UNC GREENSBORO
Board *of* Trustees

University Advancement Committee
September 9, 2025

DRAFT MINUTES

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

MEMBERS ABSENT WITH NOTICE: Ernest Grant.

OTHERS PRESENT: Chancellor Franklin D. Gilliam Jr.; Beth Fischer, Vice Chancellor for University Advancement, Liaison; Alan Boyette, Provost and Executive Vice Chancellor; Jerry Blakemore, Vice Chancellor for Institutional Integrity and General Counsel; Diana Lawrence, Vice Chancellor for Strategic Communications; Scott Milman, Associate Vice Chancellor for Finance; Meagan Jones, Executive Director of Strategic Initiatives; David Mays, Associate Vice Chancellor for Development, Alejandra Merheb, Executive Director of Alumni Engagement; Dominic Lombardi, Assistant Vice Chancellor for Advancement Operations; Sam Wagner, Executive Director of Development; Jocelyn Sawyer, Executive Assistant to the Vice Chancellor of University Advancement; Hope Rierson, Advancement Project Manager; Waiyi Tse, Chief of Staff; Kelly Harris, Assistant Secretary to the Board; Juan Pleitez, Director of External Affairs; Mykaila Brown, MPA student; Raven Sizemore, MPA student; 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 April 1, 2025 meeting were approved without additions or corrections.

Chair Benjamin began by welcoming new Vice Chancellor for Strategic Communications, Diana Lawrence, to the meeting. She also expressed her gratitude to Trustee Phipps for his recent gift to Nursing, noting an upcoming feature in the Fall 2025 UNCG magazine, scheduled for release shortly after Homecoming this October.

UAC-1 Advancement Update

Vice Chancellor Fischer provided an update on the *Light the Way* Campaign, which has raised $241M to date and will conclude on December 31. She noted strong support from individual donors and community members, though corporate giving remains an area for growth. Fischer reported that the search for a new Director of Corporate and Foundation Relations is expected to conclude soon. She shared that $119M has been contributed to the university's endowment through gifts and pledges, bringing it to $480M, third in the UNC System and sixth in the state. However, the majority of endowment funds are restricted.

Fischer also shared that since the start of the Campaign, 198 endowed scholarships, 8 endowed professorships, and 236 program funds have been established. These numbers matter because they translate into impact. For example, Dr. John Borchert is a Benjamin Faculty Fellow working with the Weatherspoon Art Museum to explore how the study of physical artworks in the galleries can inform the creation of virtual worlds. She also highlighted the story of Candy Chambers, an Eloise N. Eller Scholar and first-generation student pursuing Elementary Education.

Fiscal year 25 saw a record-breaking $36.5 million raised in gifts and new commitments—the fourth record-breaking year in a row. Thirteen one-million-dollar-plus gifts were closed just this fiscal year. Fiscal year 2026 is well underway with gifts and new commitments totaling $10.8M, a 242% increase from this time last year.

To set expectations for the future, Fischer shared that our fundraising averages have increased by 92% over five years. However, peer institutions have traditionally seen a post-campaign decline in fundraising, underscoring the importance of strategic planning and donor engagement to sustain momentum beyond 2025.

Fischer also noted that UNCG hosted the UNC System Advancement Symposium in May, which featured several UNCG presenters, including welcome remarks by Chair Hoyle and a panel featuring Chancellor Gilliam, Kathleen Kelly, and Susan Safran. Positive feedback was received from across the UNC System. A special thank you was expressed to the trustees who attended.

Vice Chancellor Fischer concluded by sharing upcoming events with the trustees.

UAC-2 Homecoming

Alejandra Merheb, Executive Director of Alumni Engagement and Advancement Communications, previewed the robust calendar of events for Homecoming 2025. The highlights included the Marcus T. Johnson Alumni House naming, Spartan Street Fest, Men's Soccer versus Wofford, and the annual Bonfire. She also shared updates on summer alumni engagement activities such as events at Piney Lake, the Greensboro Grasshoppers, and outreach during SOAR and Move-In.

UAC-3 CASE Intern Presentation

Finally, Vice Chancellor Fischer shared information on the CASE Internship program hosted by Advancement, now in its fourth year. Mykaila Brown, an intern this summer and current MPA student, presented her capstone project on the Donor Experience Officer (DXO) to Development Officer career path using a clever Netflix illustration. Vice Chancellor Fischer also introduced Raven Sizemore, a graduate assistant and UNCG's inaugural Sloan Scholar, who is working in Advancement this year.

Adjourn

There being no further business, Chair Benjamin adjourned the meeting at 12:59 pm.

Respectfully submitted,

Kelly Harris
Assistant Secretary to the Board of Trustees