MEMBERS PRESENT:

Frances Bullock, Vanessa Carroll, Mona Edwards, Brad Hayes, Randall Kaplan, Betsy Oakley, David Sprinkle, and Jan Zink.

OTHER MEMBERS AND GUESTS PRESENT:

Chancellor Frank Gilliam, David Landers, Julia Jackson-Newsom, and Charlie Maimone.

Chairman Brad Hayes called the meeting to order at 2:16pm. The minutes of the September 10, 2015 meeting were approved as written.

INFORMATIONS ITEMS:

Fundraising Strategies: Vice Chancellor Jan Zink discussed the Alumni Association’s strategies to segment UNCG’s 116,000-plus alumni (9,522 Vanguard & 32,500 GOLD alumni) in order to provide better services and programs relevant to the various groups of alumni. Specifically, Jan focused on the Vanguard and GOLD alumni segments. Jan and her team believe there is significant fundraising potential in both of these segments, and to illustrate that point, she introduced David Landers, UNCG’s Director of Planned Giving, who spoke about the ways in which Advancement is focusing on the Vanguard members particularly for planned giving.

Planned Giving: David discussed planned giving programming, which includes mail, email, and personal visits. The response to date has been very encouraging. For example more than 13,000 people clicked to open a recent email about testamentary giving; more than 1,000 of those people visited the Planned Giving website after opening the email and several dozen requested our printed materials on Wills and Bequests.

David discussed UNCG’s current planned gift portfolio and that he suspects over the next 10-20 years the University will receive approximately $77 million from planned gifts.

A discussion took place regarding methods to identify donors that may have included UNCG in their estate planning, but have not yet informed UNCG of their intentions.

Fundraising Progress Report: Jan introduced a new reporting format which mirrors the reporting format currently requested by the Board of Governors. As of October 31, 2015, fundraising efforts were about 24% ahead of last year in terms of the VSE’s formula for counting dollars in the door and behind by about that same amount when new commitments such as multi-year pledges and revocable planned gifts are included.
Jan informed the committee that the most recent data shows an 8% increase over VSE dollars in the door last year and 3% behind in the newer report reflecting fundraising effectiveness.

Jan reminded all Board members of how important it is that you make a gift before the end of June so that our Board will be seen to be 100% behind the university. As of October 31, (3) trustees had made their gifts for one purpose or another at UNCG. Jan thanked them for their donations and mentioned that the end of the calendar year is a great time for the rest of the members to act on good intentions. Jan suggested that the members consider giving to the very important Faculty First program launched last year.

In the interest of time, Brad Hayes suggested that the 3rd agenda item (Giving levels to name spaces for the School of Music, Theatre and Dance) be postponed. There were no objections.

**Advancement Budget Resources:** Charlie Maimone joined the Committee for discussion. Charlie said that there will be funding constraints due to legislative caps, but that a thorough review of the Advancement budget will be conducted to ensure maximum benefit of available funds.

Being no further business to report, Chairman Hayes adjourned the meeting at 3:21pm.

Respectfully submitted

Jan Zink
Vice Chancellor for University Advancement