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.
## Carolina Commitment Website

October 22 – January 15

### Totals

- **49,689** users
- **65,249** visits
- **132,744** page views
- **2:11** minutes average time on site

### LIVESTREAM

- **12,360** viewers
- **5:01** minutes average view time
- **17,786** views (YouTube archived version)

### FAQ

- **7,292** viewers

### ACTIONS & INITIATIVES

- **4,868** viewers

### WAINSTEIN REPORT

- **5,149** viewers

### PRE-PRESS CONFERENCE RELEASE

- **7,680** viewers

### TRANSCRIPT OF PRESS CONFERENCE

- **1,390** viewers
7 a.m. If there is free time in senior Betsy Unger’s day, it’s often first thing in the morning. She studies or makes time for a little exercise now, because once she boards the bus to campus, she often doesn’t return home for another 10 hours.

10 a.m. With rehearsals and work commitments filling her afternoons, Unger takes most of her classes in the morning and midday. She’s a psychology major and music minor, taking a course load of about 16 hours each semester.

1-2 p.m. To make room for her classes, on-campus job and music rehearsals, Unger keeps her breaks short. That often means a quick sandwich in the 15 minutes she has between classes.

2-5 p.m. Unger is learning psychology in class and through her job as a research assistant. She works in an eating disorders and body image lab in the Department of Psychology at Davie Hall, transcribing answers to research questions and helping prepare blood samples for analysis.

5-8 p.m. With the classroom and research lab parts of her day now done, Unger switches into music mode. The Marching Tar Heels practice for two hours on Tuesdays and Thursdays, and also on Fridays. As a drum major, Unger helps direct the 250-member band through its marching drills and music mastery.

When she’s not on the podium conducting, Unger plays clarinet in a quintet, which rehearses twice a week on her off-days from marching band practice.

8 p.m.-midnight The earliest Unger ever gets home is 6:30, but sometimes it’s closer to 9:00. That means lots of her studying, reading and writing papers has to take place in the evening hours.

Midnight Another reason Unger tries to keep her schedule tight during her waking hours is to make sure her workload doesn’t affect her sleep. As a psychology major, she’s learned about the importance of sleep and keeps a firm lights-out time of midnight when she has school the next day.
Cash Totals

YTD Comparison as of January 12

FY14 FY15
Gifts $84,618,074 $85,881,668
Grants $79,644,371 $73,555,311
Cash Total $164,262,445 $159,436,979

+1% -8%

-3%
New Cash and Commitments

YTD Comparison as of January 12

FY14: $167,396,052
FY15: $257,024,346

+58%

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