



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

BOARD OF TRUSTEES
EXTERNAL RELATIONS COMMITTEE
MARCH 25, 2015, 2:10PM
MAGNOLIA ROOM AB
THE RIZZO CONFERENCE CENTER

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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Content



LEAD STORIES	MON	TUES	WED	THURS	FRI	SAT	SUN	NOTES	PILLAR
TedXUNC		unc.edu/sm				event		Bielz will write Tuesday preview story; Holiday will film Saturday; social media	Yellow, Orange, Green
Gen. Dempsey, Chairman of Joint Chiefs of Staff, to speak		media advisory/pitch			event/unc.edu/sm			Buchanan/Bielz	Yellow, Blue
Black History Month: Junior Taylor McCain, granddaughter of Greenboro sit-in organizer Franklin McCain, is following in her grandfather's footsteps by being involved with multiple Carolina programs for minorities	unc.edu/sm/pitch	pitch	pitch					Bielz/Sears	Yellow, Green

OTHER STORIES	MON	TUES	WED	THURS	FRI	SAT	SUN	NOTES	PILLAR
Day in the life: ROTC cadet			unc.edu/sm					Busbee	Yellow, Orange, Green
DeSimone's device that precisely supplies chemotherapy drugs to pancreatic tumors using an electric field.	pitch	pitch	release/pitch/unc.edu/sm					Benios	Blue, Orange
14 reasons we love Carolina (count-down to Valentine's Day)	sm	sm	sm	sm	sm	sm	sm	Cross	Yellow
School of Government trains new municipal officers				unc.edu/sm				Gazette	Yellow, Purple, Green
SHAC is a community of health professional students here at Carolina who have been giving back to the Chapel Hill community since 1967					unc.edu/sm			Sibshan	Yellow, Purple, Green
School of Dentistry's Give Kids a Smile Day					sm			Jones/Cross/Vizuet	Yellow, Purple, Green
BHM Speaker: Dr. Benjamin F. Chavis Jr.		unc.edu/sm						Bielz/Sears	Yellow, Green
'Genius' grant winner to speak at Doctoral Hooding Ceremony	unc.edu/sm							Graduate School	Yellow, Orange



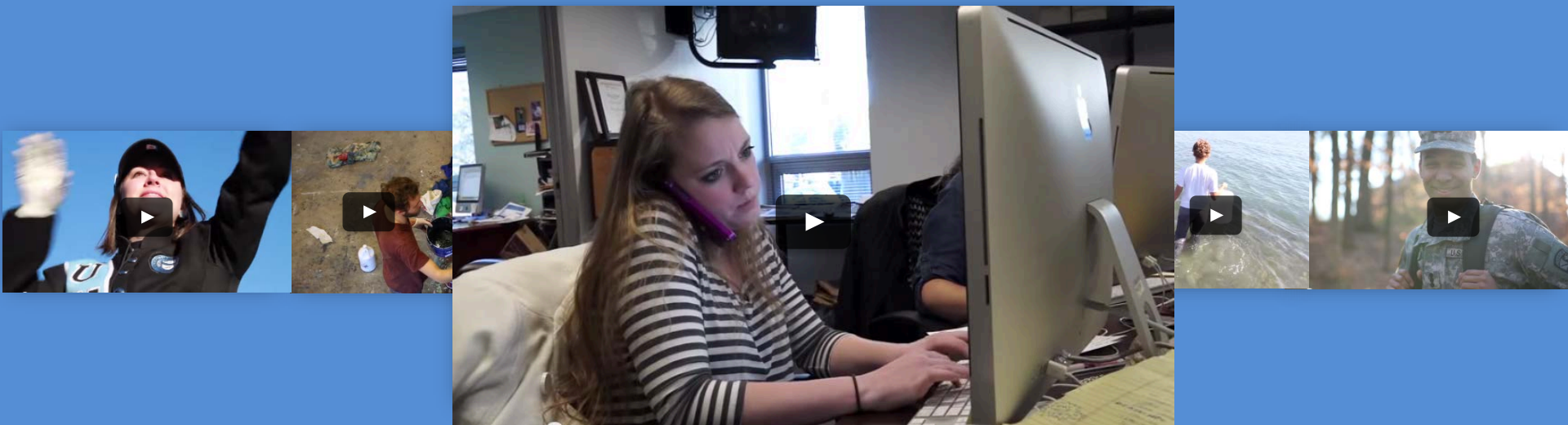
SAT	SUN	NOTES	PILLAR
		Admissions/Buchanan	Yellow, Orange
		Social Media	Yellow, Green
		Social Media	Yellow, Green
		Social Media	Yellow, Orange, Green

