MINUTES
The University of North Carolina at Greensboro Board of Trustees
University Advancement Committee
2 May 2012

MEMBERS PRESENT: Carolyn Ferree, Chair; Randall Kaplan; Lee McAllister; Susan Safran; R. David Sprinkle and Sr. Assoc. Vice Chancellor Judy Piper, Liaison.

OTHER BOARD MEMBERS/GUESTS: Charles Blackmon, Bonita Brown, Linda P. Brady, Bruce Griffin, Helen Hebert, Beth Hens, Linda Hiatt, Dave Perrin, Kim Record, Cindy Reed, Steve Serck, Terri Shelton, Mike Tarrant, Marty Weissburg

PROCEEDINGS:

Carolyn Ferree, Chair, called the meeting to order at 3:06. Ferree introduced Judy Piper, Senior Associate Director for University Advancement. Minutes of the February 15, 2012 meeting were approved as written.

ACTION ITEMS:

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

The Board of Trustees of The University of North Carolina at Greensboro approved the recommended appointments of Dorothy Chappell, David Hagan, Gray Ellison, Jim Bryan, Eric Ellsweig, Lisa Bullock, Anne Wagg, and Joan Womble Stone to The Weatherspoon Arts Foundation, each for a three-year term beginning on April 1, 2012 and ending on March 31, 2015, pending acceptance of their appointment.

Additional Naming Opportunities for University Libraries

The Board of Trustees of the University of North Carolina at Greensboro approved the following levels for naming opportunities in the University Libraries: Media Production Editing Rooms - five rooms at $1K each; Consultation Rooms – four rooms at $10K each; Presentation Practice Room - $15K; Consulting Commons (CAC space) - $25K; Media Commons (media production space) - $25K; and a Collaborative Study Commons (front open seating space) - $25K.

Additional Naming Opportunities for the Renovated Quad

The Board of Trustees of the University of North Carolina at Greensboro approved the following levels for naming opportunities in the Weil-Winfield residence halls: Vestibule - $15K; Parlor - $75K; Individual Student Rooms - $10-15K; Conference Room - $25K; Kitchen - $10K; and bench(es) or picnic table(s) at $10K each.

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

The Board of Trustees of The University of North Carolina at Greensboro approved the reappointment of Sue Woodall Cole, Richard T. Holderness, and Andrew Mehalko to The
University of North Carolina at Greensboro Investment Fund, each for a three-year term beginning on July 1, 2012 and ending on June 30, 2015.

**Recommended Reappointment to The Board of Trustees of the Endowment Fund of The University of North Carolina at Greensboro**

The Board of Trustees of The University of North Carolina at Greensboro approves the reappointment of Philip Fowler 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, 2012 and ending on June 30, 2014.

**INFORMATION ITEMS:**

**Report on Private Giving to The University of North Carolina at Greensboro and its Affiliated Organizations, July 1, 2011 – February 29, 2012**

Ferree reported that the new Naming Policy developed by Kate Barrett and her subcommittee has been completed. It will be available for discussion at the Board of Trustees retreat. It has been suggested that the policy not be submitted for final approval until the new Vice Chancellor (VC) for University Advancement has been hired and has had time to review it. The Chancellor updated the Board on the search for a new VC. The search firm of Isaacson & Miller has been hired to conduct the search and the firm has indicated that they expect a candidate would be selected by October.

Judy Piper gave the Development report, as contained in the agenda. Questions were raised about the Annual Fund and whether or not a report could be presented showing how many gave to this fund and where donors were from. Piper explained that we have much of this data in hand and that University Advancement would reformat the reports to better serve the Board. It was requested that we benchmark our Annual Fund against those at other institutions and adopt their best practices. There is some confusion between “Annual Giving” and the “Annual Fund.”

Chancellor Brady explained that our Annual Fund, unlike some models at other institutions, has evolved over the years from strictly a fundraiser for the Chancellor’s Discretionary or Venture Fund to a recruiting tool for restricted funds. The University feels donors are more apt to give if they can target an academic program or entity with which they identify. The downside is that discretionary funds disappear.

The Chancellor and Board agreed that we have a big opportunity during the leadership transition to revisit and re-evaluate our fundraising models. The Chancellor agreed to have a concrete plan for improved reporting in place for the Board to consider at the August retreat. The Chancellor also noted that it will likely be 18 months to two years before we initiate a capital campaign. We need to decide what we need to accomplish in the upcoming campaign. We will evaluate staffing and other needs once the new VC is fully onboard and settled into his or her position.

As there was no further business, Ferree adjourned the meeting at 3:57 p.m.

[Signature]
Beth R. Hens
Secretary