



THE UNIVERSITY  
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*at* CHAPEL HILL



Photo by Sam Kittner

# University Advancement

Advancement Committee of the Board of Trustees

November 16, 2011

# University Advancement Mission

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To increase public understanding of  
and support for the  
University of North Carolina at Chapel Hill

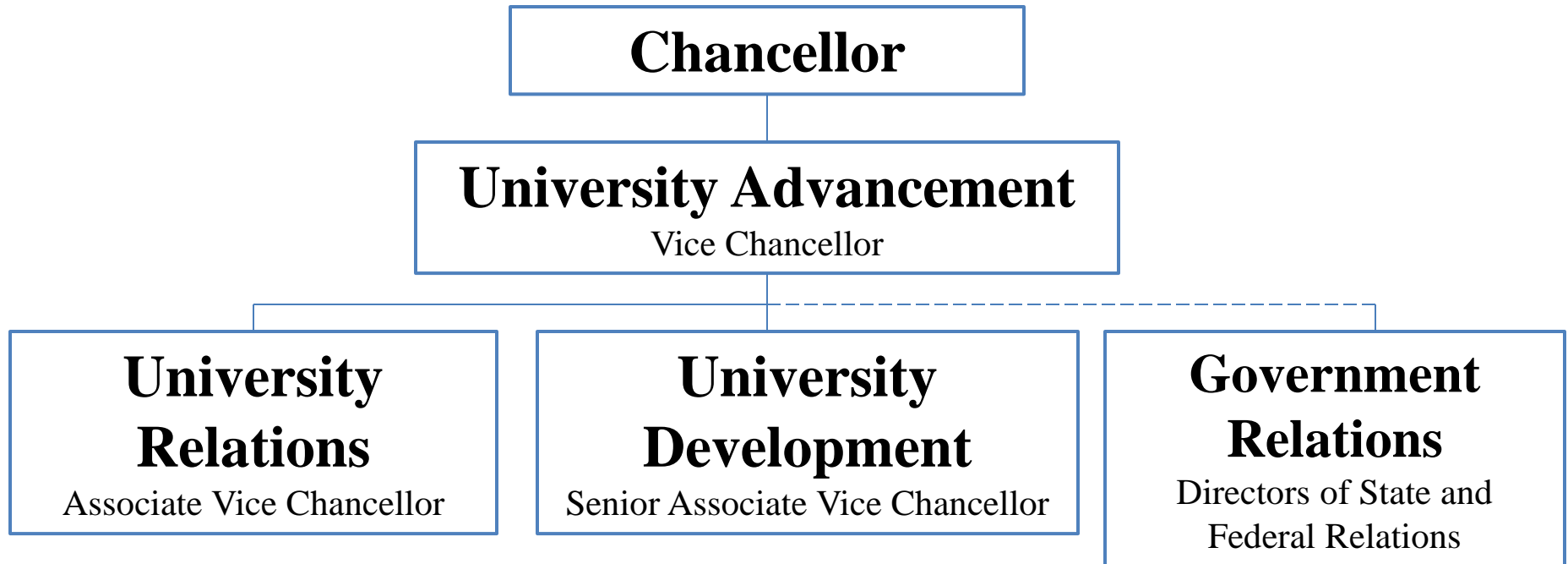


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# University Advancement

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## Organizational Structure



- Hybrid structure – Strong Central and Strong Schools/Units
- University Advancement provides overall leadership for Development and University Relations



# University Development

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- Major Gifts
- Bequests and Estate Gifts
- Annual Fund / Chancellor's Clubs
- Corporate and Foundation Relations
- Campaign Management
- Women's and Diversity Committees
- Gift Processing/Tax Receipts
- Development Website & Online Giving
- Research



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# University Relations

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- University-wide Communications
- News Services
- Internal Communications
- [unc.edu](http://unc.edu)
- Publications Services
- UNC Creative
- University Events
- Local Relations
- Board of Visitors
- Visitors' Center



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# Government Relations

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- Advocates for the University with elected officials, legislative staff and government agencies
- Promotes funding and policy priorities
- Advises campus leadership on key issues
- Manages relationships with legislators, members of Congress and their staffs
- Primary contact for legislative requests and inquiries
- Serves as the internal campus resource for legislative issues





