OPEN SESSION

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

1. Legislative Update  
   Andrew Moretz, VP of State Government Relations, UNC General Administration  
   (Attachment A)  
   (Attachment B)

2. UNC Visitors’ Center  
   Missy Julian-Fox, Director

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

4. 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.

Important Dates for the Committee:
University Day – Thursday, October 13, 2016
Winter Commencement – Sunday, December 18, 2016
Spring Commencement – Sunday, May 14, 2017
University of North Carolina Board of Governors
2016 Policy Agenda

1) **Postpone Implementation of NC Guaranteed Admissions Program (NC GAP) until at least 2018 or modify to ensure program meets stated goals of the legislature**

The joint North Carolina Community College System and University of North Carolina report highlighted the potential impacts of various implementation strategies; however, the identified strategies likely would not meet all of the goals laid out by the legislature. While reforms have been undertaken at both the community college and university level to improve student outcomes, no data exists that can show how much those changes will improve outcomes for students.

2) **Eliminate Private Fundraising Cap**

The conference report for the FY2015-16 budget, H. 97, included a provision to cap each individual UNC institution spending on private fundraising at $1 million in state funds. Since the recession, the legislature has been encouraging UNC institutions to seek private funds as state funds were drying up. This provision is a major shift and we seek the elimination of the recently enacted provision.

3) **Extend 5% Carry Forward authority for next biennium**

The legislature increased UNC carry forward authority to 5% for the biennium with the increase being used for R&R (up from 2.5%) in H. 97. We ask the legislature to extend the increase in carry forward authority in order to provide time for UNC institutions to show the positive impacts of this added flexibility.

4) **Eliminate requirement for institutions to use non-General Funds for Advanced Planning for new capital projects**

The FY15-16 budget included a provision requiring UNC institutions to use non-General Fund dollars for advanced planning before the legislature would be given a chance to approve projects. Unlike last year’s bond package request which included a “Skin in the Game” requirement if the legislature acted, this requirement goes further and requires campuses to front funds for projects the legislature may never approve. Because of the uncertainty of spending money for advanced planning before the legislature signs off on the project, there is a significant unintended negative impact on a number of our campuses.

5) **Permanent fix for qualified excess benefit arrangement (QEBA) issue**

Last session, UNC collaborated with the NC Treasurers Office to agree on a permanent fix for a pension issue that significantly impacts key leaders at UNC Hospital and several institutions. We were able to get a temporary reprieve on the issue through August 1, 2016, but we need to secure a permanent solution for those impacted.

6) **Extended Borrowing Authority for UNC-CH and NCSU**

A century bond program for UNC Chapel Hill and North Carolina State University would enable both highly rated institutions to make significant, very long-term borrowings at historically low rates to make game-changing impacts to their significant deferred maintenance backlogs without requesting additional appropriations from the State. Addressing these backlogs in the near term will result in significant long-term capital savings by improving space utilization and reducing the need for new facilities.
The future growth of North Carolina’s economy is dependent on producing more college graduates. The UNC System produces over 52,000 graduates annually and our six-year graduation rate of 63% exceeds the national average. However, this success is uneven. We can and must do better. Implementing aggressive strategies to close the achievement and skills gap and to improve completion rates across our universities are required to meet our state’s workforce needs.

**Budget Priorities**

1. **Retain Top Talent**
   - Reserve for Merit-Based Performance Compensation
   - Faculty Recruitment and Retention Fund: 3,000,000 Equity with other state employees

2. **Education Attainment = Growing NC’s Economy**
   - Innovative Intervention Strategies to Improve Completion Rates: 18,000,000
   - Build Data-Centric Systems of Success and Accountability: 3,000,000
   - Leveraging Technology and Learning Innovations to Get Part-Way Students Home: 3,000,000
   - STEM and Health Degrees Merit Scholarship Program: 5,000,000

3. **Technical Adjustments**
   - Fully Fund Enrollment Change (in addition to 2016-17 reserve): 1,972,533
   - Eliminate Private Fundraising Cap: 16,354,396

In total, excluding our merit-based compensation request, we are requesting $7.4 million more than our FY 2015-16 budget and $33.9 million less than originally requested for FY 2016-17.
1. **Retain Top Talent**

**Reserve for Merit-Based Performance Compensation**

The funds will provide for merit-based increases as allowed by law. Each 1% increase costs $29.1M, including benefits: $15.5M for faculty, $5.7M for EHRA non-faculty, and $7.9M for SHRA employees.

**Faculty Recruitment and Retention Fund**

These funds will improve UNC's ability to recruit and retain nationally-recognized faculty. The fund was established in FY 2006-07 with $5 million, and has received $8 million in additional appropriations and made over 500 awards. As of January 2016, the unobligated monies remaining in the fund were $721,584.

