MINUTES
The University of North Carolina Greensboro
Board of Trustees
University Advancement Committee

April 10, 2008

Members present: Kate R. Barrett, Linda Carlisle, Stephen C. Hassenfelt, William J. Pratt, Jane B. Preyer

Other members and guests present: John R. Bryant, Skip Capone, Jim Clotfelter, Jean A. Davis, Carol Disque, Carolyn R. Ferree, Steve Gilliam, Helen Hebert, Beth Hens, Jill Hillyer, Randall R. Kaplan, Richard L. Moore, Patrick O’Neil, Sharlene O’Neil, Cindy Reed, Debbie Schallock, Patti Stewart, Patricia Sullivan, Reade Taylor

Linda Carlisle called the meeting to order at 11:23 a.m. in the absence of Earlene Hardie Cox, Chair. The minutes of the February 14, 2008 meeting were approved as written.

Chancellor Sullivan presented the recommended reappointments to the Board of Directors of the Capital Facilities Foundation. Ex officio members were recommended for reappointment and one year reappointments were recommended for Mike Byers, Bruce Michaels and Davis Lumpkin. A motion was made and passed to approve the reappointments.

Patti Stewart reported on private giving to The University of North Carolina at Greensboro for the period July 1, 2007 through February 29, 2008. As of today, the unofficial total for the Students First Campaign is $96,853,615 and the prospect of reaching $100MM prior to Chancellor Sullivan’s retirement looks good. Patti thanked Linda Carlisle and Betsy Ervin for their work on behalf of the University. Inside UNCG events are ongoing, including a special event with Rebecca Lloyd. Patti thanked the Board of Trustees for their contributions for the Chancellor’s portrait and announced that the Excellence Foundation has decided to establish a professorship to honor the Chancellor. The new UNCG Magazine is a tribute to the Chancellor and her tenure at UNCG. Several of the Trustees complimented the issue of the magazine.

Patrick O’Neil presented the UNCG Word of Mouth Marketing Campaign and gave key marketing messages for the University. Patrick encouraged those present to adopt the message that UNCG is a prestigious top tier University where great people make great things happen and everyone can succeed.

Linda Carlisle challenged board members to elevate the perception of UNCG to the reality, and recognized Patti Stewart for all of her hard work on the campaign. As there was no further business, Linda adjourned the meeting at 12:03 p.m.