Holiday: Busbee, Pickeral, Parker)

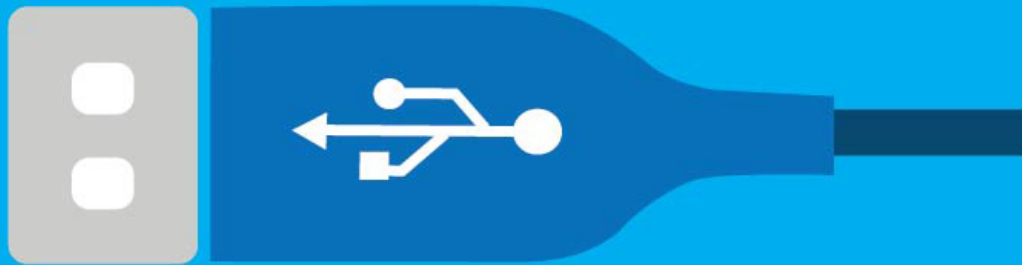
performances by Harmonyx, Ebony Readers/Onyx Theatre (Social media-Natalie) tweet of tour and photos for Instagram and Facebook. (Philip) which is Feb. 15, on social media Carolina (Gazette)

hammad as he discusses "The Unbearable Likeness of Ferguson: the Origin Story" quote from Carolina -- 50 years ago (Bielz)


	NOTE: SOCIAL MEDIA WILL PROMOTE ALL OF THESE EVENTS PLUS ALL BHM EVENTS LISTED ON DIVERSITY AND MULTICULTURAL AFFAIRS CALENDAR
February	Possible: Feeding the 5,000 (Carolina Dining Services video on an event that happened in February)
Feb. 18	UNC at Duke (story TED)
Feb. 19-20	NC Clean Tech Summit (Office of Research Communications)
mid-February	Seal the Seasons is a student project that prepares and flash freezes produce that is then sold at affordable prices to schools and low-income community members. It's a social venture spawned from Alice Ammerman's public health entrepreneurship course. They will begin retail production of local, healthy produce in spring 2015. (Busbee)
February	Photo Essay/Story: The Bloomer Hill Clinic is a free medical clinic located in Whitakers, NC and run jointly by UNC medical students and local community organizers. The clinic represents the UNC chapter of the North Carolina Student Rural Health Coalition, a group working in partnership with communities to promote accessible health care in rural communities across North Carolina. (Sear/Bielz)
Feb. 23	Profile of Dr. Eshelman. We hope to go beyond his "business resume" and tell the story of how he grew up, who/what has influenced/motivated him over the years, etc. Part of larger package on his donation. (CarolinaConnections/Pharmacy/Ragland)
February	Video: Plenty of sports are played in the water, but this one takes place entirely below its surface. The UNC Underwater Hockey team, which has been in existence for more than five years, uses snorkels and specialized sticks to advance a 'puck' along the bottom of a pool from one end to the other. This piece would introduce the audience to the sport and the people who play it, relying heavily on cool underwater GoPro footage. 'Game on! (Holiday)



