MINUTES
The University of North Carolina at Greensboro
Board of Trustees

September 5, 2014

MEMBERS PRESENT: Susan Safran (Chair), Charles Blackmon, Frances Bullock, Vanessa Carroll, Nathan Duggins, Brad Hayes, Randall Kaplan, Lee McAllister, Ward Russell and Simone Stephens

MEMBER PRESENT BY TELEPHONE: Linda Carlisle

MEMBERS ABSENT WITH NOTICE: Harriett Smalls and David Sprinkle

Chancellor Linda Brady, Vice Chancellor and Assistant Secretary to the Board of Trustees Bonita Brown, and other members of the administration, faculty, staff, students and general public were present.

Chair Susan Safran called the meeting to order at 8:30 a.m.

In accordance with the UNC Board of Governors, Chair Safran then read the following statement:

“As chair of the Board of Trustees, it is my responsibility to remind all members of the board of their duty under the State Government Ethics Act to avoid conflicts of interest and appearances of conflict of interest as required by this Act. Each member has received the agenda and related information for this Board of Trustees’ meeting. If any board member knows of any conflict of interest or appearance of conflict with respect to any matter coming before the Board of Trustees at this meeting, the conflict or appearance of conflict should be identified at this time.”

No conflicts were noted.

Roll call was then read by Bonita Brown and quorum was confirmed.

WELCOME:

Chair Safran welcomed members of the Board of Trustees and invited guests. She thanked the many people who have supported the Board over the past five years of her membership and during her year as Chair. She welcomed new trustees Brad Hayes and Simone Stephens. Each trustee has been given a copy of the Units Summary booklet, which contains a 2-page summary for each School or Unit that will provide the Board with information to use in conversations with external constituents.

REMARKS BY CHANCELLOR LINDA BRADY:

Chancellor Brady welcomed board members and thanked them for their continued work on behalf of UNCG. She briefly highlighted the 2013-14 activities:

- Enrollment – recruitment of Associate Provost for Enrollment Bryan Terry
- 2014-15 Budget Reduction Plan – total $12.8M reduction as a result of the Management Flexibility Reduction imposed by the General Assembly and and the 2013-14 enrollment drop
- Short Legislative Session – provision for $2M allocation for Union Square Downtown Campus; expect construction to begin Feb 2015, opening in July/August 2016
- All residence halls are fully booked, including Spartan Village
• Dedication of pedestrian underpass connecting main campus across Lee Street; university police will soon have a new location on Lee Street

For 2014-2015:
• Phase Two for housing on Lee Street will add 400 new beds; opening the last phase by Fall 2017
• Student Recreation Center – construction is underway; opening in Fall 2016; conversations with Glenwood neighbors on how the Center can serve them and the university
• SACS accreditation – Confirmation of accreditation will take place in December 2014
• Provost and Executive Vice Chancellor Dana Dunn, Vice Chancellor for Business Affairs Charles Maimone and Associate Vice Chancellor for Marketing & Strategic Communication Paul Mason have joined the leadership team.
• Top capital project is the replacement of McIver Building; continue to press for planning money to begin this project
• Enrollment will continue to be a priority
• Launch of Strategic Visioning Process will look ten years out
• Plan for the next major fundraising campaign

To all of our faculty, staff and members of the Board of Trustees, thank you for what you continue to do to make a difference in the lives of our students and to make UNCG a better place to live, work and, most importantly, learn.

PRESENTATIONS:

Three faculty presented their current research, highlighting the impact of community engagement.

Dr. Vicki Jacobs, Yopp Distinguished Professor of Mathematics Education
*Exploring Children’s Mathematical Thinking*

Dr. Susan Letvak, Professor and Department Chair Adult Health Nursing
*UNCG’s Veteran Access Program for Nurses*

Dr. Nicholas Oberlies, Associate Professor, Department of Chemistry and Biochemistry
*Day Hikes for New Medicines*

APPROVAL OF MINUTES:

The board approved the minutes of the May 1, 2014 and July 3, 2014 meetings.

REPORT OF THE EDUCATIONAL QUALITY AND FISCAL AFFAIRS COMMITTEE: – Chair Safran

Committee Chair Susan Safran reported on several committee discussions.

VC for Business Affairs Charlie Mamoine and VC for Student Affairs Cherry Callahan presented a Campus Security Report developed by General Administration. They reviewed the recommendations and advised as to UNCG’s status for several of the recommendations. Student Affairs and the UNCG Police have worked well together so that UNCG is already well underway in being in compliance with many of the recommendations. There are a few items that will require additional funding and GA is working on a funding strategy for the entire system.
The committee considered the name of Aycock Auditorium. Bonita Brown updated the Board on the recent developments across the state regarding buildings named for the former Governor Charles B. Aycock. It was recommended that the Board appoint a committee that will continue gathering information on this topic and monitoring discussions across the state. The committee should bring information back to the Board by the December meeting.

