OPEN SESSION

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

1. Board of Visitors Update
   Tom Long, Past Chair

2. Chapel Hill-Carrboro Chamber of Commerce
   Aaron Nelson, President & CEO, Chapel Hill-Carrboro Chamber of Commerce

3. Chapel Hill Downtown Partnership
   Meg McGurk, Executive Director, Chapel Hill Downtown Partnership

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

5. Development Update
   Mark Meares, Associate Vice Chancellor for Corporate & Foundation Relations and Talent Management

*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 – Tuesday, October 11, 2016
Winter Commencement – Sunday, December 18, 2016
Spring Commencement – Sunday, May 14, 2017
UNC Board of Visitors Report
N. Thompson Long
Immediate Past Chair, UNC Board of Visitors

July 20, 2016
New Board of Visitors leadership

Chair
Jennifer Halsey, medical technology investor in Atherton, CA

Vice Chair
Doug Rothwell, president and CEO of Business Leaders for Michigan

BOV Liaisons to BOT

Antonio Braithwaite
Mary Susan Fulghum
Cecil Harrison
Margaret Ullrich
Fall meeting highlights

- Honors Carolina poster displays
- UNC Clef Hangers
- Breakfast conversation with Chancellor Folt / insider talk with Joel Curran
- Lifecycle of a faculty member
- Impact of Student Recruitment Committee work
- A profile of the incoming class
Spring meeting highlights

• Carolina Challenge ("Shark Tank")
• Kevin Guskiewicz and plans for Arts and Sciences
• David Routh and Kim Elenez on the campaign
• Winston Crisp and Amy Locklear Hertel – “Telling UNC’s story”
• Lunch with Nobel Laureate Aziz Sancar
## Student Recruitment Committee

<table>
<thead>
<tr>
<th></th>
<th>Students called</th>
<th>Students enrolled</th>
<th>Enrolled percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>144</td>
<td>297</td>
<td>64</td>
</tr>
<tr>
<td><strong>In-State</strong></td>
<td>91</td>
<td>197</td>
<td>44</td>
</tr>
<tr>
<td><strong>Out-of-State</strong></td>
<td>53</td>
<td>100</td>
<td>20</td>
</tr>
</tbody>
</table>

*The BOV began working with Honors Carolina in 2012.*
## Career Services Committee – F2F (Face to face)

<table>
<thead>
<tr>
<th>Survey Question</th>
<th>Ratings</th>
<th>Fall 2015 71 students</th>
<th>Spring 2016 53 students</th>
</tr>
</thead>
<tbody>
<tr>
<td>How would you rate your BOV meeting experience?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Excellent</td>
<td>85%</td>
<td>89%</td>
<td></td>
</tr>
<tr>
<td>Very good</td>
<td>11%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Good</td>
<td>4%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>How helpful was your BOV meeting in answering career-related questions?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Excellent</td>
<td>84%</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td>Very good</td>
<td>6%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Good</td>
<td>10%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>How would you rate the diversity of professional backgrounds of participating BOV members?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Excellent</td>
<td>N/A</td>
<td>70%</td>
<td></td>
</tr>
<tr>
<td>Very good</td>
<td>N/A</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Good</td>
<td>N/A</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>How likely are you to recommend the BOV F2F meetings to a friend?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extremely likely</td>
<td>80%</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td>Very likely</td>
<td>8%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Likely</td>
<td>12%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Feedback:**
- “It was great! Thanks so much for organizing this!”
- “More diverse career backgrounds – I was mostly interested in meeting an entrepreneur.”
Outgoing member feedback

- Members want to stay involved beyond their terms.
- Members are willing to work more for the BOV and in their local communities.
- Members feel the student recruitment program is extremely successful.
- Members like being ambassadors on key issues the University faces.
- Members appreciate Board diversity.
Thank you

Contact information:
N. Thompson Long (Tom)
Managing Partner
Bridger Growth Partners LLC
Tom.long@bridgergrowth.com
Our mission is to bring the resources of the Town, University and downtown community together to maintain, enhance and promote downtown as the social, cultural, and spiritual center of Chapel Hill through economic development.

**Investment & Attraction**

- Build economic base of downtown for greater investment.

**Placemaking**

- Create a vibrant and welcoming space with renewed community pride.

**Business Services**

- Position downtown as the best district for retention and expansion of businesses.
Be a resource to and assist downtown businesses, property owners, organizations, developers, the Town and University.

Be an advocate for business interests, and lead policy and strategic initiatives for downtown.

Provide downtown with marketing, promotions, communications, and social media.

Provide businesses with custom-designed websites, logos, graphics, menus, and investment grants.

What does CHDP do?
What does CHDP Do?

Lead dynamic and engaging placemaking initiatives like special events, arts programming, pedestrian wayfinding signs, Downtown Free Libraries, banners & flags, planters, and anything else cool we can DREAM UP!
“The Town and the University were born on the same day. They have grown up together.”

