OPEN SESSION

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

1. Chair’s Remarks and Discussion of Committee Goals for 2015-2016
   Kelly Hopkins, UNC Board of Trustees

2. Board of Visitors Update
   Shelayne Sutton, Chair of the BOV Membership Involvement Committee

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

4. 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.

Important Dates for the Committee:
New Student Convocation – Sunday, August 16
University Day – Monday, October 12
Winter Commencement – Sunday, December 13
Spring Commencement – Sunday, May 8
2014-2015 Board of Visitors

UNC Board of Visitors report to the
UNC Board of Trustees
External Relations Committee

July 22, 2015
Fall meeting highlights

• Marsico Hall tour
• UNC Eshelman School of Pharmacy robots
• Ten years of the Carolina Covenant
• Olympic sports talk
• BOV’s role in the future of Carolina giving with Vice Chancellor Routh
• Discussion with Chancellor Folt
Spring meeting highlights

- Stone Center and Chancellor Folt
- F2F at University Career Services
- Four members of the Board of Trustees in attendance
- A talk about Carolina’s past
- Two outstanding professors
- Sharing Carolina’s message with Vice Chancellor Curran
Committee action

Student Recruitment = 53% Honors yield from BOV calls

Student Career Services = F2F Networking

Marketing Communications = e-Newsletter for BOV, Social Media participation

Government Relations = federal, state and local support, University Square, Northside

Membership Involvement = New Member Orientation, Q&A, Engagement, Exit interviews
## Student Recruitment Committee

<table>
<thead>
<tr>
<th>Students called</th>
<th>Students enrolled</th>
<th>Honors Carolina yield</th>
</tr>
</thead>
<tbody>
<tr>
<td>144 total</td>
<td>301</td>
<td>64</td>
</tr>
<tr>
<td>91 in-state</td>
<td>238</td>
<td>44</td>
</tr>
<tr>
<td>53 out-of-state</td>
<td>63</td>
<td>20</td>
</tr>
</tbody>
</table>

*The BOV began working with Honors Carolina in 2012.*
### Survey Question

<table>
<thead>
<tr>
<th>Survey Question</th>
<th>Ratings</th>
<th>Spring 2015</th>
<th>Fall 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>How would you rate your BOV meeting experience?</td>
<td>Excellent</td>
<td>83%</td>
<td>87%</td>
</tr>
<tr>
<td></td>
<td>Good</td>
<td>17%</td>
<td>13%</td>
</tr>
<tr>
<td>How helpful was your BOV meeting in answering career-related questions?</td>
<td>Extremely</td>
<td>83%</td>
<td>73%</td>
</tr>
<tr>
<td></td>
<td>Somewhat</td>
<td>17%</td>
<td>27%</td>
</tr>
<tr>
<td>How likely are you to recommend a BOV meeting to a friend?</td>
<td>Extremely</td>
<td>70%</td>
<td>67%</td>
</tr>
<tr>
<td></td>
<td>Likely</td>
<td>30%</td>
<td>27%</td>
</tr>
<tr>
<td></td>
<td>Somewhat</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>How likely are you to follow up with the BOV member you met?</td>
<td>Extremely</td>
<td>64%</td>
<td>67%</td>
</tr>
<tr>
<td></td>
<td>Likely</td>
<td>14%</td>
<td>33%</td>
</tr>
<tr>
<td></td>
<td>Somewhat</td>
<td>22%</td>
<td></td>
</tr>
</tbody>
</table>

**Comments:**
- Even though Patty Maynard Hill was not in the exact same field in which I am planning on studying, she was able to relate her experience to what I would like to do. I found her advice incredibly motivating.
- Great program, will definitely recommend!
- Dr. Hargrove was honest and open, which I really appreciated.
For future consideration

To make the Board of Visitors more effective as the advisory group to the Chancellor and Board of Trustees:

- Consider Board of Visitors surveys to receive input on topics of conversation facing the Board of Trustees.
- Consider placing a BOV member on some committees of the Board of Trustees. For example, the Chancellor’s search committee included people from a variety of groups representing the University. Have someone specifically designated as the BOV representative.
• Produced 60 videos, 4x the amount compared to two years ago

• 1,000+ more YouTube subscribers in 12 mos.

• UNC.edu updates 2-3 times daily

• Spring Commencement graphic reached 52,000 Facebook followers
SOCIAL MEDIA

- **Since January 2015:**
  - 36%+ in Twitter followers
  - 63%+ on Instagram

- Tweets featured in *Washington Post, Sports Illustrated, USA Today* and ESPN SportsCenter

- Launched Vine, Google+ and Snapchat this year
UNC CREATIVE

- Approx. 540 projects completed — up 28% compared to 2012-13
- Chancellor’s 2014 Video Holiday Card
MEDIA RELATIONS

• Since March 2015:
  o 70+ story pitches to state and national media
  o 30+ media interviews across campus facilitated
  o 250+ responses to media queries

The New York Times     The Herald-Sun

dailytarheel.com     The News & Observer

The Washington Post
PROTECT

- Wainstein report
- NCAA Joint Investigation
- SACSCOC Review
- Campus History/Curation
- Title IX
- Trademarks/licensing and labor code in Bangladesh
- Student and faculty issues
- Centers and Institutes
INTERNAL COMMUNICATIONS

- Produced 16 editions of the *University Gazette* for faculty and staff.

