

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL
BOARD OF TRUSTEES
EXTERNAL RELATIONS COMMITTEE
Wednesday, January 21, 2015
2:30 p.m.
The Carolina Inn – Chancellor’s Ballroom East

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
Page 1/9

Carolina Commitment Website

October 22 – January 15

TOTALS



49,689 USERS



65,249 VISITS



132,744 PAGE VIEWS



2:11 MINUTES
average time on site

LIVESTREAM

12,360 VIEWERS

5:01 MINUTES average view time

17,786 VIEWS (YouTube archived version)

FAQ

7,292 VIEWERS

ACTIONS & INITIATIVES

4,868 VIEWERS

WAINSTEIN REPORT

5,149 VIEWERS

PRE-PRESS CONFERENCE RELEASE

7,680 VIEWERS

TRANSCRIPT OF PRESS CONFERENCE

1,390 VIEWERS



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Betsy Unger Day in the Life

7 a.m. If there is free time in senior Betsy Unger's day, it's often first thing in the morning. She studies or makes time for a little exercise now, because once she boards the bus to campus, she often doesn't return home for another 10 hours.



10 a.m. With rehearsals and work commitments filling her afternoons, Unger takes most of her classes in the morning and mid-day. She's a psychology major and music minor, taking a course load of about 16 hours each semester.



1-2 p.m. To make room for her classes, on-campus job and music rehearsals, Unger keeps her breaks short. That often means a quick sandwich in the 15 minutes she has between classes.

2-5 p.m.

Unger is learning psychology in class and through her job as a research assistant. She works in an eating disorders and body image lab in the Department of Psychology at Davie Hall, transcribing answers to research questions and helping prepare blood samples for analysis.



5-8 p.m.

With the classroom and research lab parts of her day now done, Unger switches into music mode. The Marching Tar Heels practice for two hours on Tuesdays and Thursdays, and also on Fridays. As a drum major, Unger helps direct the 250-member band through its marching drills and music mastery.

When she's not on the podium conducting, Unger plays clarinet in a quintet, which re-



hearses twice a week on her off-days from marching band practice.

8 p.m.-midnight

The earliest Unger ever gets home is 6:30, but sometimes it's closer to 9:00. That means lots of her studying, reading and writing papers has to take place in the evening hours.



Midnight

Another reason Unger tries to keep her schedule tight during her waking hours is to make sure her workload doesn't affect her sleep. As a psychology major, she's learned about the importance of sleep and keeps a firm lights-out time of midnight when she has school the next day.



