MEMBERS PRESENT: Betsy Oakley, Chair; Randall Kaplan, David Sprinkle

MEMBERS ABSENT: Frances Bullock, Vanessa Carroll, Elizabeth Phillips

OTHERS PRESENT: Ward Russell, Trustee; Jan Zink, Vice Chancellor for University Advancement, Kris Davidson, Associate Vice Chancellor for University Advancement; Michael Jung, Interim General Counsel and Deputy General Counsel; Waiyi Tse, Chief of Staff; Rob Saunders, Director of Advancement Operations; Shannon Bennett, Assistant Secretary to the Board of Trustees

PROCEEDINGS: Betsy Oakley called the meeting to order at 11:59 a.m. Oakley read the Conflict of Interest Statement from the State Government Ethics Act. No conflicts were identified.

Oakley reminded the committee of its charge: The University Advancement Committee will consider items and make recommendations to the Board of Trustees for action on issues within the purview of University Advancement, including the award of honorary degrees and special honors, and promotion of the sound development of the institution through private gifts and grants.

Oakley introduced Kris Davidson who has recently joined UNCG as the Associate Vice Chancellor for University Advancement.

Quorum was not confirmed; therefore, minutes will be presented for approval at the next meeting.

DISCUSSION ITEMS:

UAC-1 Wide-Angle View of UNCG Fundraising

Jan Zink provided a report on the overall fundraising strategy for University Advancement for FY17. In reviewing the three previous capital campaigns, we have steadily increased in fundraising, reaching $115 million in the last campaign held from 2004-2009. While we are experiencing a plateau at this time, we are in a good position to launch a capital campaign in the near future.

UAC-2 FY16 Fundraising Results

Jan Zink provided a report a detailed fundraising report for FY16. As of June 30, 2016, we received $17,337,273 in total gifts and new commitments, representing an increase of 28.9% from the previous year. Much of this variance is attributed to the Kaplan gift. Additionally, we received $11,493,188 in total outright giving, representing an increase of 5.1% from the previous year. While alumni giving was down from the previous year, we increased alumni donor participation.
To date, in Fy17, we are at $2,525,153 million in total gifts and new commitments, representing an increase of 149.5%. We have received $1,375,386 in total outright giving representing an increase of 30.2%. Alumni gifts in FY17 have increased by 57%; however, alumni participation has declined.

**UAC-3 Donor Database Improvements**

Rob Saunders provided an updated on the banner database project. Over the past few years, University Advancement has invested in improving the database in preparation for the capital campaign. Improvements included an audit of current practices, implementation of best practices, development of a sustainable pledge reminder system, and improvement of the data quality. In improving the data quality, prospect research staff has crafted over 3400 profiles on major donors and prospective donors. Additionally, the team has conducted an assessment of donors who have indicated that they do not want to be contacted by the university by auditing and confirming their preferences.

**ACTION ITEMS:**

**UAC-4 Appointments and Reappointments to the Excellence Foundation**

It was recommended that the Board of Trustees approve the recommended appointments and reappointments of individuals to the UNCG Excellence Foundation and the UNCG Excellence Foundation Board of Visitors per the terms and conditions.

Appointments: Gay Bowman, Steve Joyce, Kim Kethcum, and JoAnne Safrit;
Reappointments: David Bowen, Carolyn Green, John Harlow, George Hoyle, Kurt Kronenfeld, Bill Mangum, Terald Melton, and Paula Short. The motion passed.

**UAC-5 Approval of the Naming Amount for the Brown Theatre**

It was recommended that the Board of Trustees of the University of North Carolina at Greensboro approve the gift amount of $500,000 in exchange for the Donor’s naming rights. The motion passed.

The meeting was adjourned at 11:52 a.m.

Respectfully submitted,

Shannon Bennett
Assistant Secretary to the Board of Trustees