Reverend ~ Robert Seymour
Connect with us:

@chdpartnership & @megmcgurk
/downtownchapelhill
/chdpartnership

www.downtownchapelhill.com

- List of all downtown businesses
- List of cultural arts, events, entertainment
- What To Do & See Downtown This Week!
- News of downtown
- Economic data & studies
- ‘How to Open a Business’ guide
- Educational info for businesses

www.parkonthehill.com
COMPASS DASHBOARD
May – June 2016

CONTENT
19 new videos, 69 YTD

COMMUNITY RELATIONS
Old Chapel Hill Cemetery memorial marker discussion
SECU House and Finley Field
PATHSS graduation
Town Fireworks - Kenan Stadium

PUBLIC RECORDS
54 regular requests, 36,884 pages processed
Batch 5 release

SOCIAL MEDIA
10,081 new followers
366,135 total followers

MEDIA RELATIONS
43 releases and pitches
137 interview requests

EVENTS
Spring Commencement
Zika Awareness

UNC VISITORS CENTER
313 total campus tours
Videos Produced  Spring 2016

69 Videos produced YTD
Top Videos

1. More than 6,000 Tar Heels graduated under a...  
   1,487 Likes · 25,689 views

2. Two universities, two continents, one life-saving...  
   165 Likes · 10,196 views

3. Therapy Ponies  
   470 Likes · 31,169 views

4. A message from Chancellor Carol L. Folt: Carolina off...  
   879 Likes · 18,162 views
Social Media – New Followers

Spring Semester - 2016

361,469 total followers as of 6/30/2016

January: [VALUE], February: 5,481, March: 8,816, April: 8,589, May: 5,415, June: 4,666

[VALUE] total followers as of 6/30/2016
Social Media
Top Posts

UNC-Chapel Hill
@UNC

Monday, you’ve outdone yourself ☀️☔️ #UNC #GDTBATH

What Woody Says - The University of North Carolina at Chapel Hill

Woody Durham would know what to say. That’s my overriding thought as I sit here staring at this blank screen, trying to figure out exactly what to write about a topic I...

UNC.EDU

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

May
- Interview Requests: 80
- Releases and pitches: 22

June
- Interview Requests: 57
- Releases and pitches: 21
UNC researchers say predicting where, when sharks will bite impossible

When to give up: Treatment or comfort for late-stage cancer?
Public Records
May – June 2016

REGULAR REQUESTS

54 (of which 15 were media requests)
36,884 pages processed

NCAA NOTICE AND FIs RELEASE

1,900 pages – 243 pages of FIs and 1,664 pages of additional documents or records available through imbedded links.

WAINSTEIN INVESTIGATION BATCH RELEASE

In June, Batch 5 of emails and documents released responding to the two largest public records requests in University history, totaling nearly 209,000 pages of documents

1 Million total pages since October 2015.
IN THE LOCAL COMMUNITY:

• Old Chapel Hill Cemetery memorial marker

• Highland Woods neighborhood meeting regarding SECU House and Finley Fields

• PATHSS graduation

• Town Fireworks at Kenan Stadium
Campus Tours and Visitors

313 total campus tours, including:
- 128 grad student tours and
- 44 employee on-boarding tours
- 62 Priceless Gem tours
- 27 school groups
- 52 general tours

2928 total in-person, phone and email requests

Thanks to a grant from GEAR UP, The Visitors Center will present First Look VR Experience at the GEAR UP Conference in DC on July 19.

(VR Experience Grant $83,000)
University Development Training and Talent Acquisition Programs
University Development Training Program
Guiding Principles

• Ongoing Training is Essential
• Use Internal and External Training Resources
• Build Teamwork and Collaboration
• Start with Fundraisers and Expand
• Use Active Learning: Role-Playing, Case Studies
• Flexible and Responsive
• Measure and Evaluate
279 Participants

- Fundraising 101: 96 Attended
- Ethics in Fundraising: 50 Attended
- Gift Planning: Assets: 50 Attended
- Gift Planning: Clues: 33 Attended
- Annual Giving: 50 Attended
New Fundraising Courses FY17

- Finding New Prospects
- Qualifying Prospects
- Cultivating Partnerships
- Understanding Corporate and Foundation Fundraising
- Proposal Development
- Closing the Gift
- Stewarding Donors
- Metrics for Success

Leadership and Professional Development

- The Leadership Wheel
- Strengths Finder 2.0
- Goal Setting for Managers
- Situational Leadership
- Monday Morning Leadership
Talent Acquisition
Program Plan

• Identify, Recruit, and Onboard the Best Fundraising Talent in USA
• Focus on Traditional and Non-Traditional Candidates
• Deploy Full-time Talent Acquisition Manager
• Execute Marketing Strategy
  Referrals
  Traditional Media
  Social Media: LinkedIn, Facebook, Twitter, listservs
  Recruiting Roadshows
  Create Talent Pool

Website: http://developmentcareers.unc.edu/