Minutes
The University of North Carolina at Greensboro
Board of Trustees
University Advancement Committee
February 2, 2006

Present: Kate R. Barrett, Stephen Hassenfelt, William J. Pratt, Thomas W. Ross

Guests: Hudnall Christohper, Karen Core, Jean E. Davis, Exandra Dempsey, Carol Disque, Carolyn Ferree, Don Fisher, Ann Fitzmaurice-Russ, Steve Gilliam, Beth Hens, Donald Hutchens, Karen McNeil-Miller, Sharlene O’Neil, Phil Richman, John Rosemond, Gary Rosenkrantz, Yvonne Ross, Angela Scott, Jen Palancia Shipp, Patricia Stewart, Patricia Sullivan

Approval of Minutes: Tom Ross called the meeting to order. A motion was made and passed to approve the minutes as written of the November 3, 2005 meeting. Mr. Ross noted that the closed session item scheduled for consideration in this committee had been addressed in an earlier session.

ACTION ITEM: Tom Ross drew attention to the recommended appointments and reappointments to the Weatherspoon Arts Foundation. It has been determined that some of the nominees are ineligible for reappointment under the terms of the by-laws, because they have already served two consecutive terms. The Board of Trustees recommends that the Weatherspoon Arts Foundation board create an emeritus status to allow longer terms of service. Seymour Levin, Kim Radford, Bill Snider, and Jeanne Tannenbaum are ineligible for reappointment. Eric Calhoun, Justin Catanoso, and Charles Millard are eligible for reappointment and Katherine Stern is eligible for appointment. A motion was made and accepted to approve the latter slate.

INFORMATION ITEM: Vice Chancellor Patricia Stewart reported on private giving to UNCG and its affiliated organizations for July 1, 2005 through December 31, 2005. When gifts receipted during this period last year are compared with this year, the total is 24.57% ahead of last year. The Giving by Entity report in the agenda includes gifts from bequests (up 118%), life income gifts (up 1082%), and gifts from in kind contributions (down because of a significant gift from Brayton to HES last year). New dollars are 53% ahead of this period last year, which is the most significant reflection of the hard work being done for the Students First Campaign. Documented planned gifts are 69% ahead of last year, and when new dollar and new deferred commitments are combined, contributions are 62% ahead of this period last year. A substantial number of new endowed accounts have been established in this 6-month period. Outstanding pledges, including campaign and Annual Fund pledges, total $8M. Giving highlights from alumni for the quarter (October 1 – December 31, 2005) include $4M from Rebecca Ann Lloyd for the International Honors College, and gifts from Virginia Batte Phillips ’28, Johanna Futchs Yopp ’60 and her husband, Lucy Spinks Keker ’38, Nathan ’01 and Robyn ’01 Jameson, and Faye Young Eury ’56. From friends, gifts were received from Dr. Jean Brooks, Kate Barrett, and Martha Guy. From corporations, Wachovia established a teacher mentoring network, Syngenta continues to support their internship/assistantship program, and the Arc of Greensboro
has made a pledge to support a special education scholarship fund. The Board of Visitors Scholarship Fund was completed with a total of $683,848 towards the $600K goal.

For the campaign, Steve Hassenfelt hosted a press conference on Monday and Kate Barrett attended representing the Board of Trustees. The press conference was held to promote the success of the campaign to date, and to lay groundwork for upcoming solicitation of corporations and other individuals. A campaign steering committee meeting was held on the same day. Dr. Stewart thanked Steve Gilliam for his efforts in securing live coverage from Fox 8 and Channel 2 which aired on the 6pm and 11pm news. Copies of two newspaper articles from the News and Record were distributed. These appeared on consecutive days documenting the Rebecca Lloyd gift. Unfortunately, the first article did not reflect the success of UNCG’s campaign relative to the short amount of time the campaign had been in effect. Actual press releases will be emailed to the Board of Trustees. The Chancellor and Dr. Stewart visited Rebecca Lloyd in California and were told how much Rebecca believes in the mission of UNCG.

Linda Carlisle, campaign co-chair, recently surveyed campaign volunteers about their efforts to date. Volunteers, while very positive, felt the campaign was presently staff driven, so efforts will be stepped up to get volunteers trained and engaged. The corporate campaign was kicked off Jan. 31st with an event at Kress Terrace downtown. The Corporate Relations Committee attended a pre-event function sponsored by John Lomax, and approximately 65 executives from Greensboro and surrounding counties attended the following kickoff event, where the Wachovia gift was announced. Also last week, the Bryan Foundation made a million dollar commitment toward fellowships. Proposals have been made to BBT and Bank of America. Work continues with individuals rated at $250K and above by the individual advanced gift committee, co-chaired by Sally Cone and Skip Moore. When figures from the corporate and individual advanced gifts committees are combined, the campaign total is projected to reach $55 to $57M by June 30. As of the end of January, total campaign contributions were $48.2M, not including the $1M Bryan gift and a $2M gift from Maude Gatewood. The Aycock Auditorium campaign is on a short timeline and the Chancellor, Dr. Stewart, and Sally Cone have been working hard on this effort. Erskine Bowles’ inauguration will be the last event held at Aycock prior to the renovation. The campus campaign kickoff, directed toward faculty and staff, will take place February 7th. In partnership with Aramark (dining services), campaign mugs will be handed out which Aramark will refill for 99 cents for the duration of the campaign. Some significant gifts have already been made toward the campus campaign such as the Vacc Bell Tower, as well as one from someone on campus without much capability who has pledged $100 a month for five years. An updated list of campaign events was distributed including two in February in Florida. The official campaign kickoff is scheduled for this fall with ten days of activities such as Fall Fest, cultural arts happenings, and dedication of the three new facilities on campus. Erskine Bowles will be on campus to be a part of the public phase kickoff. Dr. Stewart told board members that $5M in asks have been made in the last three days, some of which relate to naming opportunities. The Board of Trustees will see the new UNCG video at the end of their full board meeting.

Samples of the magazine marketing campaign were provided. Time, Newsweek, Sports Illustrated, US News & World Report, and Our State magazine have carried UNCG ads since April of 2004. The series profiles distinct UNCG programs and was prepared by University Relations staff. Follow-up surveys indicate that the investment in these ads was money well spent. The ads are purchased by yearly contract which is reevaluated at the end of each contract period.
Chancellor Sullivan expressed her thanks to Dr. Stewart and her staff for their hard work to date.

Tom Ross and the Chancellor both recognized Jean Davis for her support in obtaining the Wachovia gift.

A short discussion followed regarding strategy for follow-up with past scholarship donors. As there was no further new business, Tom Ross adjourned the meeting.

Respectfully submitted,

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Patricia W. Stewart
Vice Chancellor for University Advancement