MEMBERS PRESENT:

Charles Blackmon, Frances Bullock, Vanessa Carroll, Mona Edwards, Brad Hayes, Randall Kaplan, Betsy Oakley, Elizabeth Phillips, Dean Priddy, Susan Safran, 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 2:34. The minutes of the February 18, 2016 meeting were approved as recorded.

ACTION ITEMS:

Reappointments to the Board of Trustees of the Endowment Fund: Jan Zink read the following names of those to be reappointed to the Endowment Fund: (1) Eric Calhoun; and (2) K. Alan Tutterow. A motion was made, second was heard and the nominations were approved.

Appointments and Reappointments to the Human Environmental Sciences Foundation: Jan Zink read the following names to be reappointed for a three-year term to the HES Foundation board beginning on July 1, 2016: (1) Linda Higgins; (2) Jane Lawrence; (3) Dr. Gwen O’Neal; (4) Dr. Sarah Shoffner; and (5) Sr. Martha Taylor. Susan Safran made a motion to approve the reappointments and Randall Kaplan made a second motion. Reappointments were approved.

Jan presented the name of a new appointment to the HES Foundation: Dr. Nancy Nelson Hodges. After no discussion a vote was held and approved to appoint Dr. Nancy Nelson to the HES Foundation.

Appointments to the Capital Facilities Foundation: Jan Zink read the following names to be appointed to the Capital Facilities Foundation Board: (1) Scott Milman, Exec. Dir. Of Campus Enterprises; and (2) Arthur Samet, President and CEO, Samet Corp. Randall Kaplan raised the conflict of interest concern regarding Arthur Samet’s company being involved in future development projects. Scott Milman and Susan Safran indicated that procedures were in place to avoid future conflicts of interests. Nominees were voted on and approved subject to Arthur being fully informed of his obligations and pending university General Counsel’s recommendation.

DISCUSSION ITEMS:
Advancement fundraising Progress Report: Jan Zink provided an overview of university fundraising efforts. Jan Zink highlighted the $5 million Kaplan pledge to benefit the new Wellness Center.

Jan Zink introduced Mary Landers, Exec. Dir. Of the Alumni Association, who introduced Bob Amico, Dir. Of the Annual Giving and Crystal Josey, Dir. of Alumni Engagement.

Bob Amico highlighted his key strategies for Annual Giving going forward, focusing efforts through online digital channels, developing younger audiences, and professionalizing the telefund.

Crystal Josey presented on a new initiative focused on increasing alumni engagement: The Spartan Share Series. This is an online Q&A forum where topics of interested are streamed live through Google Hangouts. Participants can ask questions through a chat feature and recordings are made available through YouTube for later viewing.

David Landers was introduced and he provided an overview of planned giving efforts. Revocable gifts for the year so far up 30%, accounting for approximately $2.6 million. Efforts are being made to focus on Loyal Donors – those with a history of giving 20 years or more. The Planned Giving Department is also sending out e-newsletters with information about different gift options. David said these e-newsletters have increased traffic to the planned gift website (approximately 600 unique viewers thus far). There have been more than 200 requests for planned giving information packets, indicating an increasing interest in planned gifts to the university.

Brad Hayes makes a motion to move to closed session and the motion is approved.

During Closed Session, committee members discussed naming the UNCG Music Building Recital Hall. After the conclusion of the discussion, Brad Hayes made a motion to return to open session; motion was approved.

Being no further business to report, Chairman Hayes adjourned the meeting at 3:40pm.

Respectfully submitted

Jan Zink
Vice Chancellor for University Advancement