

**THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL
BOARD OF TRUSTEES
EXTERNAL RELATIONS COMMITTEE
Wednesday, November 19, 2014
2:30 p.m.
Rizzo Conference Center – Magnolia Room AB**

OPEN SESSION

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](#) (Attachment A)
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.

Committee Members
Donald Williams Curtis, Chair
Haywood D. Cochrane Jr., Vice Chair
Charles G. Duckett
J. Alston Gardner
Kelly Matthews Hopkins
Dwight D. Stone
Administrative Liaison:
David Routh, Vice Chancellor for University Development
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Board of Trustees update

Nov. 19, 2014

Joel Curran
Vice Chancellor
Communications and Public Affairs



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Report Planning and Preparation

Guiding principles

- Transparency
- Openness
- Thoroughness
- Accountability
- Responsibility
- Fairness
- Respect
- Engagement



Report Planning and Preparation

- Oct. 16: Received report
- Oct. 17: Convened core communications and events team to coordinate:
 - Open, transparent communications
 - Press conference live-stream
 - Outreach events and tactics
- Oct. 20: Announce joint BOG/BOT meeting and press conference
- Emails to 300K Carolina Community (x3)

Day of Announcement

- Press briefing
- Joint BOG/BOT meeting
- **Press conference/Live-stream**
- One-on-one media interviews
- **Meeting with football team**
- **Campus community town hall**
- Development Office video conference
- **Meetings with coaches and student-athletes**
- Public records site launched
- Full report posted to Carolina Commitment





Our Commitment to Transparency

A guide to accessing public records at the University of North Carolina at Chapel Hill.

As a public institution in North Carolina, the University is subject to the laws and policies of the federal government, the State of North Carolina, and the University of North Carolina system.

We respond as promptly as possible to public records requests while protecting the privacy rights of our students and employees, as well as other information that is confidential under federal and state laws.

We created this website to make it easy to request public records and to see how the University's Public Records Office responds.

Here is what you will find:

- [Our Public Records Policy](#)
- [A new webpage](#), showing when a public records request was received, the name of the individual who made the request (and the name of the organization if applicable), a description of the request and details about the processing of the request.
- [How to submit a request](#) to the Public Records Office staff, as well as other University offices that can provide public records or public information about students, employees, crime reports, among other topics.
- [Applicable federal and North Carolina laws](#).
- [Frequently Asked Questions](#).

Through this site, we will provide weekly updates on the webpage tracking the status of public records request responses. As other new information about public records and the University's efforts to fulfill those requests becomes available, we will post it.



Start Date End Date Keyword

[Search](#) [Reset](#)

ID	Date Received	Requester Name	Requester Organization	Description	Estimated Effort	University's Approximate Cost	Fees Assessed	Response Date(s)	Closed	# of Pages
150182	11/14/2014	Kane, Dan	The News and Observer	"This is a records request for a copy of the SACSCOC letter that we are told is on its way to UNC-Chapel Hill. This is the letter pertaining to issues raised by the Wainstein Report."	1-10 Hours	pending	TBD	pending	pending	pending
150181	11/13/2014	Kerr, Randall	WRAL-TV News	"This is a public records request from WRAL-TV for copies of all disciplinary or terminations letters give to UNC Chapel Hill employees in October of 2014."	More Than 50 Hours	pending	TBD	pending	pending	pending
150180	11/13/2014	Thompson, Erv	Individual	"[Position title and employee last name] told The Daily Tar Heel that the University had 'already spent \$5 million to restructure its advising services.' I am requesting any and all documents and records that account for which organizations spent the money and how the money was spent."	10-50 Hours	pending	TBD	pending	pending	pending
150179	11/13/2014	Thompson, Erv	Individual	"ABC News reported that the Southern Association of Colleges and Schools (SACS) has sent UNC-CH a warning letter about its accreditation status in the wake of the Wainstein Report. I would like a copy of the letter as soon after it is received as	10-50 Hours	pending	TBD	pending	pending	pending

Our Commitment: Taking Action and Moving Forward Together

A guide to review, response and reform at the University of North Carolina at Chapel Hill



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Actions & Initiatives Reports & Resources Updates FAQs Video Contact



Welcome to Carolina Commitment – on this website, we provide information on previous and current reforms at the University of North Carolina at Chapel Hill as we work diligently to ensure academic irregularities do not, and will not, happen again on our campus. As we continue making progress, we will be sure to share updates with our Carolina community. Read more on the chart to the left about the actions, initiatives and reforms that have already been implemented.

For information about the 2014 independent inquiry conducted by Kenneth Wainstein of Cadwalader, Wickersham & Taft LLP, please see the following resources. We encourage visitors to read the full report.

