Alejandra Merheb, Executive Director of Alumni Engagement and Advancement Communications

Beth Fischer, Vice Chancellor for University Advancement, introduced Alejandra Merheb, UNCG's new Executive Director of Alumni Engagement and Advancement Communications. Merheb brings more than 15 years of experience in higher education alumni engagement. Her previous roles were with Texas State, Rice University, and Teachers College, Columbia University. Merheb will officially begin at UNCG on March 11.

UAC – 2 Light the Way Campaign Update

Vice Chancellor Fischer also updated the Committee on the *Light The Way* Campaign. We are \$176.7M toward the \$200M campaign goal. Several units have reached their goals: HHS, Athletics, Weatherspoon Art Museum, College of Arts and Sciences, and the School of Nursing. Currently, there are several large opportunities in the works. One will be discussed in closed session later this morning.

UAC – 3 Development Update

Sam Wagner, Executive Director of Development for Major Gifts, discussed a new Fiscal Year Comparison report. The new and improved report format has been created by the Development team with the leadership of Dominic Lombardi, Assistant Vice Chancellor for Advancement Operations, and RK Harris, Director of Advancement CRM and Analytics. New Pledges are up and there are many opportunities in the works including Believe in the G.

UAC – 4 Believe in the G

Amy Newland, Director of Advancement Communications, and Sam Logan, Senior Assistant Director of Advancement Digital Strategy, shared updates on this year's *Believe in the G* event. The date for Believe in the G has moved from its traditional setting in March to April 17th and 18th, which gives more time for new systems to be put in place, such as

- New Donor Acquisition Campaign
- New Giving Platform and
- Digital Wallets. Apple and Google Pay will be available.

Believe in the G is UNCG's largest new donor acquisition event. There are several ways to get involved, including match and challenge gifts, signing up to be an Advocate, and distributing swag on campus. Trustees are invited to participate.

UAC – 5 Annual Leadership Giving Update

Wagner introduced Dorian Thompson and Emily Britt, who are both young alumni and together make up the Donor Experience Team. Thanks to their leadership, we have nearly tripled the number of actively managed donors while growing talent in the field of Philanthropy and creating meaningful relationships with the next generation of donors. Their collective efforts have contributed 1.1M in donations to UNCG in the past two years.

Transition to Closed Session

Chair Benjamin announced that the final agenda item, a recommendation for approval of a donor naming proposal, would be discussed in closed session. The committee was reminded that once in closed session, nothing other than agenda item UAC – 6 would be discussed, and no vote would be taken until the committee returned to open session.

Chair Benjamin moved to convene in closed session pursuant to Section 143-318.11. a.2 in order to prevent the premature disclosure of an honorary degree, scholarship, prize, or similar award.

Trustee Coleman seconded the motion, which carried.

General Account of Closed Session Discussion

MEMBERS PRESENT: Margaret Benjamin, Chair, Oita Coleman, Dr. Ernest Grant, Dale Phipps, Linda Sloan

OTHERS PRESENT: Chancellor Franklin D. Gilliam, Jr.; Jerry Blakemore, Vice Chancellor for Institutional Integrity and General Counsel; Beth Fischer, Vice Chancellor for University Advancement; Meagan Jones, Senior Director, Philanthropic Engagement; Waiyi Tse, Chief of Staff; Kelly Harris, Associate Chief of Staff and Assistant Secretary to the Board of Trustees

UAC – 6 Donor Naming Proposal

VC Fischer presented a naming proposal for space in the Weatherspoon Art Museum.

Open Session

Following return to open session, Chair Benjamin confirmed that closed session discussion was limited to agenda item UAC – 6. She then invited a motion to approve the donor naming proposal as presented. Trustee Grant made the motion, which was seconded by Trustee Phipps.

Chair Benjamin announced that as recommended by the Committee, the proposal would be considered by the full board in closed session at the February 22, 2024 meeting.

Adjourn

There being no further business, the meeting adjourned at 1:22 pm.

Respectfully submitted,

Kelly Harris
Assistant Secretary to the Board of Trustees