University Advancement Committee
March 17, 2026

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; Alan Boyette, Provost and Executive Vice Chancellor; Jerry Blakemore, Vice Chancellor for Institutional Integrity and General Counsel; Kathryn Crockart, Interim Associate Vice Chancellor, University Communications; 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; Emily Aldridge, Advancement Board Manager; Amy Newland, Director of Advancement Communications; Stephanie Crisp, Executive Assistant to Vice Chancellor for University Advancement; Waiyi Tse, Chief of Staff; Kelly Harris, Assistant Secretary to the Board of Trustees; Juan Pleitez, Director of External Affairs; Kim Potter, Deputy General Counsel; and other members of the administration, faculty, staff, and general public.

Chair Margaret Benjamin convened the meeting at 12:01 p.m. and read the Conflict-of-Interest Statement. None were identified.

Roll call was read, and a quorum was confirmed. The minutes from the September 9 and November 11, 2025, meetings were approved without additions or corrections.

UAC – 1 University Advancement Update

Vice Chancellor Beth Fischer introduced several new hires in University Advancement. She also reported exceptional fundraising progress: fiscal-year fundraising has reached $37.3 million to date—an increase of 104% over last year—marking the fifth consecutive record-breaking year. Alumni giving has risen by 147%. Early results from the "Believe in the G" campaign (March 3–4) show continued momentum, with a 2% increase in total donors (now exceeding 1,500), faculty and staff giving up 26%, student giving up 64%, and alumni giving up 14% from the 2025 campaign.

Fischer also gave an overview of upcoming events including the *Light the Way Campaign* close celebration on March 26, at 6:30 PM in Bodford Arena. She concluded her report with options for this year's Minerva Society pin for the trustees to consider. The Minerva Society pin celebrates loyal annual giving donors, encourages donor retention, and spotlights student talent.

UAC – 2 University Communications Update

Vice Chancellor Beth Fischer introduced Kathryn Crockart, Interim Associate Vice Chancellor for University Communications. Crockart joins UNC Greensboro after more than 25 years with the State Department where she served as the chief communications officer to our allied countries. She outlined her vision for advancing University Communications, sharing progress on the centralization of Communications as well as an update on the brand study.

Crockart highlighted the impact of more coordinated media outreach and storytelling through several case studies, including the expansion of the Minerva Mobile Health program supported by UnitedHealthcare Community Plan of North Carolina. UNCG positioned this announcement to highlight both the philanthropic impact and the university's role as a regional leader in improving health outcomes. The story generated more than 300 media pickups statewide and reached more than 100 million people. Additional coverage included initiatives such as SparkNC and Team Norway's selection of UNCG as its training site for the 2026 FIFA World Cup. Crockart closed with data highlighting progress made in just a few short weeks.

- Last year, UNCG ranked fifth among six regional peers, capturing 13.3 percent of the media conversation. One year later, UNCG rose from fifth to first.
- In the past month, UNCG led the Triad in media visibility, outperforming Wake Forest, A&T, Elon, High Point, and Winston-Salem State.
- This ranking is based on "potential media reach," a standard communications metric that differs from impressions. It reflects the maximum possible audience for each media placement, specifically, the reach of the outlet where coverage appears.

UAC – 3 Minerva Pin

Director of Advancement Communications Amy Newland led the Committee in a vote on the options presented for this year's Minerva Society pin.

<u>Transition to Closed Session</u>

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 agenda items UAC – 4 and 5, and that action would not be taken until the Committee reconvened in open session.

Benjamin then 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 unanimously.

Closed session began at 12:55 pm.

General Account of Closed Session Discussion

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; Alan Boyette, Provost and Executive Vice Chancellor; Jerry Blakemore, Vice Chancellor for Institutional Integrity and General Counsel; Meagan Jones, Executive Director, Strategic Initiatives; Waiyi Tse, Chief of Staff; Kelly Harris, Assistant Secretary to the Board of Trustees

UAC – 4 Recommendations for Approval of Donor Naming Proposals

Vice Chancellor Fischer reviewed three recommendations for proposed namings of university facilities requiring the Committee's approval and reported informationally on one proposal approved by the Chancellor pursuant to delegated authority.

UAC – 5 University Libraries Recommendations

Vice Chancellor Fischer presented two recommendations related to the University Libraries.

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

Open Session

The open session resumed at 1:24 pm. Chair Benjamin confirmed that discussion during the closed session was limited to agenda items UAC – 4 and 5.

UAC – 4 Recommendations for Approval of Donor Naming Proposals

Chair Benjamin invited a motion to approve the three recommendations for proposed namings of university facilities requiring the Committee's approval as presented in agenda item UAC – 4. Trustee Phipps made the motion, which was seconded by Trustee Hoyle. The motion carried unanimously.

UAC – 5 University Libraries Recommendations

Chair Benjamin invited a motion to approve the two recommendations presented in agenda item UAC – 5. Trustee Grant made the motion, which was seconded by Trustee Phipps. The motion

carried unanimously.

Adjourn

There being no further business, Chair Benjamin adjourned the meeting at 1:27 PM.

Respectfully submitted,

Kelly Harris
Assistant Secretary to the Board of Trustees