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Government Relations and Advocacy

# State Government Relations

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*Serve as liaison on state legislative issues, including advocating for UNC-Chapel Hill before the NC General Assembly and advising/informing campus leadership on relevant issues.*

- **External:** Members of NC General Assembly, legislative staff, Governor's office, and other state agencies
- **Internal:** Chancellor and Vice Chancellors, BOT, Deans, Faculty and Staff





# 2011-2012 NC General Assembly

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- 170 Legislators (House and Senate)
- 41 are in their first-term
- New leadership
- UNC Alums: 24 House and 14 Senate
- Key Legislators



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# UNC Legislative Priorities

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- Relationships with leadership and new legislators
- Interim Study Committees:
  - Education and Budget Oversight
  - State-Owned Assets; UNC Healthcare
  - Information Technology flexibility
- 2012-13 Potential Budget Issues/Priorities:
  - Tuition
  - Avoiding additional cuts
  - Flexibility (ex. salaries – faculty and staff)



# UNC Messages

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- Importance of UNC-Chapel Hill to North Carolina
  - National and international reputation
  - Educating next generation of leaders
  - Value of Research (\$700m + brought into NC)
  - Public Service and Outreach
  
- Requirements to remain a top-tier public research institution
  - Great Faculty
  - Economic Stability
  - Flexibility/Ability to Operate Efficiently
  - Top facilities



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# Kinds of Advocacy

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## Grasstops (Chancellor, BOT, BOV, Deans)

- Legislative visits to Carolina
- One-on-one meetings/contact with legislators
- Active participation in interim legislative committees

## Grassroots (Tar Heel Network, Alumni, Students, Parents)

- Emails/Letters/Calls
  - Messaging
  - Volume
- Getting grasstops from grassroots



# Four Keys to Advocacy

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- Personal Relationships
- Responsiveness: Every legislator is equally important
- Succinct and consistent messages
  - Talking Points on Key Issues
  - UNC Legislative Priorities (February/March)
- Understanding Timing
  - Using Grassroots and Grasstops appropriately



# Office of Federal Affairs

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*Coordinates and expands the university's opportunities with federal funding agencies, strengthens the university's contributions to national advisory panels and Congress, and promotes the university's federal policy priorities.*



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# Services to the UNC-Chapel Hill Community

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- Advancing federal funding for campus priorities
  - Student Financial Aid
  - Basic Research
- Increasing Carolina's visibility and influence in Washington
  - Enhancing Carolina's connections with legislators and other federal officials
  - Managing the university's federal advisory committee nomination process
- Formulating and conveying the university's positions on issues with the potential to impact Carolina
  - Patent Reform
  - Financial Aid Eligibility



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# Political Environment – Federal

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## Nationally

- Incredibly uncertain
- Joint Deficit Committee deadline is Nov. 23
- Higher education priorities are vulnerable

## North Carolina

- U.S. Justice Department recently approved new redistricting maps
- May dramatically change composition of NC Delegation





# NC Delegation – Key Members

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## Senator Richard Burr



- 2<sup>nd</sup> Term Senator, up for re-election in 2016
- Member of the Health, Education, Labor, and Pensions Committee; the Finance Committee; the Intelligence Committee; and Ranking Member of the Veterans' Affairs Committee

## Representative David Price



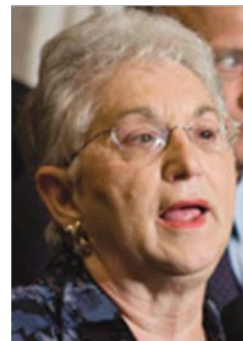
- 12<sup>th</sup> Term Representative
- Ranking Member of House Appropriations Committee for Homeland Security; and House Democracy Assistance Commission

## Senator Kay Hagan



- 1<sup>st</sup> Term Senator
- Member of the Senate Armed Services Committee; the Health, Education, Labor and Pensions Committee; and Small Business and Entrepreneurship Committee

## Representative Virginia Foxx



- 4<sup>th</sup> Term Representative
- Chairwoman of the House Higher Education Subcommittee



