MINUTES

The University of North Carolina at Greensboro Board of Trustees
University Advancement Committee
April 19, 2011

MEMBERS PRESENT: Carolyn Ferree, Chair, Jean E. Davis, William J. Pratt, Susan Safran
David Sprinkle, Vice Chancellor Patricia W. Stewart, Liaison

OTHER BOARD MEMBERS/GUESTS: Keith Ayscue, Kate Barrett, Linda Brady, Bonita
Brown, Cherry Callahan, Helen Hebert, Beth Hens, Jill Hillyer, Randall Kaplan, Kelley Mills,
Skip Moore, David Perrin, Cindy Reed, Steve Serck, Terri Shelton, Reade Taylor, Martin
Weissburg

PROCEEDINGS: Carolyn Ferree, Chair, called the meeting to order at 8:54 a.m. Minutes of
the February 8, 2011 meeting were approved as written.

ACTION ITEMS:

Recommended Appointments/Reappointments to the Board of Directors of The Weatherspoon
Arts Foundation

A motion to reappoint Martha J. Halstead, Mark C. Hale, William A. Porter, and Jeanne
Tannenbaum to the Weatherspoon Arts Foundation for a three-year term beginning April 1, 2011
and ending on March 31, 2014 was made, seconded, and approved. A motion to appoint Adair
Armfield to the Weatherspoon Arts Foundation for a three-year term beginning April 1, 2011
and ending on March 31, 2014 was made, seconded, and approved.

Additional Naming Opportunities for the Renovated Quad

The current seven building known as the Quad, are being renovated and provide numerous
opportunities for naming of sub-area or whole site additions. A motion was made and carried to
approve the following additional naming opportunities in individual buildings: Faculty
apartment in Cotten (approx. 600 sq. ft.) – $25,000; and Faculty apartment in Jamison (approx.
600 sq. ft.) – $25,000; and in all seven dorms (Bailey, Coit, Cotten, Gray, Hinshaw, Jamison, and
Shaw): Suite: Double Bedroom/Double Bedroom with shared bath (various sq. ft.) – $15,000;
and Suite: Single Bedroom/Single Bedroom with shared bath (various sq. ft.) – $10,000.

Revised Namings in the New School of Education Academic Building

On September 18, 2008 the Board of Trustees of The University of North Carolina at Greensboro
approved levels for naming opportunities in the New School of Education Academic Building.
The following changes are requested by Dean Karen Wixson: Current naming opportunity:
Mathematics and Science Institute (3 rooms, first floor) at $250,000 – change to: Science
Laboratory on the 3rd Floor, Room 307 at $250,000; Current naming opportunity: Assistive
Technology Lab, Room 307 at $150,000 – change to: Instructional Computer Lab, Room 221, 312 and 407 at $50,000 each; and current naming opportunity: Multimedia Lab, Room 304 (at $75,000 – unchanged) – change to: Faculty Development Lab, Room 304. A motion was made and carried to approve the aforementioned naming changes.

INFORMATION ITEMS:


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 February 28, 2011. There are two pending gifts with a potential total of $2MM. The contractor who will conduct the feasibility study for the next capital campaign has been acquired through a comprehensive interview/bidding process. More details will be reported at the Board of Trustee retreat. Giving has slowed, partly as a result of donor fatigue after completion of a successful campaign. Given the current economic downturn, the feasibility study will be critical in determining the next campaign goal. Annual programs are hitting their goal with fewer donors giving larger gifts. UNCG does look at best practices in similar fundraising efforts; however local context affects campaign success. Stewart meets with her counterparts from other institutions in the UNC System and will report on this at the May 5 board meeting.

As there was no further business, Susan Safran made a motion was made and carried to go into closed session to prevent premature disclosure of honors or awards. After discussion, Ferree adjourned the meeting at 10:02 a.m.