The University of North Carolina at Greensboro Board of Trustees
University Advancement Committee
August 25, 2014

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

OTHER BOARD MEMBERS/GUESTS: Imogene Cathey, Dana Dunn, Kathy Fair, Craig Fink, Beth Hens, Charlie Maimone, Paul Mason, Kim Record, Susan Safran, Terri Shelton, Mike Tarrant and Jan Zink.

Linda Carlisle, Chair, convened the meeting at 8:30 am. The minutes of the April 30, 2014 meeting were approved as written.

INFORMATION ITEMS:

University Advancement Budget Update: The 2014-15 operating budget for University Advancement totals $1,063,923. ($227,000 below last year’s operating budget).

2013-2014 Fundraising Final Report: 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.

2014-2015 Fundraising Overview: In the next 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.

Database Update: This database update process is projected to take three years, primarily due to funding.

Prospect Review Process: All Board members are encouraged to aid in the Prospect Review Process and selected representatives from other UNCG advisory groups will be included.

As there was no further business, Linda Carlisle adjourned the meeting at 10:40am.

Respectfully submitted

[Signature]

Jan Zink
Vice Chancellor for University Advancement