OPEN SESSION

FOR INFORMATION ONLY
(No formal action is requested at this time)

1. Communications Update
   Joel Curran, Vice Chancellor for Communications and Public Affairs

2. Development Update
   David Routh, Vice Chancellor for University Development (Attachment A)

*Some of the business to be conducted is authorized by the N.C. Open Meetings Law to be conducted in closed session.
Report Planning and Preparation

Guiding principles

• Transparency
• Openness
• Thoroughness
• Accountability
• Responsibility
• Fairness
• Respect
• Engagement
Report Planning and Preparation

- Oct. 16: Received report
- Oct. 17: Convened core communications and events team to coordinate:
  - Open, transparent communications
  - Press conference live-stream
  - Outreach events and tactics
- Oct. 20: Announce joint BOG/BOT meeting and press conference
- Emails to 300K Carolina Community (x3)
Day of Announcement

• Press briefing
• Joint BOG/BOT meeting
• Press conference/Live-stream
• One-on-one media interviews
• Meeting with football team
• Campus community town hall
• Development Office video conference
• Meetings with coaches and student-athletes
• Public records site launched
• Full report posted to Carolina Commitment
Public Records Requests

Our Commitment to Transparency

A guide to accessing public records at the University of North Carolina at Chapel Hill.

As a public institution in North Carolina, the University is subject to the laws and policies of the federal government, the State of North Carolina, and the university of North Carolina system.

We respond as promptly as possible to public records requests while protecting the privacy rights of our students and employees, as well as other information that is confidential under federal and state laws.

We created this website to make it easy to request public records and to see how the University's Public Records Office responds.

Here is what you will find:
- Our Public Records Policy
- A time-wasting process when a public records request was received, the name of the individual who made the request and the name of the organization if applicable, a description of the request and details about the processing of the request.
- How to submit a request to the Public Records Office staff, as well as other University offices that can provide public records or public information about students, employees, online reports, among other topics.
- Applicable federal and North Carolina laws.
- Frequently Asked Questions.

Through this site, we will provide regular updates on the website tracking the status of public records request responses. As other new information about public records and the University's efforts to fulfill those requests becomes available, we will post it.

<table>
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<th>End Date</th>
<th>Keyword</th>
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<tbody>
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<td>1/15/2014</td>
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**Search**

- Date Received
- Requester Name
- Requester Organization
- Description
- Estimated Effort
- University's Approximate Cost
- Fees Assessed
- Response Date(s)
- Closed
- # of Pages

1. This is a records request for a copy of the SARCIC letter that we are told is on its way to UNC-Chapel Hill. This is the letter pertaining to issues raised by the Wallstreet Journal.
2. This is a public records request from WRAL-TV for copies of all disciplinary or terminations letters given to UNC Chapel Hill employees in October of 2014.
3. [Position title and employee last name] told The Daily Tar Heel that the University had already spent $5 million to restructure its online services.
4. I am requesting any and all documents and records that account for which organizations spent the money and how the money was spent.
5. ABC News reported that the Southern Association of Colleges and Schools (SACS) has sent UNC-G a warning letter about its accreditation status in the wake of the academic report.
6. I would like a copy of the letter as soon as it is received.
Institutional Leadership

Define clear path forward on ethics and oversight across institution

Admissions & Preparedness

Select and prepare students for a rigorous academic environment

Academic Excellence & Accountability

Promote academic integrity, faculty accountability and process transparency

Advising & Support

Maximize students’ academic opportunity and future success

Institutional Leadership

Define clear path forward on ethics and oversight across institution

Athletics Excellence and Accountability

Promote excellence and balance for student-athletes

Course Integrity

Bolster course communication and delivery standards and reporting

Athletics Integrity

Ensure compliance, transparency and policy adherence
Post-Announcement Engagement

- Oct. 23: News & Observer editorial board
- Chancellor Folt conducts outreach with alumni in N.C. and beyond
- Additional student and faculty listening forums
- Community emails with updates
By the Numbers

• **60+**: reporters and photographers attended the press conference

• **20K**: online views of the press conference

• **1M**: emails sent to internal and external constituents

• **60K**: Carolina Commitment unique visitors

• **16K**: views on the public records website
ONLINE ANALYTICS

Carolina Commitment website: 39,253; 15K originated on a mobile device.

Additional 21,393 visitors, the majority of whom arrived at the site from a unc.edu URL.

CAROLINA COMMITMENT METRICS

- 60,646 visitors
- 123,848 page views
- Average session duration: 2:10

BY THE NUMBERS

Top-Visited Pages:
- Homepage: 65,122
- Livestream: 16,077
- Press release: 7,321
- FAQs: 7,287

SOCIAL MEDIA METRICS

Twitter conversation accounted for 82 percent of all online activity, followed by Facebook, blogs and mainstream news.
<table>
<thead>
<tr>
<th></th>
<th>11/14/14</th>
<th>11/14/13</th>
<th>Variance</th>
<th>% Change</th>
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<tbody>
<tr>
<td>Gifts</td>
<td>$36,527,026</td>
<td>$34,603,564</td>
<td>$1,923,462</td>
<td>6%</td>
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<tr>
<td>Grants</td>
<td>$22,969,514</td>
<td>$28,441,022</td>
<td>($5,471,508)</td>
<td>-19%</td>
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<tr>
<td><strong>Total Cash Received:</strong></td>
<td><strong>$59,496,540</strong></td>
<td><strong>$63,044,586</strong></td>
<td><strong>($3,548,046)</strong></td>
<td><strong>-6%</strong></td>
</tr>
</tbody>
</table>

**New Cash and Commitments:**

- **$60,486,057**
- **$67,529,144**
- **($7,043,087)**
- **-10%**

**In the Pipeline:**

<table>
<thead>
<tr>
<th>Prospect</th>
<th>Intent</th>
<th>Proposal</th>
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<tbody>
<tr>
<td>$187,691,529</td>
<td>$251,902,726</td>
<td>$235,775,398</td>
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Post-Wainstein, we’ve:

- Exceeded our nightly phonathon goals;
- Closed several leadership level gifts;
- Experienced no impact on the receptiveness of corporations and foundations doing business with us.