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**OPEN SESSION**

**FOR INFORMATION ONLY**

(No formal action is requested at this time)

1. Chair's Remarks and Discussion of Committee Goals for 2015-2016  
*Kelly Hopkins, UNC Board of Trustees*
2. [Board of Visitors Update](#)  
*Shelayne Sutton, Chair of the BOV Membership Involvement Committee*
3. [Communications Update](#)  
*Joel Curran, Vice Chancellor for Communications and Public Affairs*
4. [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.

**Important Dates for the Committee:**

New Student Convocation – Sunday, August 16  
University Day – Monday, October 12  
Winter Commencement – Sunday, December 13  
Spring Commencement – Sunday, May 8

**COMMITTEE MEMBERS**

**Kelly Matthews Hopkins, Chair**  
**Allie Ray McCullen, Vice Chair**  
**Charles (Chuck) G. Duckett**  
**William (Bill) Keyes IV**  
**William (Ed) McMahan**  
**Houston L. Summers**  
**Administrative Liaison:**

***David Routh, Vice Chancellor for University Development***

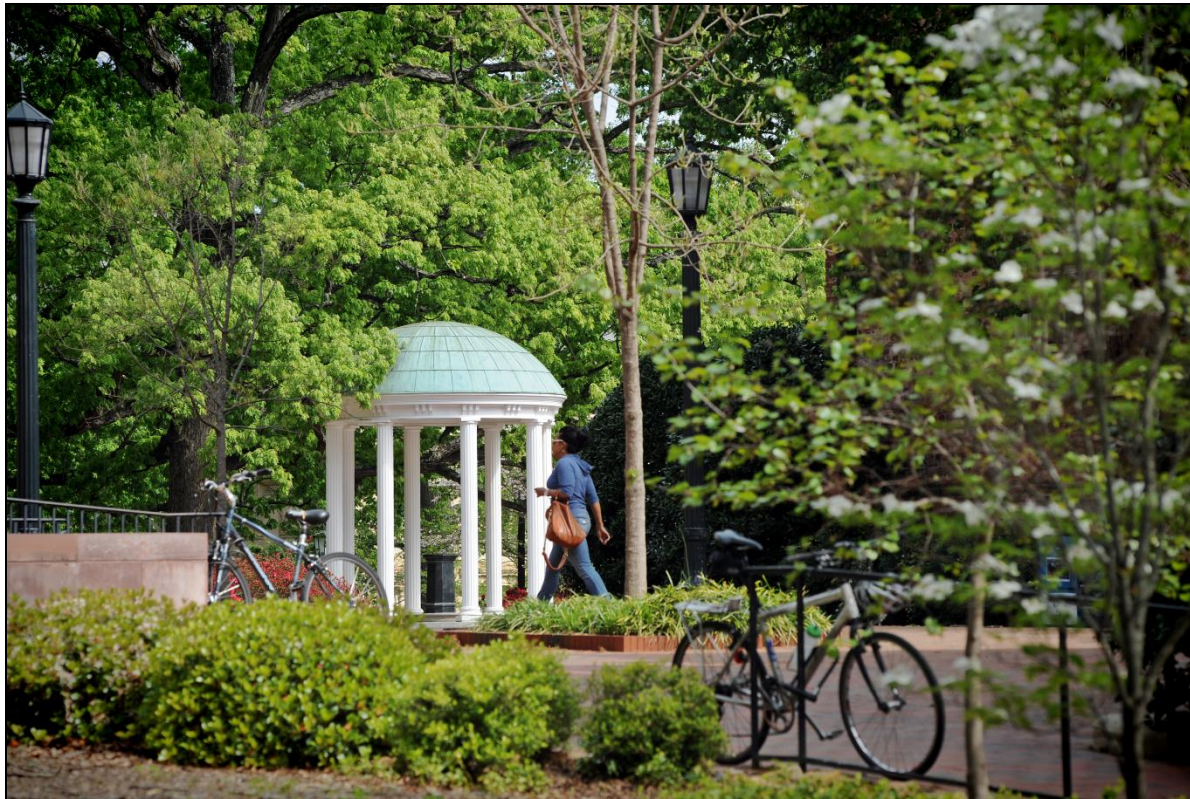
# 2014-2015 Board of Visitors

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UNC Board of Visitors  
report to the

UNC Board of Trustees  
External Relations  
Committee

July 22, 2015



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*at* CHAPEL HILL

# Fall meeting highlights

- Marsico Hall tour
- UNC Eshelman School of Pharmacy robots
- Ten years of the Carolina Covenant
- Olympic sports talk
- BOV's role in the future of Carolina giving with Vice Chancellor Routh
- Discussion with Chancellor Folt



