Update from Board of Visitors
UNC Board of Trustees Meeting
May 25, 2011
Board of Visitors

Chair – Michael Kennedy (Atlanta GA)
Vice Chair – Linda Tarrson (Chicago IL)

2010-2011 Initiatives

• Recruiting Competitiveness
• Carolina Counts
• Communications Benchmarking
• State Relations
• Membership Involvement
Student Recruitment

*Chairs – David Broughton (Winston-Salem) and Bill Fuller (Charlotte)*

**Situation**
Carolina wants to attract top students from North Carolina and beyond to maintain/improve the excellence of our student body

**Challenge**
Engage members of the Student Recruitment Task Force in the recruitment process

**Progress**
Expanded student recruitment targets:
- Contacted 270 first-year applicants, a 62% increase from last year.
Comments from prospective students

• “I just wanted to let you know that today I sent in my deposit for UNC. After doing research and comparing it with my other top choice, UVA, I decided that it is the best possible place for me to spend the next four years. I also wanted to thank you for your help in the decision-making process. Both through the UNC dinner that I attended and our conversations, the university really made me feel wanted, and in the end that was one of the major criteria that made me choose UNC.” -- Aneesh

• “I have good news for you then, I've decided on Carolina. And I did go to that dinner/questions event last week and had a great time meeting a few new people and getting to know a lot more about the school. I can't wait for next year.” – Justin (Note: this student was also accepted at NYU, UVA, USC UGA and Alabama)
Communications Benchmarking

Purpose
How can UNC achieve its goals through strategic investments in marketing communications?

Progress
• Commissioned a Kenan-Flagler STAR team to conduct a benchmarking study
• STAR team reviewed staffing and budgets of peer universities
• Team recommended investments at the institutional (central) level in marketing and social media

Next Steps
• Chancellor Thorp, Matt Kupec, Nancy Davis to review findings
• BOV team recognizes that immediate action is complicated by the current economic environment
Benchmarking Communications (cont’d)

Executive Committee:
- Michael Smith, President & CEO, Charlotte Center City Partners (Charlotte, NC)
- Happy Hynes, Director, American Express Platinum Card Services (New York, NY)
- Ritch Allison, Executive Vice President, Dominoes Inc. (Atlanta, GA)
- Tom Lutz, Senior Partner/Managing Director/Managing Officer for South Systems, The Boston Consulting Group (Dallas, TX)

Advisory Committee:
- Kelly Browning, Executive Vice President & Chief Operating Officer, American Institute for Cancer Research (Alexandria, VA)
- Courtney Cavatoni, Financial Advisor (Bristol, VA)
- Elizabeth Fowler, Trustee/Treasurer, Triad Foundation Inc. (Tampa, FL)
- Kelley Germaine, Freelance Marketing and Communications Consultant (Oak Island, NC)
- Michael Kennedy, Senior Client Partner, Korn Ferry International (Atlanta, GA)
- Emmett McLean, Executive Vice President, Chief Operating Officer and Treasurer, Medical Properties Trust Inc. (Birmingham, AL)
- James Miles, Vice President of Business Development, International-Matex Tank Terminals (New Orleans, LA)
- Linda Tarrson, Philanthropist (Chicago, IL)
State Relations

Chair – Dana Simpson (Raleigh)

Situation

BOV has done great job “answering the bell” and is seeking to be more proactive on behalf of the University by creating a systematic and sustainable grassroots organization focused on promoting the interests of UNC at the state level.

Progress

Establishment of a connected relationship database
Completed creation of Impact Study Reports (by county) and distributed to state legislators in January 2011.
State Relations (cont’d)

Impact 2010

The University of North Carolina at Chapel Hill

Outreach Project

In 2006, the University of North Carolina at Chapel Hill launched the Carolina Student Transfer Excellence Program, or C-STEP, to enable more community college students to transfer to and graduate from Carolina. Tailored for low- and middle-income high school students, C-STEP offers special assistance to those who enroll out of state, including Alamance Community College, and complete the program successfully.

Students who are invited to participate in C-STEP agree to earn an appropriate associate degree and participate actively in the program. C-STEP offers students special awards and advising both at their home college and at Carolina while they are pursuing their associate degree and provides auxiliary transition and support services once they have enrolled at Carolina and are pursuing their bachelor’s degree.

Quick Facts

- The University of North Carolina at Chapel Hill is the nation’s first public university.
- Alumni in County: 3,091
- Since 2005, Carolina has produced more Rhodes Scholars than any other state-supported university, and the ninth most of any public or private school.
- The Carolina Covenant serves as a national model for providing a debt-free education to qualified low-income students.

Degrees Awarded to Students in County in the Past Five Years

- Bachelor’s: 240
- Master’s: 118
- PhDs: 81
- Total: 440

Train at UNC-Ch

- Physicians: 64
- Doctors: 49
- Pharmacists: 19
- Allied Health: 25
- Total: 146

UNC Hospitals: Patients Served

55,190

Uncompensated Care Provided

$19,565,620

Fueling the economy

Research funding at Carolina cycles through the state and local economies, transforming federal funds into revenue for North Carolina residents and businesses. Carolina 1903 million in research funding; generated approximately $1.9 billion in economic impact and nearly 20,000 jobs.

Healthcare Enrollment Fall 2010

Graduate: 9.3%
Undergraduate: 66.3%
Professional: 28.4%
Membership Involvement

Chair – Winborne Chandler (Winston-Salem)

Situation

BOV members want more ways to remain meaningfully involved with Carolina, both during and after their term

Challenge

Create a Membership Involvement Task Force to identify and implement additional avenues for involvement by members and former members of the BOV

Progress

Creation of buddy system for mentoring incoming BOV members
Generating ideas for continued university involvement
Creation of various ways to keep members active and in touch with campus between meetings