2. **Education Attainment = Growing NC’s Economy**

**Innovative Intervention Strategies to Improve Completion Rates**

These funds will provide seed funding to our universities to improve completion rates, using a research-based tool box of strategies. Examples include:

- First-year course enhancements (redesigns, seminars, early alerts)
- Academic enrichment services (tutoring, advising, proactive outreach)
- Merit-based financial interventions (summer, emergency, be-on-time loans)

**Build Data-Centric Systems of Success and Accountability**

These funds will be used to improve overall student success through targeted evaluation and programs focused on high impact practices. We will form partnerships with organizations that provide capacities for predictive analytics, which will allow our universities to link students with the proper services to improve completion rates.

**Leveraging Technology and Learning Innovations to Get Part-Way Students Home**

These funds will invest in more flexible academic pathways for students and deepen efforts to recruit, retain, and graduate "partway home," military-affiliated, and other non-traditional students. Special emphasis will be on program development in high-demand fields (based on the skills that graduates need for successful careers throughout the state and region).

**STEM and Health Degrees Merit Scholarship Program**

These funds will provide a minimum of 4,000 merit-based scholarships (at least 1,000 per year, over four years) to encourage academically gifted and highly sought after STEM, Health, and Education degree-seeking students in those fields to attend UNC institutions. Our universities shall seek private donations to match these scholarships, with a goal of enabling superior, academically qualified resident undergraduate students to complete their degree debt-free.

3. **Technical Adjustments**

**Fully Fund Enrollment Change**

$31 million was appropriated to a reserve for FY 2016-17 enrollment funding, based on projections completed in Fall 2014. Based on updated data, an additional $1.97 million will be required to fully fund enrollment. Total budgeted enrollment will increase 1.5%, from 203,014 FTE to 206,139 FTE.

**Eliminate Private Fundraising Cap**

Fundraising gifts, commitments, and pledges increased last year 27%, from $649M to 822M systemwide, with a return-on-investment of $10.39 to $1. However, the 2015 Appropriations Act capped campus state appropriations support of advancement activities to $1 million, and cut $16.4 million from our budget. Eliminating the cap and the associated reduction will enable our universities to continue their strong private fundraising efforts.
Revising the Script

A New Paradigm for UNC Visitors’ Center

May 2016
Continued Growth Over the Past 20 Years

Visitors Per Calendar Year

- 5,973
- 6,945
- 11,527
- 16,940
- 26,098

Years:
- 1994
- 1999
- 2004
- 2009
- 2014
UNC Visitors' Center

**Graduate Students**
- Considering
- Applying
- Admitted
- Enrolled

**Educators**
- K-12 Teachers and Students

**General Public**

**Our Campus**
- Students
- Faculty
- Staff
- Departments

**External Relations**
- e.g.
  - Downtown Partnership
  - CHOC Visitors’ Bureau
  - CH Preservation Society
DIGGING IN OUR HEELS,
The History of Women On Campus

Showcasing the history of women staff, faculty, and students on UNC’s campus, from the rarity of spotting an “Angel on Campus” to the majority female undergraduate population today

LED BY TAYLOR LIVINGSTON
PhD Candidate, Department of Anthropology
Field Scholar, Southern Oral History Program
Research Assistant
Center for Women’s Health Research

To discuss the African American past at the University of North Carolina at Chapel Hill is to do far more than add a few paragraphs to the history of the campus.

Rather, it is to offer a point of view that changes our understanding of the story of this institution.
Creating programs, partnerships and collaborations for Carolina

TAR HEEL GRAD GUIDES
UNC VISITORS’ CENTER

UNC Hometown Ambassadors
REVISING THE SCRIPT
UNC-CH Visitors’ Center transforms its purpose... and experiences steady customer growth

FROM
Giving directions
Handing out maps
Answering questions

TO
Creating a sense of direction
Building a sense of place
Making a deep, lasting connection
WELCOME TO THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL VISITORS’ CENTER

Your experience starts here.
COMPASS DASHBOARD
COMPASS DASHBOARD
March – April 2016

CONTENT
34 new videos, 51 YTD
96,853 spotlight views

EVENTS
School of Pharmacy #1
President Spellings’ Listening Tour
School of Ed New Dean

SOCIAL MEDIA
16,661 new followers
356,054 total followers

MEDIA RELATIONS
92 releases and pitches
151 interview requests

Issues Management
Student Stores
Videos Produced Spring 2016

Spring Semester - 2016

January  February  March  April

51 Videos produced YTD
Top Videos by reach
School of Pharmacy #1 - 12k views

https://www.youtube.com/watch?v=aB76WI45C08
Rameses Welcomes Two Sons – 93k views

