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

OTHER BOARD MEMBERS/GUESTS: Nikki Baker, Cherry Callahan, Dean Priddy, Robin Remsburg, Terri Shelton, Jim Thornton

Linda Carlisle, Chair, convened the meeting at 2:34 p.m. The minutes of the February 18, 2015 meeting were approved as written.

INFORMATION ITEMS:

Fundraising Update: The most current fundraising report from July 1, 2014 through March 31, 2015 reported total cash in the door was $6,853,211 (this includes gifts, grants, pledge payments and realized will bequests). Overall, we were down 14% from the same time period last year.

Annual Fund Progress: The Advancement team has focused a great deal of effort on improving our alumni participation rate which, since 1999, has been significantly below national norms. Discussing results as of April 3, 2015:

• The Annual Fund has received a 43% increase in dollars raised
• The number of donors giving increased by 67%
• Annual giving rate is also up 52%.

Giving Day: The mini-campaign, Believe in the G, resulted in 607 donors and raised almost $126,000.

A comprehensive alumni survey is scheduled for this spring. The results will be analyzed to update data on record and to evaluate how best to engage and convert alumni as donors. The results will be presented at the September meeting.

Campaign Strategy Discussion: Jan Zink presented a graph showing 45-years of fundraising history at UNCG showing trends in increased giving post campaign.

Library Naming Opportunities: The committee discussed naming opportunities in the Digital Media Commons and the Digital ACT Studio in Jackson Library, approving as a guideline for fundraising efforts.

The committee also considered the impact of a potential Governor proposal that state appropriations to the universities for fundraising would be capped at $1M per year. Vice Chancellor Maimone reported to the committee that this proposal was not likely to be moving forward in the State Budget. However, it is important to be aware that this proposal could advance in the future.
As there was no further business, Linda Carlisle adjourned the meeting at 3:42 p.m.

Respectfully submitted

[Signature]

Janis I. Zink
Vice Chancellor for University Advancement