- Full copy of the Investigation of Irregular Classes in the Department of African and Afro-American Studies at the University of North Carolina at Chapel Hill
- Video of Oct. 22 news conference
- News conference press release
- Frequently Asked Questions



Post-Announcement Engagement

- Oct. 23: News & Observer editorial board
- Chancellor Folt conducts outreach with alumni in N.C. and beyond
- Additional student and faculty listening forums
- Community emails with updates

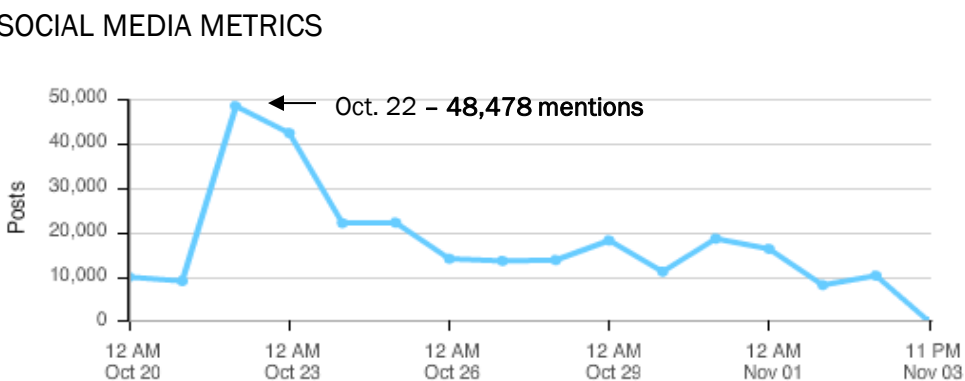
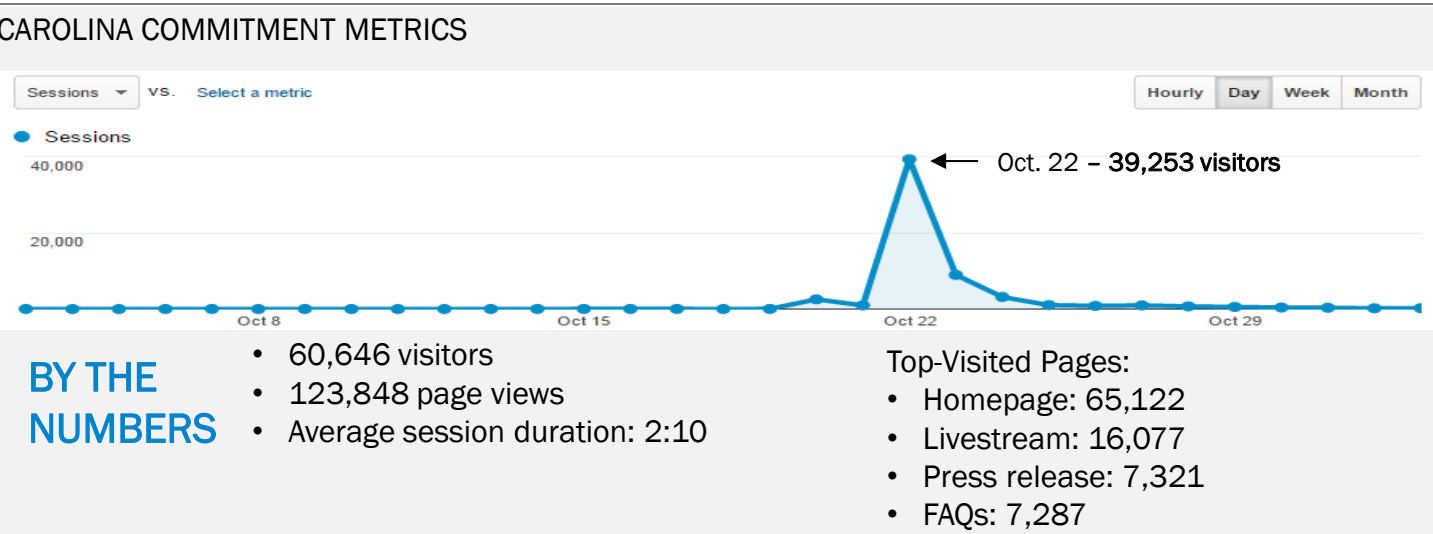
By the Numbers

- **60⁺**: reporters and photographers attended the press conference
- **20K**: online views of the press conference
- **1M**: emails sent to internal and external constituents
- **60K**: Carolina Commitment unique visitors
- **16K**: views on the public records website

ONLINE ANALYTICS

Carolina Commitment website: **39,253**; 15K originated on a mobile device.

Additional **21,393** visitors, the majority of whom arrived at the site from a unc.edu URL.



Twitter conversation accounted for **82 percent** of all online activity, followed by Facebook, blogs and mainstream news.



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Development Report FY 2015

Cash Received:	11/14/14	11/14/13	Variance	% Change
Gifts	\$36,527,026	\$34,603,564	\$1,923,462	6%
Grants	\$22,969,514	\$28,441,022	(\$5,471,508)	-19%
Total Cash Received:	\$59,496,540	\$63,044,586	(\$3,548,046)	-6%
New Cash and Commitments:				
	\$60,486,057	\$67,529,144	(\$7,043,087)	-10%
In the Pipeline:				
	Prospect	Intent	Proposal	
	\$187,691,529	\$251,902,726	\$235,775,398	



Development Report FY 2015

Post-Wainstein, we've:

- Exceeded our nightly phonathon goals;
- Closed several leadership level gifts;
- Experienced no impact on the receptiveness of corporations and foundations doing business with us.