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

*Some of the business to be conducted is authorized by the N.C. Open Meetings Law to be conducted in closed session.
## Office of Communications and Public Affairs

**Week of: 2/2-2/8**

### Content

#### Lead Stories

<table>
<thead>
<tr>
<th>MON</th>
<th>TUES</th>
<th>WED</th>
<th>THURS</th>
<th>FRI</th>
<th>SAT</th>
<th>SUN</th>
<th>NOTES</th>
<th>PILLAR</th>
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<tbody>
<tr>
<td>TedX UNC</td>
<td>unc.edu</td>
<td></td>
<td>event</td>
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<td>Gen. Dempsey, Chairman of Joint Chiefs of Staff, to speak</td>
<td>media advisory/pitch</td>
<td>even.unc.edu</td>
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<td>Back History Month: Junior Taylor, granddaughter of Greenboro star organizer Franklin McCain, is following in her grandfather’s footsteps by being involved with multiple Carolina programs for minorities</td>
<td>unceduism/ pitch</td>
<td>pitch</td>
<td>pitch</td>
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#### Other Stories

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<tr>
<th>MON</th>
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<th>NOTES</th>
<th>PILLAR</th>
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<tr>
<td>Day in the Life: ROTC Cadet</td>
<td>unceduism</td>
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<td>Da’simma’s device that precisely supplies chemotherapy drugs to pancreatic tumors using an electric field</td>
<td>pitch</td>
<td>pitch</td>
<td>release/pitch/ unceduism</td>
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<td>14 Reasons We Love Carolina (countdown to Valentine’s Day)</td>
<td>unc.edu</td>
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<td>School of Government trains new municipal officers</td>
<td>unc.edu</td>
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<tr>
<td>SHAC is a community of health professional students here at Carolina who have been giving back to the Chapel Hill community since 1967</td>
<td>unceduism</td>
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<td>School of Dentistry’s Give Kids a Smile Day</td>
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<td>BMH Speaker: Dr. Benjamin F. Chavis Jr.</td>
<td>unc.edu</td>
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<tr>
<td>‘Genius’ grant winner to speak at Doctoral Hooding Ceremony</td>
<td>unc.edu</td>
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**OTHER: SOCIAL MEDIA WILL PROMOTE ALL OTHER EVENTS SHELL ALL DATES DELETE ON DIVERSITY AND MULTICULTURAL AFFAIRS CALENDAR**

**February**

- Possible Feeding the 2000 (Carolina Dining Services video on an event that happened in February)
- Feb. 18 | UNC at Orange (UNC)
- Feb. 10-20 | NC Clean Tech Summit (Office of Research Communications)
- mid-February | 1st annual Service Oriented e-Science Conference, Chapel Hill, NC (Research Communications)

**February**

- Photo Essay Story: The Bonnie Hill Clinic is an informal clinic located in Whitley, NC, and is jointly by UNC medical students and local community organizations. The clinic offers primary care free to those who cannot afford health care. They will begin retail production of local, healthy products in spring 2011.
- Feb. 23 | Profile of Dr. Kemper (Newspapers and Magazines)
- Feb. 23 | Video: Dental health issues are being addressed by students in the UNC dental school. Students are practicing in the dental clinics located on campus. Titles: 'Dental Health', 'Dental Care', 'Dental Students in Practice'.

**February**

- Video: Dentistry students are practicing in the dental clinics located on campus. Titles: 'Dental Health', 'Dental Care', 'Dental Students in Practice'.
- Video: Diversity in sports is being addressed by students in the UNC sports programs. Students are playing and practicing in the fields on campus. Titles: 'Diversity in Sports', 'Diversity in Athletics', 'Diversity in Student Athletes'.
FOLLOW UNC ON SOCIAL MEDIA!

