MEMBERS PRESENT: Frances Bullock, Linda Carlisle, Vanessa Carroll, Lee McAllister, R. David Sprinkle

MEMBERS ABSENT: Marty Weissburg, with notice

OTHER BOARD MEMBERS/GUESTS: Nikki Baker, Linda Brady, Theresa Hancock, Beth Hens, Kathy Fair, David Perrin, David Schaefer, Terri Shelton, Mike Tarrant, Jan Zink

Lee McAllister, standing in for Marty Weissburg, Chair, convened the meeting at 3:55 p.m. The minutes of the August 28, 2013 meeting were approved as written.

INFORMATION ITEMS:

Fundraising Report

Jan Zink reviewed the fundraising report as contained in the agenda. Total “cash in the door” as of October 31 was $1.9 million which is 42% below (or $1.4 million) the same time last year. Zink noted that last year’s figures on the same date included $1.6 million of bequests received upon the settlement of three estates which had included gifts to the university.

New Annual Fund Project

The committee viewed a short video titled The Yellow Ribbon Project which has been sent out to alumni via email in hopes of raising money to support UNCG’s veteran students. The Annual Fund staff is experimenting with this method, based on the internet crowdfunding model of fundraising which has been garnering success with younger generations.

Campaign Planning

The Committee reviewed findings of the campaign feasibility study completed in 2012, noting that several pre-campaign recommendations are already completed or in progress. However, the committee also discussed two critical tasks that must be completed before launching a campaign: 1) We must adopt what the feasibility study referred to as “a grand vision” for the university which will be compelling enough to move donors to give more generously than usual in support of the university’s path; and 2) we must identify and engage a broader circle of friends so that when the campaign is launched, there will be a large group of donors capable of and willing to make significant investments in our vision.

Frances Bullock, pursuant to the North Carolina Open Meetings Law, Section § 143-318.11, moved that we go into Closed Session to prevent the disclosure of privileged personnel
information under Chapter 126 of the North Carolina General Statutes and to prevent the premature disclosure of honors or awards. Linda Carlisle seconded the motion and all approved.

A motion was made, seconded and approved to return to open session.

As there was no further business, McAllister adjourned the meeting at 5:39 p.m.

[Signature]

Janis J. Zink
Vice Chancellor for University Advancement