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# Spring meeting highlights



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- Stone Center and Chancellor Folt
- F2F at University Career Services
- Four members of the Board of Trustees in attendance
- A talk about Carolina's past
- Two outstanding professors
- Sharing Carolina's message with Vice Chancellor Curran

# Committee action

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Student  
Recruitment =  
53% Honors  
yield from BOV  
calls

Student Career  
Services = F2F  
Networking

Marketing  
Communications =  
e-Newsletter for  
BOV, Social Media  
participation

Government  
Relations = federal,  
state and local  
support, University  
Square, Northside

Membership  
Involvement = New  
Member Orientation,  
Q&A, Engagement,  
Exit interviews



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# Student Recruitment Committee

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| Students called |      | Students enrolled |      | Honors Carolina yield |      |
|-----------------|------|-------------------|------|-----------------------|------|
| 2012            | 2015 | 2012              | 2015 | 2012                  | 2015 |
| 144 total       | 301  | 64                | 161  | 44%                   | 53%  |
| 91 in-state     | 238  | 44                | 143  | 48%                   | 60%  |
| 53 out-of-state | 63   | 20                | 18   | 38%                   | 29%  |

*\*The BOV began working with Honors Carolina in 2012.*



# Career Services Committee – F2F

| Survey Question   | Ratings   | Spring 2015<br>37 students | Fall 2014<br>40 students |
|---|-----------|----------------------------|--------------------------|
| How would you rate your BOV meeting experience?                         | Excellent | 83%                        | 87%                      |
|   | Good      | 17%                        | 13%                      |
| How helpful was your BOV meeting in answering career-related questions? | Extremely | 83%                        | 73%                      |
|   | Somewhat  | 17%                        | 27%                      |
| How likely are you to recommend a BOV meeting to a friend?              | Extremely | 70%                        | 67%                      |
|   | Likely    | 30%                        | 27%                      |
|   | Somewhat  |                            | 6%                       |
| How likely are you to follow up with the BOV member you met?            | Extremely | 64%                        | 67%                      |
|   | Likely    | 14%                        | 33%                      |
|   | Somewhat  | 22%                        |                          |

## Comments:

- ❖ *Even though Patty Maynard Hill was not in the exact same field in which I am planning on studying, she was able to relate her experience to what I would like to do. I found her advice incredibly motivating.*
- ❖ *Great program, will definitely recommend!*
- ❖ *Dr. Hargrove was honest and open, which I really appreciated.*



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# For future consideration

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**To make the Board of Visitors more effective as the advisory group to the Chancellor and Board of Trustees:**

- ❖ Consider Board of Visitors surveys to receive input on topics of conversation facing the Board of Trustees
- ❖ Consider placing a BOV member on some committees of the Board of Trustees. For example, the Chancellor's search committee included people from a variety of groups representing the University. Have someone specifically designated as the BOV representative.