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Twitter Followers

1/2014: 18,741

1/2015: 30,762

3/2015: 38,400

**Up 25 percent since January*

Instagram Followers

1/2014: 4,974

1/2015: 11,966

3/2015: 16,059

**Up 34 percent since January*

Facebook likes

1/2014: 212,413

3/2015: 227,260





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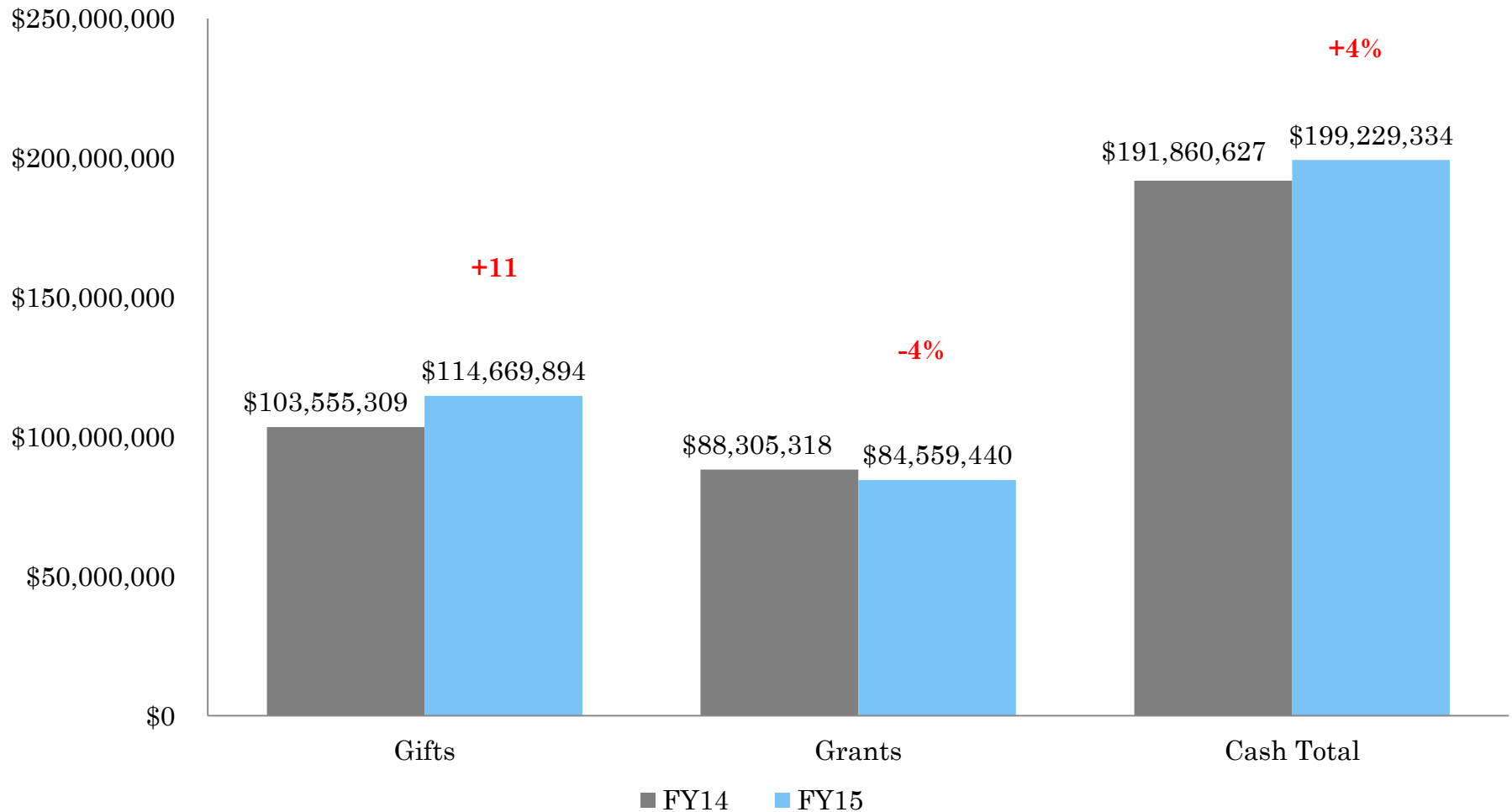
Development Update

