



**University Advancement Committee
February 4, 2025**

DRAFT MINUTES

MEMBERS PRESENT: Margaret Benjamin, Chair; Oita Coleman, Ernest Grant, George Hoyle, Dale Phipps, Linda Sloan

OTHERS PRESENT: Chancellor Franklin D. Gilliam Jr.; Beth Fischer, Vice Chancellor for University Advancement, Liaison; Bob Shea, Vice Chancellor for Finance and Administration; Jerry Blakemore, Vice Chancellor for Institutional Integrity and General Counsel; Juliette Bianco, Associate Vice Chancellor for Museums and Creative Practice; Meagan Jones, Senior Director, Philanthropic Engagement; Sam Wagner, Executive Director of Development; Alejandra Merheb, Executive Director of Alumni Engagement; Sam Logan, Senior Assistant Director of Advancement Digital Strategy; Amy Newland, Director of Advancement Communications; Emily Aldridge, Assistant Director, Donor & Board Engagement; Emily Britt and Dorian Thompson, Donor Experience Officers; 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 12:03 p.m. and read the Conflict-of-Interest Statement. None were identified.

Quorum was confirmed, and the minutes of the October 29, 2024 meeting were approved without additions or corrections.

Discussion Items

UAC-1 University Advancement Update

Vice Chancellor Fischer provided a University Advancement update, sharing that the Light the Way Campaign has raised \$210.6M. We are \$12M shy of meeting our Access pillar goal. The Advancement team is continuing to work to reach that goal.

Fischer also announced that a new Associate Vice Chancellor of Development, David Mays, will start on March 17. David joins UNC Greensboro from The University of South Carolina where he served as the Assistant Vice President for Development for the past three years. Prior to that he spent a decade at Oklahoma State University. He is a Wake Forest Grad and has a law degree from UNC – Chapel Hill.

Fischer reported that she and several of her direct reports attended a recent Association of Governing Boards Conference in Washington D.C. They were accompanied by Brad Morton, Chair of the Foundation Board and Lascel Webley, Chair of the Foundation Board Finance & Audit Committee. Former Foundation Board Chair, Phaedra Grove joined as well and presented with Fischer on Transformative Growth of the Foundation Board. While in DC, the team hosted an Alumni event as well as a small group dinner for DC donors.

Fischer concluded with the fundraising fiscal year comparison report, noting that fundraising is up 20% year-over-year. Alumni fundraising is down 4%, a trend seen around higher education. University Advancement is on track to reach fiscal year fundraising goals.

UAC – 2 Donor Experience Officer Update

The Committee heard an overview of the Development Officer Experience program, which has raised nearly \$1.8M in total dollars for the 2024 calendar year, with 1,707 total gifts made. This program is designed to build and enhance relationships with donors who may have made annual gifts to the university. The Committee heard from Donor Experience Officers Dorian Thompson '14, and Emily Britt, '15, '20, who discussed the lessons they've learned in their positions and shared stories about the relationships they are building with donors across the university.

UAC – 3 Believe in the G

Amy Newland, Director of Advancement Communications, and Sam Logan, Senior Assistant Director of Advancement Digital Strategy, provided details about *Believe in the G*, the upcoming Annual Day of Giving, which will take place on March 25 and 26. The goal is to raise \$1.2M with 1,500 donors, a 10% year-over-year increase. *Believe in the G* is an opportunity to empower small-dollar donors and bring the UNCG community together. The focus this year includes increasing alumni and employee participation, boosting donor engagement through text messaging, planning donation-driven events, and refreshing the BITG brand.

Michael Watson, Senior Director of Development for Weatherspoon Art Museum, shared ways the Board of Trustees can engage in BITG as impact partners by creating match or challenge gifts. These gifts amplify the effect of each donation, help achieve specific fundraising goals and direct more funds to areas of individual importance.

Transition to Closed Session

Chair Benjamin announced that the final agenda item, a recommendation for approval of a donor naming proposal, required discussion in closed session. She reminded the committee that conversation in closed session would be limited to that agenda item and that the recommendations would not be voted upon 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 Coleman seconded the motion, which carried.

General Account of Closed Session Discussion

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UAC – 4 Recommendation for Approval of Donor Naming Proposal

Vice Chancellor Fischer reviewed a recommendation for a proposed gift to name the lobby of the Weatherspoon Art Museum.

Following discussion, Chair Benjamin invited a motion to return to open session. Trustee Hoyle made the motion, which was seconded by Trustee Coleman. The motion carried.

Open Session

Vote on UAC – 4 Recommendation for Approval of Donor Naming Proposal

Following return to open session, Chair Benjamin invited a motion to approve the donor naming proposal presented in agenda item UAC – 4. Trustee Sloan made the motion, which was seconded by Trustee Phipps. The motion carried unanimously.

Chair Benjamin announced that, as recommended by the Committee, the naming proposal would be presented to the full board for approval at the February 6, 2025 meeting.

Adjourn

There being no further business, the meeting adjourned at 1:14 pm.

Respectfully submitted,

Kelly Harris
Assistant Secretary to the Board of Trustees