



University Advancement Committee
August 27, 2024
DRAFT MINUTES

MEMBERS PRESENT: Dale Phipps, Acting Chair, Oita Coleman, Dr. Ernest Grant, George Hoyle, Linda Sloan

MEMBERS ABSENT WITH NOTICE: Margaret Benjamin, Chair

OTHERS PRESENT: Chancellor Franklin D. Gilliam Jr.; Beth Fischer, Vice Chancellor for University Advancement; Bob Shea, Vice Chancellor for Finance and Administration; Jerry Blakemore, Vice Chancellor for Institutional Integrity and General Counsel; Cathy Akens, Vice Chancellor for Student Affairs; Meagan Jones, Senior Director, Philanthropic Engagement; Sam Wagner, Executive Director of Development; Alejandra Merheb, Executive Director of Alumni Engagement; Carletta Simmons, Senior Director of Development; Emily Aldridge, Assistant Director, Donor & Board Engagement; 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.

Acting Chair Dale Phipps convened the meeting at 12:43 p.m. and read the Conflict-of-Interest Statement. None were identified.

Quorum was confirmed, and the minutes of the February 20, 2024 meeting were approved without additions or corrections.

Discussion Items

UAC-1 Advancement Update

Beth Fischer, Vice Chancellor of University Advancement, opened her remarks with the introduction of the Minerva pin that was sent to loyal donors this summer. The pin was student-designed and sent to donors who have given consecutively for three years. She then shared updates on the Advancement department organizational structure, announcing the posting of the Associate Vice Chancellor of Development position. This position will remain open until mid-September, with interviews to follow.

Vice Chancellor Fischer reported that fiscal year outright giving is up by 31%, with the receipt of a significant planned gift: a \$1.9 million nursing need-based scholarship. Outright giving is up 150%, and Alumni giving is up 62%.

UAC – 2 Light the Way Campaign Update

Next, Vice Chancellor Fischer updated the Committee on the *Light the Way* Campaign. The campaign is \$197.5M toward the \$200M goal. Last year was a record year with \$31.8M in total gifts and new commitments. All but three units have met their Campaign goal. Alumni giving was down in the past year, and Vice Chancellor Fischer shared trend data showing that it is down 11% nationally. Faculty and staff giving was also down in the past year. A focus of gratitude and sharing impact with faculty and staff will help engagement efforts with them this academic year. The campaign's impact to date has been the creation of 177 Endowed Scholarships, 8 Endowed Professorships, and 226 program funds.

Advancement highlights were also shared. In the past year, Apple and Google Pay have been implemented for giving. Digital wallets are continuing to be researched to make giving more accessible. New tools have been acquired for personalized, digital shows of appreciation and dissemination of information. Crowdfunding, a donor acquisition tool used for funding initiatives, is creating opportunities to support our students with unique campaigns such as the First Generation Stole project. This past year, 50% of crowdfunding donors were new donors to UNCG.

Nominations for the Distinguished Service Awards (Charles Duncan McIver Medal and Adelaide F. Holderness/H. Michael Weaver Award) are due September 14th. Fischer encouraged the committee to submit nominations of deserving candidates.

UAC – 3 Alumni Program

Alejandra Merheb, Executive Director of Alumni Engagement and Advancement Communications, shared five initiatives for increasing Alumni giving and engagement for this year.

- 1- Building the Alumni Team
- 2- Building Alumni Groups based on Geography, Affinity, and Identity
- 3- Strengthening the Alumni Leadership Board, recruiting volunteers for Events, Refer a Spartan, Minerva's Mentors and Spartan Scribes
- 4- Events – Expanding signature events, adding content to social engagements and more collaboration with units/schools.
- 5- Storytelling through a monthly newsletter, alumni spotlights, digital engagement, and amplifying campus partners.

Executive Director Merheb shared plans for Homecoming on October 4th and 5th. Due to campus construction, Homecoming is evolving into the “Spartan Street Festival” along College Avenue. This will include all the usual activities, along with a band, DJ, food trucks, Reunions, Alumni Awards, and our amazing Bonfire in a new location, the UNCG Recreational field next to the baseball stadium.

This year, UNCG will have an Alumni tent at the NC Folk Festival on September 7th from 10:00 a.m. to noon. Merheb encouraged everyone to come by and have some fun with the prize wheel, yard games, and special giveaways.

Adjourn

There being no further business, the meeting adjourned at 1:32 pm.

Respectfully submitted,

Kelly Harris
Assistant Secretary to the Board of Trustees