March 2015

Meeting of the UNC Board of Trustees

David S. Routh
Vice Chancellor for Development

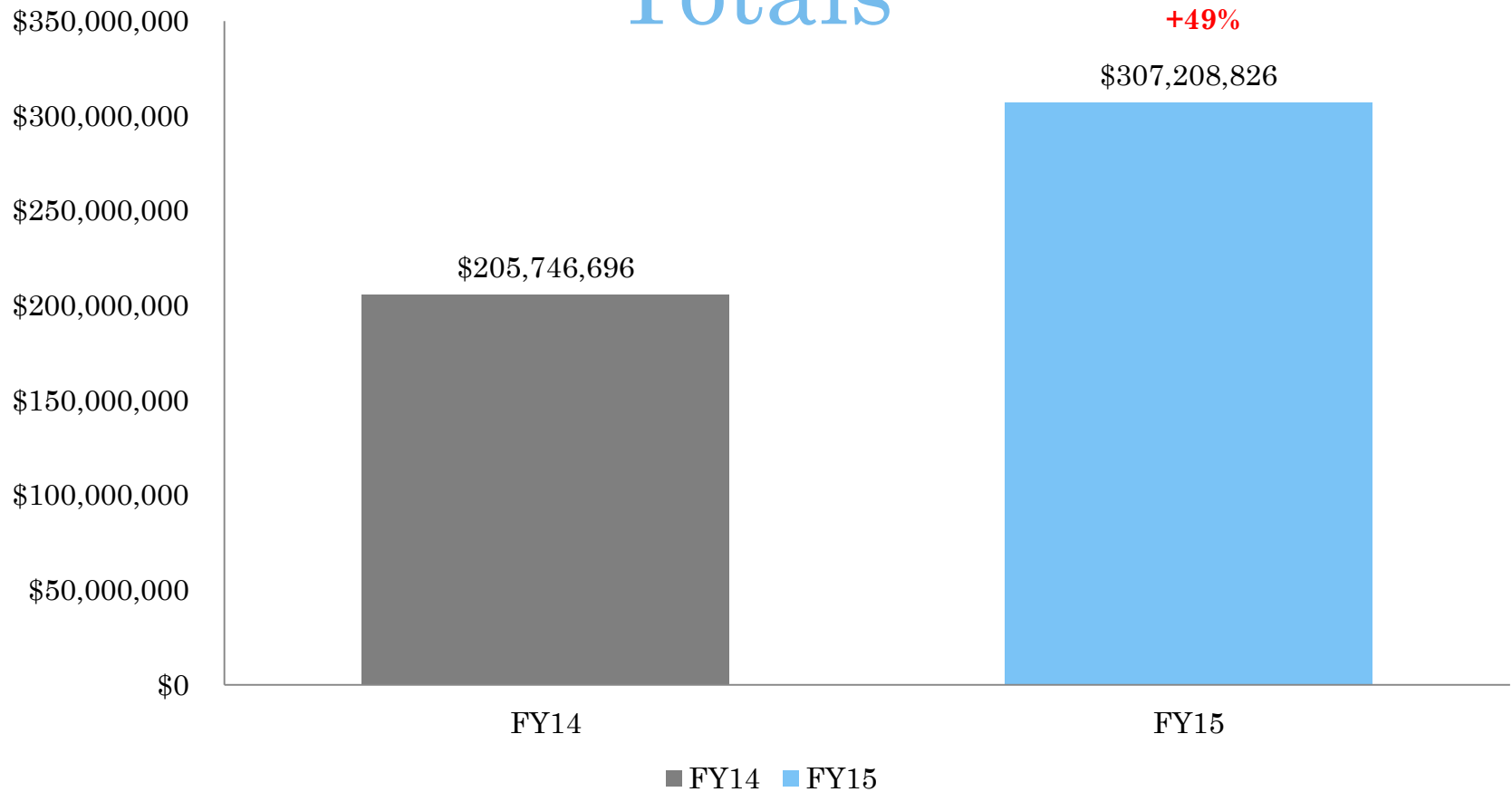
Cash Totals



YTD Comparison as of March 16, 2015



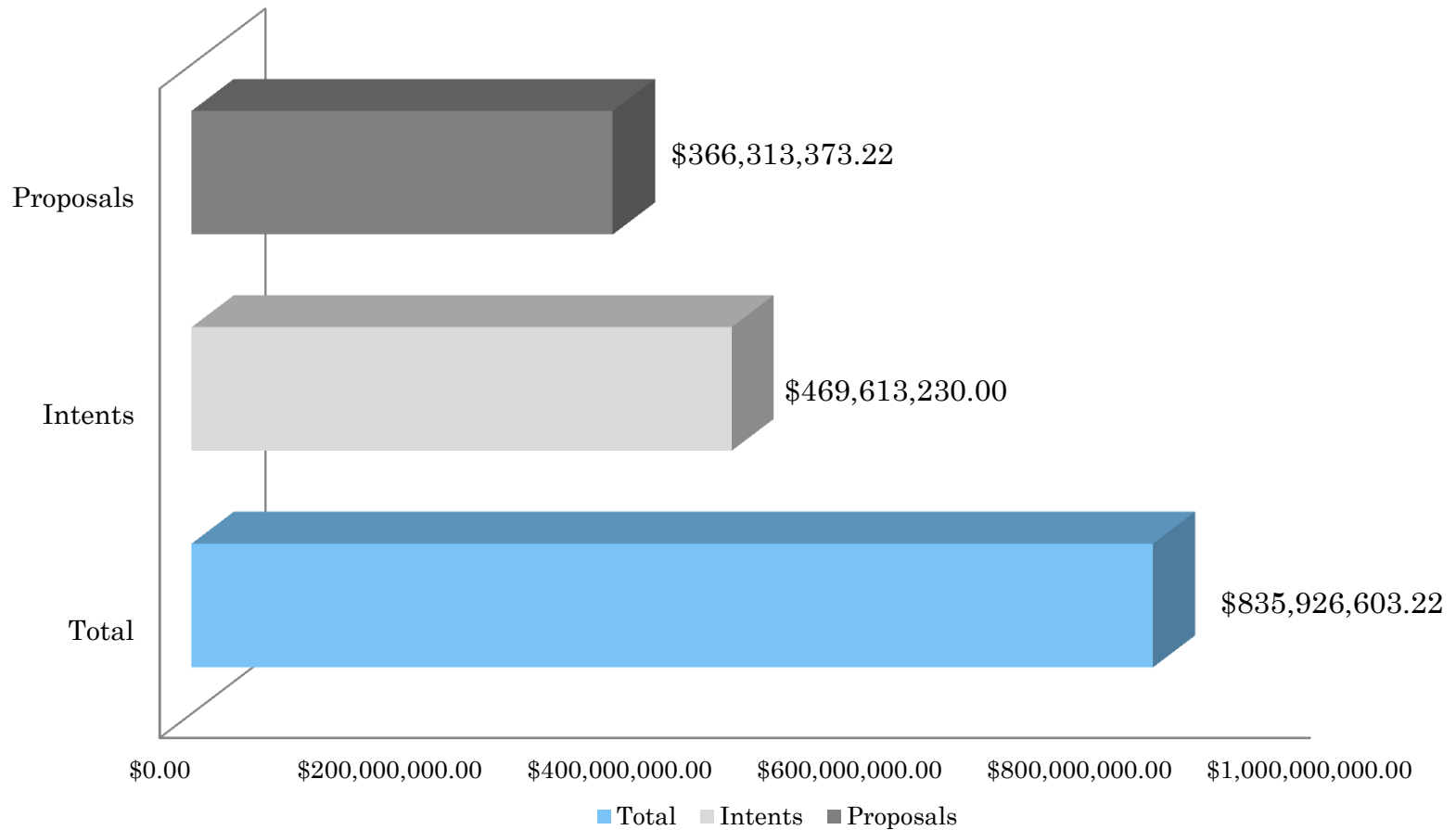
New Cash and Commitments Totals



YTD Comparison as of March 16, 2015



The Pipeline



Carolina Development Wire



Dear Joanne,

I have great news to share. This afternoon, Chancellor Folt announced our university's largest single gift from an individual — \$100 million from Fred Eshelman to support the UNC Eshelman School of Pharmacy. Gov. McCrory and President Ross joined us for the celebration, as did a crowd of more than 300. Chancellor Folt and Dean Blouin did an incredible job explaining the transformative nature of this gift for the school, the University, our state and our society. This new \$100 million commitment will create the Eshelman Institute for Innovation, which will leverage our collaborative culture and interdisciplinary research strengths to further drive innovation across campus and out into society. Follow [this link](#) for complete details.

This gift is a powerful statement of the importance of what we do every day here at Carolina. It's particularly significant for me that our first \$100 million gift from an individual comes from an entrepreneur and investor such as Fred Eshelman. Fred is one of the most savvy investors and accomplished entrepreneurs in North Carolina. He expects and demands excellence in everything he touches. Fred is also passionate about the role that this university plays in the economic vitality of our state and our region, as well as how academic research can drive innovation of all kinds. This is truly a day to celebrate!



Fred Eshelman

It's also a tremendous endorsement of the great work being done by our faculty, staff and students. Every day, Carolina continues to



Dear Joanne,