Associate Provost for Enrollment Bryan Terry gave an enrollment report where he reported that UNCG’s total enrollment for fall 2014 increased to 18,454 students, representing a 2.1% increase over last year. The undergraduate student enrollment increased 2.8% to 14,996 and there was a modest decline of less than 1% in graduate enrollment with 3,458 students.

VC for Business Affairs Charlie Maimone gave a Tuition and Enrollment report that explained the amount of funding associated with our enrollment numbers. He also gave an update on the overall budget and indicated that UNCG’s planning for its speculated budget cuts for last year was very accurate in comparison with the final budget approved by the Legislature.

Provost Dana Dunn provided an overview of her assessment of UNCG’s strengths and discussed the process for the upcoming strategic planning and visioning process. She reported that input will be gathered from all UNCG constituencies to talk about a bold vision for UNCG. To get the necessary amount of input and thorough analysis of the data, the process will take approximately 18 months.

The Provost also provided assurances that the university would continue moving forward with the current operational strategic plan, which has really served the university well and serves as a good foundation for the next strategic plan. The Provost then mentioned a few top priorities for the upcoming year, such as an expansive data project to ensure continuity and validity of data, focus on our online education strategy, a continued focus on recruitment, retention and graduation, and fostering a climate of support for research and creative activity.

**ACTION ITEMS:**

The board then moved on the following action items:

1. **Candidates to be awarded degrees and certificates in August 2014:** It is recommended that the Board of Trustees of The University of North Carolina at Greensboro approve the awarding of degrees and certificates to candidates as specified in the document, “Candidates to be Awarded Degrees and Certificates,” and delegate to the Chancellor the authority to act on additions to and deletions from the list as may be appropriate.

   All approved and the motion carried.

2. **Designer Selection for Renovations to 1510 Walker Avenue:** It is recommended that the Board of Trustees of The University of North Carolina at Greensboro approve the firm of Vines Architecture, Raleigh, NC as the Designer for the Renovations to 1510 Walker Avenue project. If agreeable terms cannot be met with the recommended firm, then the Board authorizes the administration to negotiate terms with the other firms in ranking order.

   All approved and the motion carried.

**REPORT OF THE UNIVERSITY ADVANCEMENT COMMITTEE:** - Lee McAllister

Committee Chair Linda Carlisle asked Lee McAllister to present the committee report. The committee met on August 25, 2014. The 2014-15 operating budget for University Advancement totals $1,063,923.
($227,000 below last year’s operating budget) Total cash received in 2013-14 was $6,758,877 (this includes gifts, pledge payments and realized will bequests). Overall, we were 16% below the previous year. In FY 2014 we received $2.5 million less from bequests and in 2014. The Office of Sponsored Programs brought in approximately $2 million more.

In the coming year, the advancement team will focus on increasing the number of donors and donor prospects; advancing the relationships between these individuals and the university; and increasing the overall number of gifts made annually to UNCG.

The Annual Giving Plan for 2014-15 includes:

- Increased investment in the Annual Giving Fund, resulting in stronger alumni giving, raising our profile in national rankings, and supporting our strategic efforts in the future Capital Campaign. Current alumni giving rate is half the national average for 4-year public research universities. UNCG was at 4.5% for 2013 versus the national average of 8.1%.
- Detailed analysis of UNCG's annual fund over the past 10 years reveals a consistent pattern of declining alumni giving. Annual fund is defined as gifts of less than $15,000.
- For the first time in many years, UNCG will solicit every alum for whom we have contact information. (increasing from 30,000 to 90,000 alumni solicited each year), using direct mail, phone and on-line. This year’s dollar goal for the Annual Fund is $650,000.

An analysis of major gift activity of the past several years suggests that we have been asking late (not allowing enough time to wrap up a major gift before the end of the fiscal year), aiming low (asking for the lowest gift level rather than what the university needs or the donor might be able to give), and not prioritizing how we spend our time. The overall fundraising goal for 2014-15 is $8,408,067 - a 23% increase.

The database update process is projected to take three years, primarily due to funding. All Board members are encouraged to aid in the Prospect Review Process and selected representatives from other UNCG advisory groups will be included.

**ACTION ITEM:**

The board then moved on the following action item:

3. Recommended Reappointment to the UNCG Investment Fund: It is recommended that the Board of Trustees of The University of North Carolina at Greensboro approve the reappointment of Wayne Morgan of Winston-Salem to the UNCG Investment Fund for a four-year term beginning on July 1, 2014 and ending on June 30, 2018.

All approved and the motion carried.

**REPORT OF THE ATHLETICS COMMITTEE:** - Chair Blackmon

Committee Chair Charles Blackmon reported that the meeting began with a video of last year’s highlights plus the introduction to two student-athletes who shared their experiences at UNCG and their plans for the future. The Head Women’s Volleyball coach also spoke to the committee, sharing the strengths of the volleyball team and his emphasis on academics among the athletes.