Also on USA Today!  https://www.youtube.com/watch?v=gmyCdKmhgUY
Final Four Franklin St. Rush
144k views

https://www.youtube.com/watch?v=V_bIRM3jFNY
Social Media – New Followers

Spring Semester - 2016

356,054 total followers as of 4/30/2016

January: 5,772
February: 5,481
March: 8,816
April: 8,589

CAROLINA COMPASS

21/38
Social Media
Top Posts: Instagram

ACC Championship Arena

Franklin St. NCAA Tournament
Social Media
Top Posts: Twitter

TAR HEELS!

ACC Champs - Franklin Street Rush Video

CAROLINA COMPASS
Media Relations
Interview Requests / Pitches & Releases

Spring 2016

January
Interview Requests: 76
Releases and pitches: 36

February
Interview Requests: 85
Releases and pitches: 45

March
Interview Requests: 72
Releases and pitches: 40

April
Interview Requests: 79
Releases and pitches: 52

CAROLINA COMPASS
In the Media – Top Stories

Quoted Charles Kurzman, UNC Professor of Sociology

Potential Reach: >40 M

Terrorism: perception vs. reality

UNC sociology professor Charles Kurzman specializes in Middle East and Islamic studies, but he knows his American history, too.

In the video below: Kurzman on his research findings, new book and Osama Bin Laden.

"There have been a lot of losses, there's a lot of mourning," Kurzman says when asked about 9/11 and the war on terror. "My point is not to downplay the losses, to downplay the fatalities but to say at the same time, let's look at the data."
University News

School of Education
New Dean
Dr. Abd-El-Khalick
Community Relations

Early Voting Celebration at The Chapel of the Cross

May Day Celebration at the Marian Cheek Jackson Center
Community Relations
Spring 2016

ORGANIZED EVENTS

Early Voting Celebration
Leadership Chapel Hill Town & Gown session
UNC Board of Visitors Government Relations Committee

CONNECTIONS

Attended 17 events involving community partners

EXTERNAL COMMUNICATION

85 new Tweets about University issues

Informative messaging to a group of 350 community leaders
Spring Commencement – May 8, 2016

https://www.youtube.com/watch?v=N5rqzcHQsDc
Development Update
May 18-19, 2016
Meeting of the UNC-CH Board of Trustees

David S. Routh
Vice Chancellor for Development
Cash Totals

YTD comparison as of 4/29/16
Grants and Ed Foundation through 3/30/16.

Gifts
- FY15: $132,577,821
- FY16: $131,968,949

Grants
- FY15: $60,703,154
- FY16: $70,282,659

Cash Total
- FY15: $193,280,975
- FY16: $202,251,608

YTD comparison as of 4/29/16
Grants and Ed Foundation through 3/30/16.
New Cash and Commitments Totals

YTD comparison as of 4/29/16
Grants and Ed Foundation through 3/30/16.

FY15
$329,873,197
$100M Eshelman Gift
FY16
$292,379,314
-11%
The Pipeline

YTD Comparison as of 5/01/16

Total
- FY16: $1,007,713,040
- FY15: $967,593,475

Proposals
- FY16: $405,249,494
- FY15: $449,410,780

Intents
- FY16: $602,463,546
- FY15: $518,182,695

YTD Comparison as of 5/01/16
## Strong School/Unit Performances

<table>
<thead>
<tr>
<th>School/Unit</th>
<th>Dollars</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Athletics</td>
<td>$33,387,053</td>
<td>50%</td>
</tr>
<tr>
<td>Law</td>
<td>$4,970,404</td>
<td>56%</td>
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<tr>
<td>CPA</td>
<td>$3,409,749</td>
<td>328%</td>
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<tr>
<td>Arts &amp; Sciences</td>
<td>$45,339,390</td>
<td>25%</td>
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<tr>
<td>Dentistry</td>
<td>$5,731,712</td>
<td>88%</td>
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<tr>
<td>Library</td>
<td>$19,167,469</td>
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<td>Lineberger</td>
<td>$22,925,876</td>
<td>73%</td>
</tr>
<tr>
<td>Scholarships</td>
<td>$14,999,723</td>
<td>56%</td>
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This site is a resource and playground. It is a place where you can learn about some of the incredible stories that happen here. Or perhaps you have a story to share?
Carolina Stories

http://stories.unc.edu/
Campaign Events
Development Update
May 18-19, 2016
Meeting of the UNC-CH Board of Trustees

David S. Routh
Vice Chancellor for Development