As you no doubt know, we've had a tough week at Carolina. We lost Coach Dean Smith, and then we lost three extraordinary young people — including a UNC dental student and his wife who planned to follow him to Brauer Hall this August.

One death represented a life lived to the fullest; the others lives full of promise lost.

I cannot claim to have known Deah Barakat, Yusor Abu-Salha and Razan Abu-Salha, but I wish I had. By every account, they embodied the values that Carolina has always stood for — commitment to service and compassion for those in need. Please be assured that the University is honoring their lives and offering support to our campus community as we cope with this tragedy. I know you join me in keeping their family and friends in your thoughts and prayers. Should you want to honor Deah, you can [make a gift to the Barakat Memorial Fund in the UNC School of Dentistry](#).

I also wanted to make sure you knew about a Feb. 22 public memorial service celebrating the life of Coach Smith. The service will be held at 2 p.m. at the Smith Center. [Here are the latest details](#).

You can read about Coach Smith's life and legacy by [visiting this link](#). There are many statistics that attest to his greatness as a coach. But I believe we will most remember him for his greatness as a man.

The son of public school teachers, Coach Smith knew the value — and moral imperative — of giving everyone a shot at the American dream, regardless of skin color or financial circumstance. For me, that will always be his most profound legacy.



New Development Hires

Pitt Tomlinson

Director of Prospect Management, Research and Analytics

🔍 Oversees research department and will create a new analytics team



New Development Hires

Catherine Pierce

Director of Development Planning and Strategic Projects

- Oversees special projects and planning in the Office of the Vice Chancellor





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giving.unc.edu