



**University Advancement Committee  
April 1, 2025**

**DRAFT MINUTES**

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

**MEMBERS ABSENT WITH NOTICE:** Linda Sloan

**OTHERS PRESENT:** Board of Trustees Vice Chair Mae Douglas, Chancellor Franklin D. Gilliam Jr.; Beth Fischer, Vice Chancellor for University Advancement, Liaison; Alan Boyette, Provost and Executive Vice Chancellor; Bob Shea, Vice Chancellor for Finance and Administration; Jerry Blakemore, Vice Chancellor for Institutional Integrity and General Counsel; 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; 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 February 4, 2025 meeting were approved without additions or corrections.

**Open Session**

***UAC-1 Advancement Update***

Vice Chancellor Fischer provided a University Advancement update, sharing that the *Light the Way* Campaign has raised \$215.8M. University Advancement has increased the average fundraising dollars by 65% over the last five years, and we are on track for another record year, with an increase of 9.6% from last year. *The Light the Way Campaign* will close in December 2026

Fischer then shared personnel updates from the division. She introduced David Mays, new Associate Vice Chancellor for Development, who shared we have raised \$21,683,512 of our \$27M goal this fiscal year. Undergraduate alumni giving is up 12% (1,900 donors), and total alumni giving is up 15% (over 2,400 donors).

Emily Britt has been promoted to Development Officer, University Libraries & Strategic Initiatives, and Dorian Thompson has been promoted to Development Officer, College of Arts & Sciences.

Fischer gave an update from Corporate Foundation Relations, sharing that the following entities have recently been on campus: Toyota, Arch MI, Edward M. Armfield, Sr. Foundation, Bank of America, Marion Stedman Covington Foundation, Lettie Pate Whitehead, Bedford Falls Foundation, and Bank of America. She also reported that UNC Greensboro hosted the UNC System Advancement Symposium, a two-day conference for 500 Advancement professionals from the UNC System Universities. Chancellor Gilliam, Kathleen Kelly, and Susan Safran participated in a panel discussion during the conference – Board of Trustees Chair George Hoyle introduced the panel.

Amy Newland, Director of Advancement Communications, shared a Believe in the G update, thanking Trustee Phipps for his gift to the University Library and UAC Chair Benjamin for attending the related campus events, which took place over two days and offered myriad activities for faculty, staff, students, alumni, and community members. Increases in the number of donors participating and in dollars raised are projected.

### ***UAC – 2 Alumni Engagement Update***

Alejandra Merheb provided an update on Alumni Engagement, sharing that she has a full staff and that they are eager and excited to get to work. She shared that Alumni Network events are happening throughout the state, and her staff has enjoyed connecting with new Alumni. The Alumni Engagement team has been busy hosting several events for Alumni, such as coffee with vets, reading day recharge, red carpet reception, regional events, NCAA watch party, and various events at the SOCON tournament.

The team has been working to improve its storytelling by using social media and texting platform Mongoose, which has resulted in a 4.7% increase in open rates for the UNCG Alumni news bulletin, known as *The Rawk*. Overall digital engagement has seen impressive growth, with Facebook reach up 295% and Instagram reach up 279%.

### ***UAC – 3 CRM Database***

Dominic Lombardi shared an update on the Customer Relationship Management (CRM) software that will replace University Advancement Banner and assist Advancement with managing donor records. Advancement has contracted with consulting firm BWF to evaluate our database needs, and Advancement Operations has conducted 42 interviews to determine what those needs are. We are currently in the RFP process, and vendors will be on campus for demos this summer. A new CRM will be implemented in Fall 2026.

### **Transition to Closed Session**

Chair Benjamin announced that the final agenda items required discussion in closed session and confirmed that the open session livestream would remain active for members of the public. She reminded the Committee that conversation in closed session would be limited to those items, neither of which required action.

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 Phipps seconded the motion, which carried.

### **General Account of Closed Session Discussion**

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#### ***UAC – 4 Recommendation for Naming Discussion***

Vice Chancellor Fischer reviewed a recommendation for a proposed naming of a university facility.

#### ***UAC – 5 Awards and Honors Nominees Discussion***

Vice Chancellor Fischer led a discussion around nominees for the university’s Distinguished Service Awards.

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

### **Open Session**

The open session resumed at 1:33 pm. Chair Benjamin confirmed that discussion during the closed session was limited to agenda items UAC – 4 and 5.

### **Adjourn**

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

Respectfully submitted,

Kelly Harris  
Assistant Secretary to the Board of Trustees