- 200+ stories published in print and online
EXECUTIVE COMMUNICATIONS

- Helped craft and/or edit dozens of speeches for Chancellor and Chair of Board of Trustees
- Regularly assists with news briefings, talking points and campus communication
LOCAL AND STATE RELATIONS

 Ensures that the university has a seat at the table on issues of state and local importance, as well as engage on national issues.
PROMOTE

- GSK/UNC Partners
- UNC Core
- Commencements
- University Day
- Eshelman Gift
- MEASURE Evaluation
- Core at Carolina Square
- Law School dean announcement
ADVERTISING

- Designed and placed a *New York Times* ad commemorating Dean Smith
- Football pregame faculty lectures
- Football/basketball program insertions
- New Kuralt television commercial
VISITORS’ CENTER

- Introduced Carolina to 26,000 visitors from across the nation—and world
- Developed the First Look program, which introduces middle school students to higher education
Development Update
July 2015
Meeting of the UNC-CH Board of Trustees

David S. Routh
Vice Chancellor for Development
Cash Totals

YTD Comparison as of June 30, 2015

- Gifts: $158,124,366 (FY14) vs. $169,542,882 (FY15), +7%
- Grants: $140,074,704 (FY14) vs. $135,151,350 (FY15), -4%
- Cash Total: $298,199,070 (FY14) vs. $304,694,232 (FY15), +2%
New Cash and Commitments
Totals

YTD Comparison as of June 30, 2015

- FY14: $310,326,947
- FY15: $446,967,120

+44% growth
Cash Totals
Fiscal Years 2001 - 2015

Carolina First Campaign
(1999 – 2007)
New Cash and Commitments Totals
Fiscal Years 2001 - 2015

Carolina First Campaign
(1999 – 2007)
Principal Gifts
- Identify new principal gift prospects
- Create individualized and highly personalized cultivation and stewardship plans
- Provide significant staffing support for the Chancellor
- Offer strategy support—planning, executing, documenting

Annual Giving
- Retain, upgrade, renew, and acquire donors on behalf of the University.
- Increase overall participation rate among the various constituents, including alumni, students, faculty, staff, and parents.
- Educate current students and young alumni about the importance of creating a habit of supporting UNC.
- Assist University schools and units in their annual fund fundraising.

Gift Planning
- Administer all life income, IRA rollover, real estate, and estate gifts
- Stewardship, probate and donor professional advisor services
- Gift annuity and charitable trust services
- Foundation and major gift officer value-added services

Corporate and Foundation Development
- Targets corporations and foundations with multiple interests across campus
- Identify/cultivate UNC alumni entrepreneurs and private equity investors
- Facilitate collaborative proposals with schools and units to reflect the similar needs and interests of the company/foundation and the university

Regional Development and UNC Global
- Identify leadership donors for the University’s various schools, units, departments and programs, nationally and internationally
- Staff regional Development/campaign committees
- Assist and staff UNC senior leaders with international trips and donor engagement

Development Communications
- Provides communications support to schools and units and produces other development related pieces
- Assists with proposals and other campaign related materials

Campaign Planning
- Provide campaign resources and coordination
- Provide campaign reporting

Prospect Management, Research and Analytics
- Provide research reports, briefings and data analytics services in support of the University’s development and campaign efforts
- Identify and evaluate prospects
- Implement and administer the prospect management system

Gift Processing
- Receive, receipt, deposit and acknowledge gifts of various types including cash, credit card transactions, bank drafts, payroll deductions, publicly traded and closely held stock, gifts-in-kind, including tangible personal property and real property, matching gifts and memorial gifts
- Create all gift designations for schools and units

Stewardship and Donor Relations
- Prepare gift acknowledgements for Chancellor
- Prepare annual endowment reports for donors
- Assist and support vice chancellor, schools and units with cross campus naming opportunities

Events
- Organize events for the Chancellor, University Development and across campus including regional and international events and commencement
- Serve as a resource to schools and units with services ranging from consultative to substantive, depending on your needs

Information Systems
- Develop and maintain information systems, including specialized services to support online giving and broadcast email efforts
- Provide training, education and ad hoc reporting/data services

Talent Management
- Facilitation and support of Talent acquisition
- Offer development training and professional skill development
Updates from Campus Wide Development Leadership

Principal Gifts: Peggy Glenn, Senior Director of Principal Gifts

Development Communications: Kim Elenez, Senior Director of Development Communication

Prospect Management: Pitt Tomlinson, Director of PMRA

Corporate and Foundation Relations: Associate Vice Chancellor for Corporate and Foundation Relations and Talent Management
Development Update
July 2015
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Vice Chancellor for Development