



**University Advancement Committee  
November 11, 2025**

**DRAFT MINUTES**

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**MEMBERS PRESENT:** Margaret Benjamin, Chair; Oita Coleman; George Hoyle.

**MEMBERS ABSENT WITH NOTICE:** Ernest Grant, Dale Phipps, Linda Sloan.

**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; Meagan Jones, Executive Director, Strategic Initiatives; David Mays, Associate Vice Chancellor for Development, Alejandra Merheb, Executive Director of Alumni Engagement; Dominic Lombardi, Assistant Vice Chancellor for Advancement Operations; Hope Rierson, Advancement Project Manager; Waiyi Tse, Chief of Staff; Kelly Harris, Assistant Secretary to the Board; Juan Pleitez, Director of External Affairs; Brad Morton, Chair, UNC Greensboro Foundation 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.

The minutes from the September 9, 2025, meeting were tabled and will be considered at the March 17, 2026, meeting.

***UAC-1 Advancement Update***

Vice Chancellor Fischer provided an update on the *Light the Way* Campaign, which has raised \$244.5M to date, concluding on December 31. She noted that University Advancement is working towards the selection of a new CRM (Customer Relationship Management) platform, which is expected to yield a significant improvement in operations. The implementation will take place post-campaign.

Fischer gave a review of several recent exciting events on campus:

- Dedication of the *Warmath Commons* in the Weatherspoon Art Museum honoring Sarah Warmath and the Warmath family for more than six decades of service and dedication to the University and to the Museum.
- The renaming of a portion of Administration Drive to *Woman's College Way* in recognition of the legacy and impact of our WC alumnae.
- A beam signing celebrating the start of vertical construction at the site of the Jeanne Tannenbaum Center for Creative Practice in recognition of the people who made it possible. The signed beam will sit atop the immersive studio, an important part of the Center.

- Homecoming 2025, including the bonfire, alumni awards, street fest, and the historic naming of the *Marcus T. Johnson Alumni House*, where approximately 600 alumni, students, and community members gathered to celebrate Marcus, his legacy, and the impact his generosity will have in ensuring the house remains a welcoming space that fosters connection and community for decades to come.
- The official renaming of *Fleming Gymnasium* to *Bodford Arena*, made possible through a transformational \$2 million gift from the Bodford family, representing the largest unrestricted gift in the history of UNCG Athletics, as well as the first associated with naming a competitive athletic facility. It is a generous commitment in support of our student athletes, coaches, and the future of Spartan Athletics.

Vice Chancellor Fischer concluded by reviewing upcoming events with the committee.

### ***UAC-2 UNC Greensboro Foundation Board***

UNCG Foundation Board Chair and 1992 alumnus Brad Morton gave a presentation on the Foundation Board's mission, vision, and current roster of Directors, which includes Student Ambassadors. He also reflected on his board's 2023-2026 Strategic Plan, its goals, and current projects.

### ***UAC-3 Spartans Give***

Sam Logan, Senior Assistant Director for Advancement Digital Strategy, provided a report on the "Spartans Give" crowdfunding program including the program's growth in fiscal year 2025, with support up 109% from the previous year. All schools and colleges are represented among the projects the program plans to tackle this year, as are student groups and other departments across campus. Initiatives mentioned include: the *Pass the Tassel* campaign, where a small gift of \$30 can sponsor a cap and tassel for students in need, the *Active Girls, Healthy Girls* program, helping offset the cost of camp for eleven underserved girls ages 9-12, and a pop-up professional clothing closet, providing students with professional attire to boost their confidence and career readiness. Last year, 400+ students attended the first pop-up.

The meeting concluded with a reminder that *Believe in the G*, UNCG's annual day of giving, will take place on March 3-4, 2026, and an invitation to trustees to help meet this year's goals with a match or challenge gift. Any match or challenge documented by December 31 will also support the Light the Way campaign.

### **Adjourn**

There being no further business, Chair Benjamin adjourned the meeting at 1:03 pm.

Respectfully submitted,

Kelly Harris  
Assistant Secretary to the Board of Trustees