Intercollegiate Athletics Director Kim Record updated the committee on the UNC Intercollegiate Athletics Report Memo from President Tom Ross. This document outlined the data requirements that must be reported to UNC General Administration. All UNC schools will be required to report on its
academic activities of student-athletes, financial indicators and academic integrity and several other factors. This information is currently collected and reported by athletic departments at various times throughout the year, but now all data will be centralized and gathered in one report. GA also requires that each campus BOT review the information prior to submitting it to GA on October 8, 2014. The memo did not specify how the information should be communicated to the Board. After discussion, the Board decided that the information should be presented to the full board in a special called meeting in late September/early October.

Ms. Record also provided a live demonstration of the NCAA Financial Dashboard- the “Presidential View”. This is the NCAA website that contains data that allows Presidents and athletic directors the capability to compare academic performance and financial resources with peer institutions across the country. This comparative information will be invaluable as Ms. Record and her team develop strategies for the upcoming years.

REPORT OF THE AUDIT COMMITTEE: – Chair McAllister

Committee Chair Lee McAllister reported on the Audit Committee meeting from September 3, 2014. Don Skeen presented three summaries of internal audits performed:

Weatherspoon Arts Foundation - No audit findings; Travel Expenditures – minor findings regarding timeliness of filing travel reports; Travel Process (compliance with travel authorization policies) - No audit findings, review indicated that the corrective action taken by management was effectively implemented.

Skeen also presented two summaries of external audits performed:

Investigative audit of University travel expenditures – in response to a hotline complaint, the University accepted and implemented the State Auditor’s recommendation that all senior administrators obtain written authorization and subsequent approval of travel expenses from their immediate supervisors; SERVE, Inc. (affiliated entity excluded from the University’s basic financial statements) - Independent auditor’s letter to board of directors communicated no significant audit findings.

The Internal Audit plan was reviewed for the 2014-15. Then a discussion took place regarding university compliance. Currently at UNCG compliance is managed in a very decentralized manner. Almost every department has a person that is responsible for some aspect of compliance for their subject area. What we have not historically had is a centralized person or department that is responsible for promulgating a culture of compliance, someone to ensure that everyone is indeed complying with the rules for their area or to serve as a resource for individuals responsible for compliance. UNC Charlotte is the first school in the UNC system to hire a director for compliance. A search is underway to recruit a director of compliance for UNCG. The Audit Committee will possibly act as a compliance and risk management committee in addition to audit.

INFORMATION ITEMS:

The following information items were distributed to board members for review in advance of the meeting. There were no questions or comments.

1. Report of additions to and deletions from the May 2014 degree candidate list
2. Employment of Related Persons, Anti-Nepotism
3. Update on Research and Engagement
4. Annual Report on Property Purchased and/or Leased
Designers under Chancellor’s Authorization

UNCG Investment Fund Update

Ward Russell moved that the board 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, and to prevent the disclosure of information protected by the Family Educational Rights and Privacy Act (FERPA), and to consult with University Counsel in order to preserve the attorney-client privilege with regard to the handling of a claim.

The motion was seconded and approved.

CLOSED SESSION:

APPROVAL OF MINUTES:

The board approved the minutes of the May 15, 2014 special called closed session teleconference meeting.

REPORT OF THE EXECUTIVE COMMITTEE: - Chair Safran

The Executive Committee met in a special called Closed Session Teleconference on July 23, 2014 to approve Head Women’s Golf Coach contract.

The Executive Committee voted to approve the contract.

Chancellor Brady presented an item to change Bonita Brown’s title to Vice Chancellor and Chief of Staff.

The Executive Committee voted to approve the item.

The board then moved on the following action items.

1. It is recommended that the Board of Trustees of The University of North Carolina at Greensboro approve the Personnel Report dated August 18, 2014.

All approved and the motion carried.

2. It is recommended that the Board of Trustees of The University of North Carolina at Greensboro approve the following Naming and Levels for Recognition:

That the current Health and Human Sciences building on Walker Avenue be named the Mary Channing Coleman Building. Historically, the gymnasium, which is part of the building, was named the Coleman Gym, and the University Advancement Committee concurred that returning the Coleman name to the HHP building demonstrates to future donors that the university shows good faith to the naming of its buildings.

That the Recognition Level for the naming of the Recital Hall in the School of Music Building, 100 McElver Street be set. As part of the capital campaign, a series of naming opportunities will be presented to the Board for approval.

That the Recognition Level for the naming of Room 307 in the School of Education Building, 1200 Spring Garden Street be set.
The naming of the HHP Building and the two naming recognition levels were approved and the motion carried.

General Counsel Imogene Cathey, Athletic Director Kim Record and Athletic Compliance Director Jody Smith briefed the Board about a Athletics matter.

Provost Dana Dunn and Vice Chancellor Terri Shelton spoke to the Board regarding an allegation of a research misconduct policy code violation.

The board moved to return to Open Session.

**OPEN SESSION:**

Chair Safran reminded the Board about future meeting dates.

The Board moved to adjourn.

**ADJOURNMENT:**

The meeting was adjourned at 11:57 a.m.

Respectfully submitted,

Bonita J. Brown
Assistant Secretary to the Board of Trustees