UNC CHAPEL HILL

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@UNC
@UNCChapelHill
UNC-ChapelHill
University of North Carolina at Chapel Hill
+UNCChapelHill
/UNCChapelHill
UNC-Chapel Hill
/UNCChapelHill
Twitter Followers
1/2014: 18,741
1/2015: 30,762
3/2015: 38,400
*Up 25 percent since January

Instagram Followers
1/2014: 4,974
1/2015: 11,966
3/2015: 16,059
*Up 34 percent since January

Facebook likes
1/2014: 212,413
3/2015: 227,260
Cash Totals

YTD Comparison as of March 16, 2015

<table>
<thead>
<tr>
<th>Category</th>
<th>FY14</th>
<th>FY15</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gifts</td>
<td>$103,555,309</td>
<td>$114,669,894</td>
<td>+11%</td>
</tr>
<tr>
<td>Grants</td>
<td>$88,305,318</td>
<td>$84,559,440</td>
<td>-4%</td>
</tr>
<tr>
<td>Cash Total</td>
<td>$191,860,627</td>
<td>$199,229,334</td>
<td>+4%</td>
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</tbody>
</table>
New Cash and Commitments Totals

YTD Comparison as of March 16, 2015

FY14: $205,746,696
FY15: $307,208,826

+49%

YTD Comparison as of March 16, 2015
The Pipeline

<table>
<thead>
<tr>
<th>Proposals</th>
<th>Total Intents</th>
<th>Total Proposals</th>
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<tbody>
<tr>
<td>$366,313,373.22</td>
<td>$469,613,230.00</td>
<td>$835,926,603.22</td>
</tr>
</tbody>
</table>

Bar graph showing the pipeline with three categories: Proposals, Intents, and Total. The Total category is the highest, reaching $835,926,603.22.
Dear Joanne,

I have great news to share. This afternoon, Chancellor Folt announced our university’s largest single gift from an individual — $100 million from Fred Eshelman to support the UNC Eshelman School of Pharmacy. Gov. McCrory and President Ross joined us for the celebration, as did a crowd of more than 300. Chancellor Folt and Dean Blouin did an incredible job explaining the transformative nature of this gift for the school, the University, our state and our society. This new $100 million commitment will create the Eshelman Institute for Innovation, which will leverage our collaborative culture and interdisciplinary research strengths to further drive innovation across campus and out into society. Follow this link for complete details.

This gift is a powerful statement of the importance of what we do every day here at Carolina. It’s particularly significant for me that our first $100 million gift from an individual comes from an entrepreneur and investor such as Fred Eshelman. Fred is one of the most savvy investors and accomplished entrepreneurs in North Carolina. He expects and demands excellence in everything he touches. Fred is also passionate about the role that this university plays in the economic vitality of our state and our region, as well as how academic research can drive innovation of all kinds. This is truly a day to celebrate!

It’s also a tremendous endorsement of the great work being done by our faculty, staff and students. Every day, Carolina continues to

Fred Eshelman

Dear Joanne,

As you no doubt know, we’ve had a tough week at Carolina. We lost Coach Dean Smith, and then we lost three extraordinary young people — including a UNC dental student and his wife who planned to follow him to Brauer Hall this August.

One death represented a life lived to the fullest; the others lives full of promise lost.

I cannot claim to have known Dean Barakat, Yusor Abu-Salha and Razan Abu-Salha, but I wish I had. By every account, they embodied the values that Carolina has always stood for — commitment to service and compassion for those in need. Please be assured that the University is honoring their lives and offering support to our campus community as we cope with this tragedy. I know you join me in keeping their family and friends in your thoughts and prayers.

Should you want to honor Dean, you can make a gift to the Barakat Memorial Fund in the UNC School of Dentistry.

I also wanted to make sure you knew about a Feb. 22 public memorial service celebrating the life of Coach Smith. The service will be held at 2 p.m. at the Smith Center. Here are the latest details.

You can read about Coach Smith’s life and legacy by visiting this link. There are many statistics that attest to his greatness as a coach. But I believe we will most remember him for his greatness as a man.

The son of public school teachers, Coach Smith knew the value — and moral imperative — of giving everyone a shot at the American dream, regardless of skin color or financial circumstance. For me, that will always be his most profound legacy.
New Development Hires

Pitt Tomlinson
Director of Prospect Management, Research and Analytics

Oversees research department and will create a new analytics team
New Development Hires

Catherine Pierce

Director of Development Planning and Strategic Projects

- Oversees special projects and planning in the Office of the Vice Chancellor