# Messaging in this Environment

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- Stress economic importance of higher education to the state and country
  - Creation of a 21st Century Workforce
  - Importance of basic research
- Emphasize specific efforts implemented on campus to promote innovation
  - Carolina Express License
  - Innovate@Carolina
  - Blackstone Entrepreneurs Network



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# Modes of Federal Advocacy

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## Grasstops (Direct)

- Meetings with federal officials and their staff
- Letters from campus leadership to federal officials
- Campus visits (political and career officials)



## Coalition Building (Indirect)

- National Associations (agenda formation)
- Alliance formation



## Grassroots (Direct and Indirect)

- Emails, letters, and calls from university stakeholders
- Op-eds from campus leadership



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# Questions?

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Please contact us anytime at:

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# Scholarship Fundraising

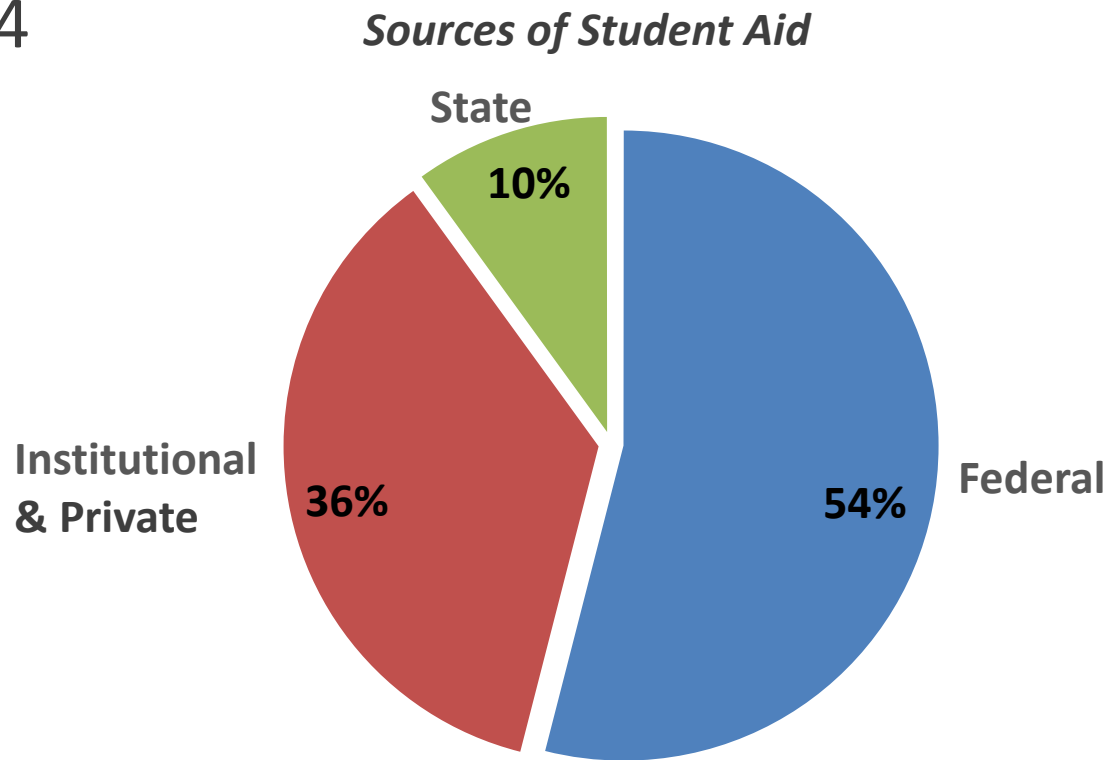
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# Strong Tradition of Student Aid at Carolina

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- In 2010-11, over \$325 million in student aid was disbursed to 18,604 students



# Role of Private Giving in Scholarship Support

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- Carolina First Campaign 1999-2007
  - **\$345.3 million** raised for student support
  - **732** Scholarships/fellowships
  
- Post-Campaign 2008-2011
  - **\$110.7 million** raised for student support
  - **354** Scholarships/fellowships



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# Undergraduate Scholarship Types

