MEMBERS PRESENT: Frances Bullock, Vanessa Carroll, Randall Kaplan, Elizabeth Phillips and David Sprinkle

OTHER BOARD MEMBERS/GUESTS: Dana Dunn, Franklin Gilliam, Mary Landers, Charlie Maimone and Terri Shelton

David Sprinkle convened the meeting at 12:59 p.m. The minutes of the May 6, 2015 meeting were approved as written.

INFORMATION ITEMS:

Fundraising Update: Total dollars received (as reported to the Council for Aid to Education) was $10.9 million. This includes gifts, grants, pledge payments, and irrevocable planned gifts at present value. The CAE figure is 4% higher than last year’s CAE number of $10.5 million.

In order to track the productivity of our fundraising efforts, we subtract the dollars which come in from the Office of Sponsored Programs (OSP) and we add the dollars which represent formalized but revocable planned gifts at present value.

In terms of productivity of Advancement staff, we had a 22% increase over the previous year. Compared to their goal of $7.7 million, this year’s result came in at 32% above what we all thought was a fairly ambitious goal this last year.

Annual Fund Update: Mary Landers, who is in charge of Alumni Relations and Annual Giving reviewed the year end results with the committee. Annual Fund was up 19.1% in dollars and 19.8% in number of donors. Direct mail led results, ending up 38% in dollars raised and 55% in number of donors.

Alumni Participation Rate (APR): Alumni participation rates have been in sharp decline nationally since the early 1990’s. This is because universities are graduating more students and therefore adding more alumni each year than the number of new alumni donors they have been able to attract.

Last year, the national average alumni participation rate was 9% while the average for public universities had dropped 6% and for private universities the average participation rate was 19%. UNCG’s Alumni Participation Rate has hovered around 4.5% for the past 15 or so years. Last year we had an uptick to 4.95% and by the end of fiscal year 2015, we had moved to 5.85%, a gain of 18%. If alumni numbers had remained at 2014 levels, our increase would have been 42% change.

Alumni Attitude Survey: According to our recent UNCG Alumni Attitude Survey sent to 70,000+ alumni, UNCG alumni feel great about their decision to attend UNCG and about their
experience as students and as alumni. They overwhelmingly said that their current opinion of the University is good or excellent.

They did not think we were contacting them too often. In fact, about 20% of them would welcome more contact, including being open to additional fundraising requests.

**Campaign Progress:** The committee reviewed progress to date toward the campaign we all hope will be underway in the next year or so. All areas are on target except the redesign of the Advancement website.

**Meet the Chancellor:** The committee reviewed plans for a series of events to introduce Chancellor Gilliam to alumni across the state and in a few other locations where we have significant alumni populations.

In the Fall semester, we will have three “Meet the Chancellor” events in Greensboro, with additional events in Asheville, Wilmington, Chapel Hill, Durham, Winston-Salem, High Point, Pine Knoll Shores, Burlington, and Raleigh. Several more will be held in the Spring semester, including Washington DC and New York City.

These events are what we refer to as “all calls” that is to say that we have invited all alumni living in the area. These large events will, for the most part, be held in large, accessible locations such as hotels and golf clubs etc. Several UNCG friends will be hosting a variety of small to medium events in order to introduce Chancellor Gilliam to our community.

As there was no further business, David Sprinkle adjourned the meeting at 2:07 p.m.

Respectfully submitted

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Janis I. Zink
Vice Chancellor for University Advancement