MINUTES
The University of North Carolina at Greensboro
Board of Trustees
University Advancement Committee
February 19, 2009

MEMBERS PRESENT: Earlene Hardie Cox (Chair), Kate Barrett, Carolyn Ferree, Jane Preyer, Vice Chancellor Patricia Stewart (Liaison)

OTHER BOARD MEMBERS/GUESTS: Nelson Bobb, Chancellor Linda Brady, Skip Capone, Jim Clotfelter, Jeff Colbert, Stephanie Cole, Steve Gilliam, Steve Hassenfelt, Helen Dennison Hebert, Beth Hens, Randall Kaplan, Scott Millman, Jeff Mills, Richard L. Moore, Sharlene O’Neil, Cindy Reed, Debbie Schallock, Drew Sharpe, Don Skeen, Gwynn Swinson, Reade Taylor, Michael Tuso

PROCEEDINGS: Chair Earlene Hardie Cox called the meeting to order at 10:45 a.m. The minutes of the November 20, 2008 meeting were approved as written.

ACTION ITEMS:

Recommended Appointment/Reappointments to The Board of Trustees of the Endowment Fund of The University of North Carolina at Greensboro

A motion was made and approved that the Board of Trustees of The University of North Carolina at Greensboro approves the appointment of Phillip Fowler and the reappointments of the Eric Calhoun and Alan Tutterow to The Board of Trustees of the Endowment Fund of The University of North Carolina at Greensboro for a two-year term beginning on July 1, 2009 and ending on June 30, 2011.

INFORMATION ITEMS:


Patti Stewart introduced Stephanie Cole, newly-hired Capital Campaign Director, and Jeff Colbert, Alumni Association President. Stewart reported on private giving to the University. Campaign efforts and Meet-the-Chancellor events are on-going.

Students First Campaign Report

Because UNCG reached the $100MM goal early, in June 2008, and the economy took a concurrent downturn, impetus for giving to the campaign has slowed. Our biggest need is still for scholarship support for both graduate and undergraduate students. Substantial gifts are required to name buildings, facilities, and centers, and those gifts have also been slow to materialize. Erskine Bowles said that the work of the Development Office is more critical than ever due to state budget cuts and the importance of our research agenda. Stewart and Cole will be working
with the Deans and Department Heads to redefine and identify priorities in conjunction with UNCG’s strategic plan. They will also conduct volunteer training and recruitment, a needs assessment, and a feasibility study to lay the foundation for future campaign efforts.

On April 2, an event is planned to celebrate our donors and the successes of the Students First Campaign. All board members will be invited to participate. A celebratory picnic will be held in Foust Park, and then the group will proceed to Aycock Auditorium to see the premiere performance of the opera Picnic. The Chancellor’s installation is May 5.

Helen Hebert Dennison, Associate Vice Chancellor for University Relations, and Debbie Schallock, Marketing Director, presented UNCG’s new marketing website, Inspire.Change which can be found at: http://ure.uncg.edu/inspirechange.

The website was developed primarily for the external community, and features five leadership areas: business, cultural leadership, education, public policy, and science. Themes from the UNCG Tomorrow Report are incorporated, and focus is on how UNCG can help the community and beyond. The website allows for and encourages feedback.

As there was no further business, Earlene Hardie Cox adjourned the meeting at 11:30 a.m.