

MINUTES

The University of North Carolina at Greensboro Board of Trustees University Advancement Committee 14 September 2011

MEMBERS PRESENT: Carolyn Ferree, Chair, Linda Hiatt, Randall Kaplan, Richard Moore, Susan Safran, David Sprinkle, Vice Chancellor Patricia W. Stewart, Liaison

OTHER BOARD MEMBERS/GUESTS: Kate Barrett, Charles Blackmon, Linda Brady, Bonita Brown, Cherry Callahan, Edna Chun, Jim Clotfelter, Helen Hebert, Beth Hens, Linda Hiatt, Steve Honeycutt, Isaac Miller, Kelly Mills, Dave Perrin, Cindy Reed, Steve Serck, Terri Shelton, Harriett Smalls, Marirose Steigerwald, Mike Tarrant, Reade Taylor, and Marty Weissburg.

PROCEEDINGS: Carolyn Ferree, Chair, called the meeting to order at 2:04 p.m. Minutes of the April 19, 2011 meeting were approved as written.

Ferree noted that there was discussion of a building naming opportunity at the September 15 full board meeting. The board's consensus was that University Advancement needed to revise its existing naming policy to better govern namings such as the one under discussion. Kate Barrett was appointed Chair of an ad hoc committee that will meet on September 30, 2011 to begin development of a new naming policy.

ACTION ITEMS:

Recommended Appointment to The University of North Carolina at Greensboro Investment Fund

A motion to appoint Wayne Morgan to The University of North Carolina at Greensboro Investment Fund for a three-year term beginning on July 1, 2011 and ending on June 30, 2014 was made, seconded and approved.

INFORMATION ITEMS:

Report on Private Giving to The University of North Carolina at Greensboro and its Affiliated Organizations Report on Private Giving to The University of North Carolina at Greensboro and its Affiliated Organizations, July 1, 2010 – June 30, 2011

Vice Chancellor Patti Stewart reported on private giving to The University of North Carolina at Greensboro and its affiliated organizations for the period July 1, 2010 through June 20, 2011. In April the total funds raised were \$5.77MM toward the \$12MM goal. As of June 30, the goal was exceeded with a total of \$12.7MM. Randall Kaplan made a request that the Annual Fund total be broken out of the overall total so that comparisons can be made to peer institutions. Stewart reported that Annual Fund is currently at around \$3MM. Nationally the trend is for fewer donors to make increasingly larger gifts. We are focusing on donor acquisition, which is our most expensive initiative. Our regular donors are being asked to increase their giving and they are meeting the challenge. Kaplan asked for cost breakouts on costs versus return of direct mail, e-

campaign or internet campaigns, and telefund campaigns. We have approximately 100,000 graduates to solicit for our Annual Fund campaign. Our goal would be 12% participation – currently we're at around 8%. We have been increasing our return 8 – 10% annually, which is about double past rates. We do have a big targeted push to the senior class, but this is a difficult group to reach. We have had some success in targeting parents.

The goal for 2011-2012, based on an established formula for projected giving, is \$10MM. A question was raised regarding the decrease in gifts to the Alumni Association. The economy, the impact of not being in a campaign, and donor fatigue all adversely affect giving. This is a new position for us. All alumni for whom we have valid contact information are solicited yearly. This will be the first year that the Alumni Association will operate in active solicitation mode. Solicitations are made separately for distinct boards. A question was made about in-kind gifts. One example was a gift from Davis Furniture.

Stewart reported on the upcoming campaign. Several Board of Trustee members participated in a feasibility study committee yesterday to discuss campaign planning. By mid-November our consultants will have conducted 75 face-to-face feasibility interviews and our staff will have conducted an additional 200+ interviews. These interview results will direct the size of the campaign goal as well as timing. Randall Kaplan, David Sprinkle, and the consulting group are helping to develop a funding model that will help us to seek additional resources. At the upcoming Deans' Council Retreat, the campaign vision will be discussed to determine where we want the University to be in ten to twenty years. Another focus will be on discerning ways to connect entities without natural constituencies, such as Weatherspoon, Athletics, Living/Learning communities, and other groups without a defined graduating class. All these factors must all be blended into our proposals for giving. There will also be discussion with the deans regarding funding levels for professorships, which will eventually need Trustee approval. Volunteer structure for the campaign will be another topic of discussion.

Randall Kaplan asked for more reporting to the BOT in terms of costs of fund-raisers versus return. Stewart noted that the our consultants and staff are preparing just such a series of reports for UNCG and several peer institutions as well as aspirational peers that will allow us to benchmark our efforts against other schools. We will look at factors such as number of staff, percent participation, and related characteristics.

Stewart noted that our success in the most recent Students First Campaign was a result of more donors giving smaller gifts. Our graduates (donor base) are not hugely wealthy, overall. We need transformational gifts, but they are hard to obtain.

As there was no further discussion, Ferree adjourned the meeting at 3:35 p.m

Respectfully submitted,



Beth R. Hens
Secretary