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

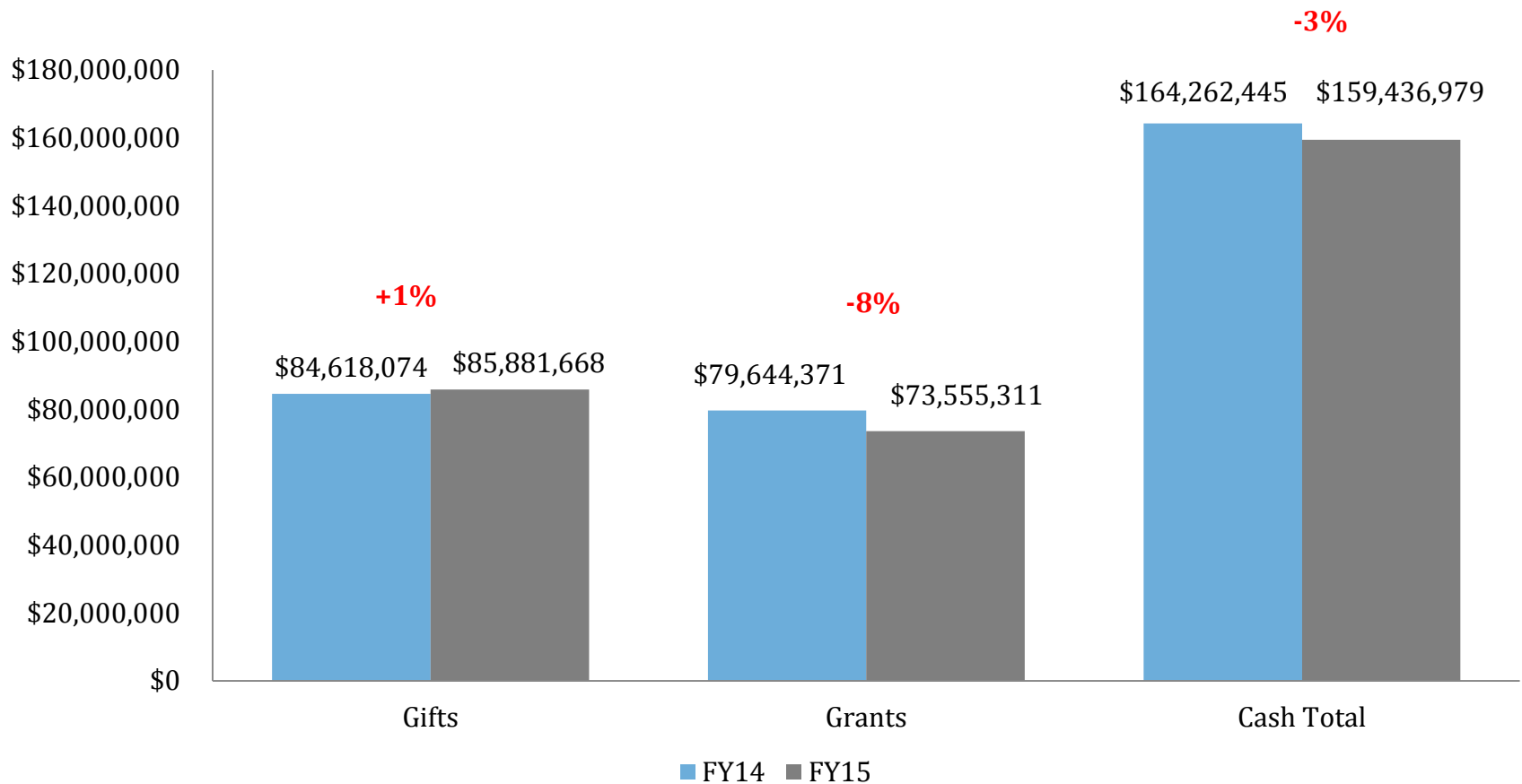
Development Update

January 2015

Meeting of the UNC Board of Trustees

Title

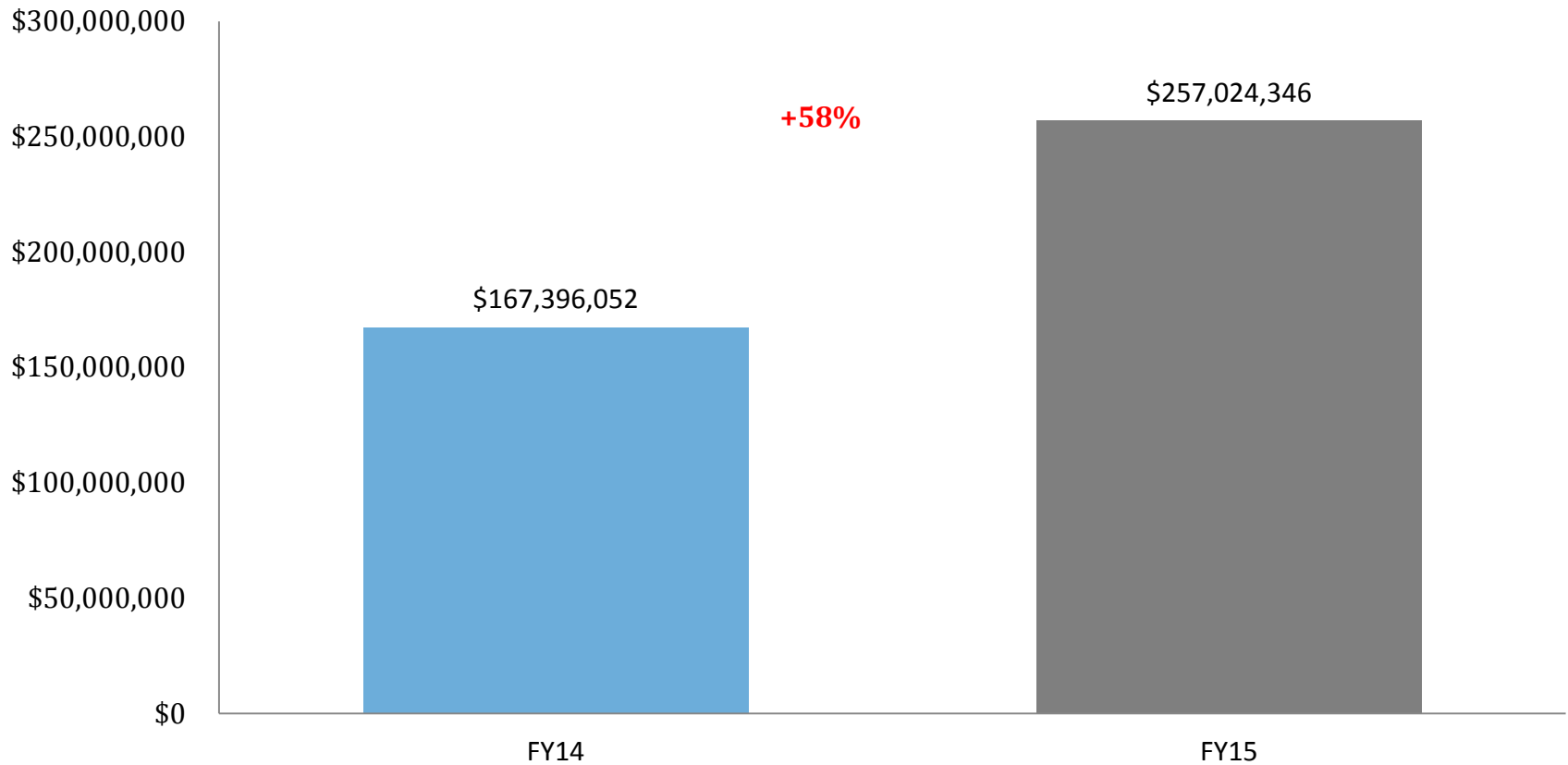
Cash Totals



YTD Comparison as of January 12



New Cash and Commitments



YTD Comparison as of January 12



In the Pipeline