# Questions?



# CAROLINA COMPASS

Communications – Public Affairs – Strategic Services

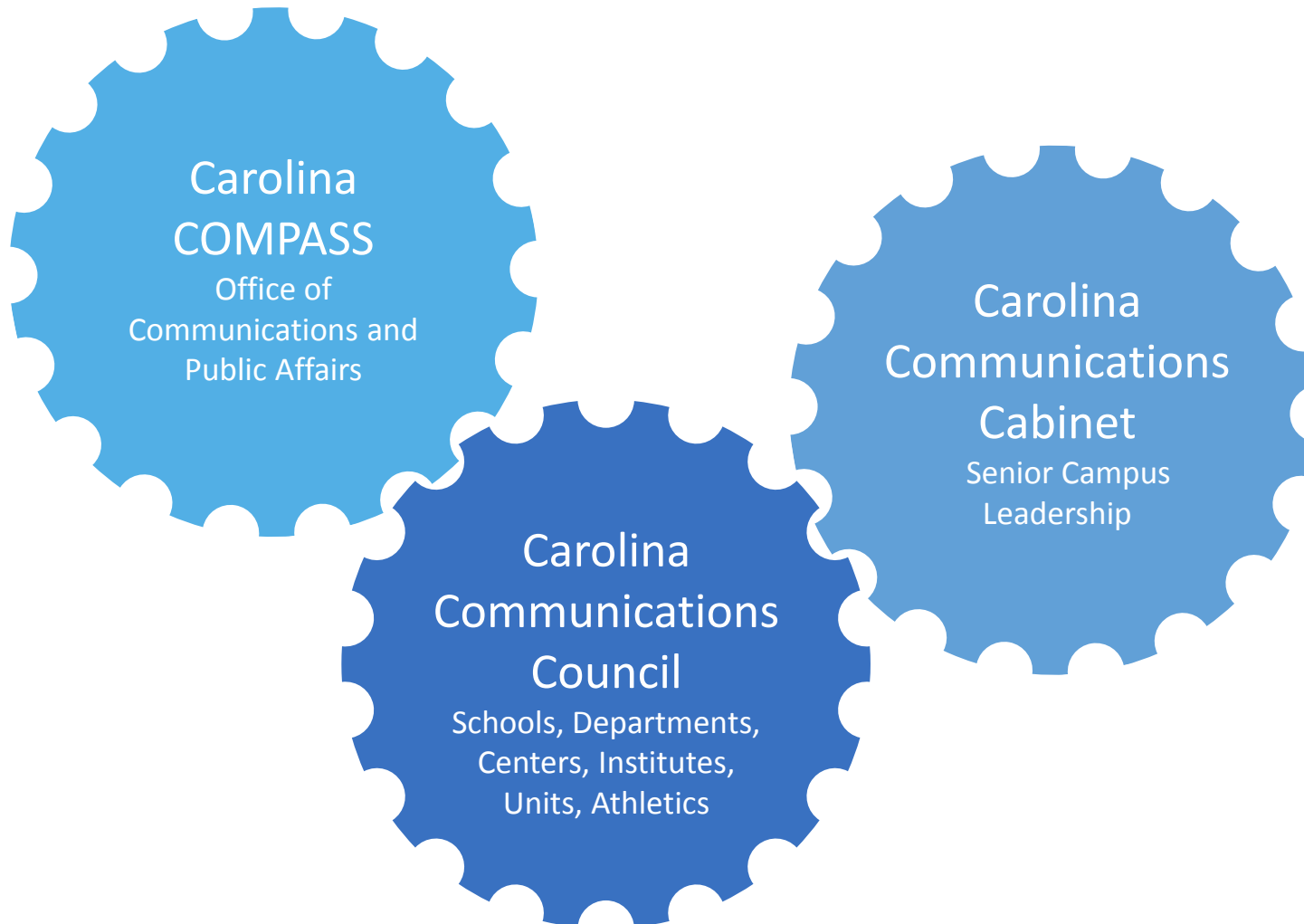
*A New Direction for Carolina's Communications,  
Public Affairs and Branding*

Joel Curran  
Vice Chancellor  
Communications and Public Affairs



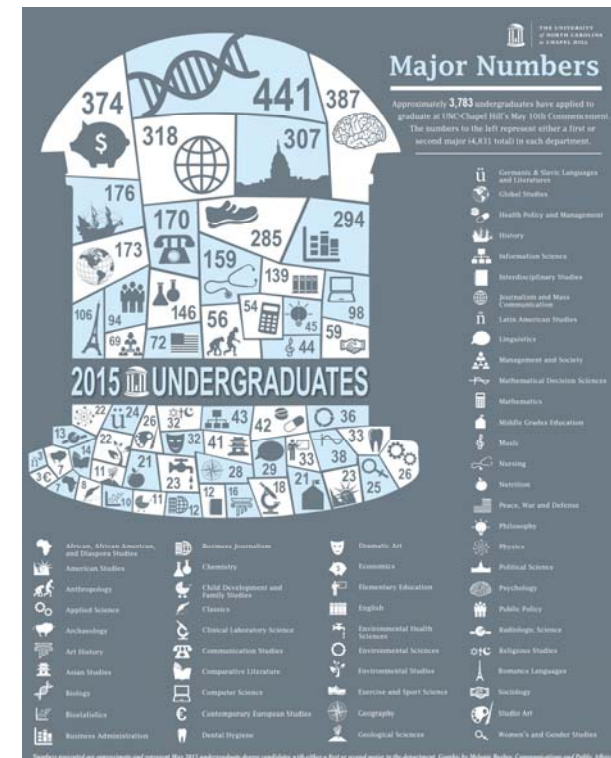
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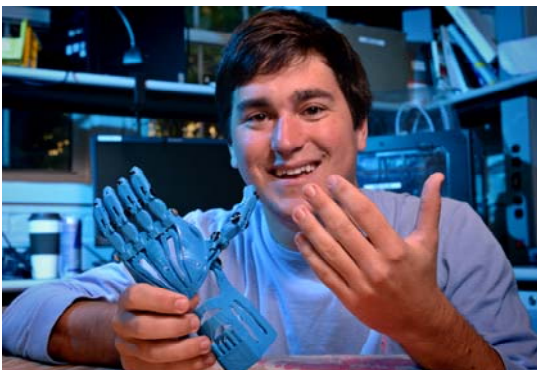
# CAROLINA COMPASS



# CONTENT

- Produced 60 videos, 4x the amount compared to two years ago
- 1,000+ more YouTube subscribers in 12 mos.
- *UNC.edu* updates 2-3 times *daily*
- Spring Commencement graphic reached 52,000 Facebook followers







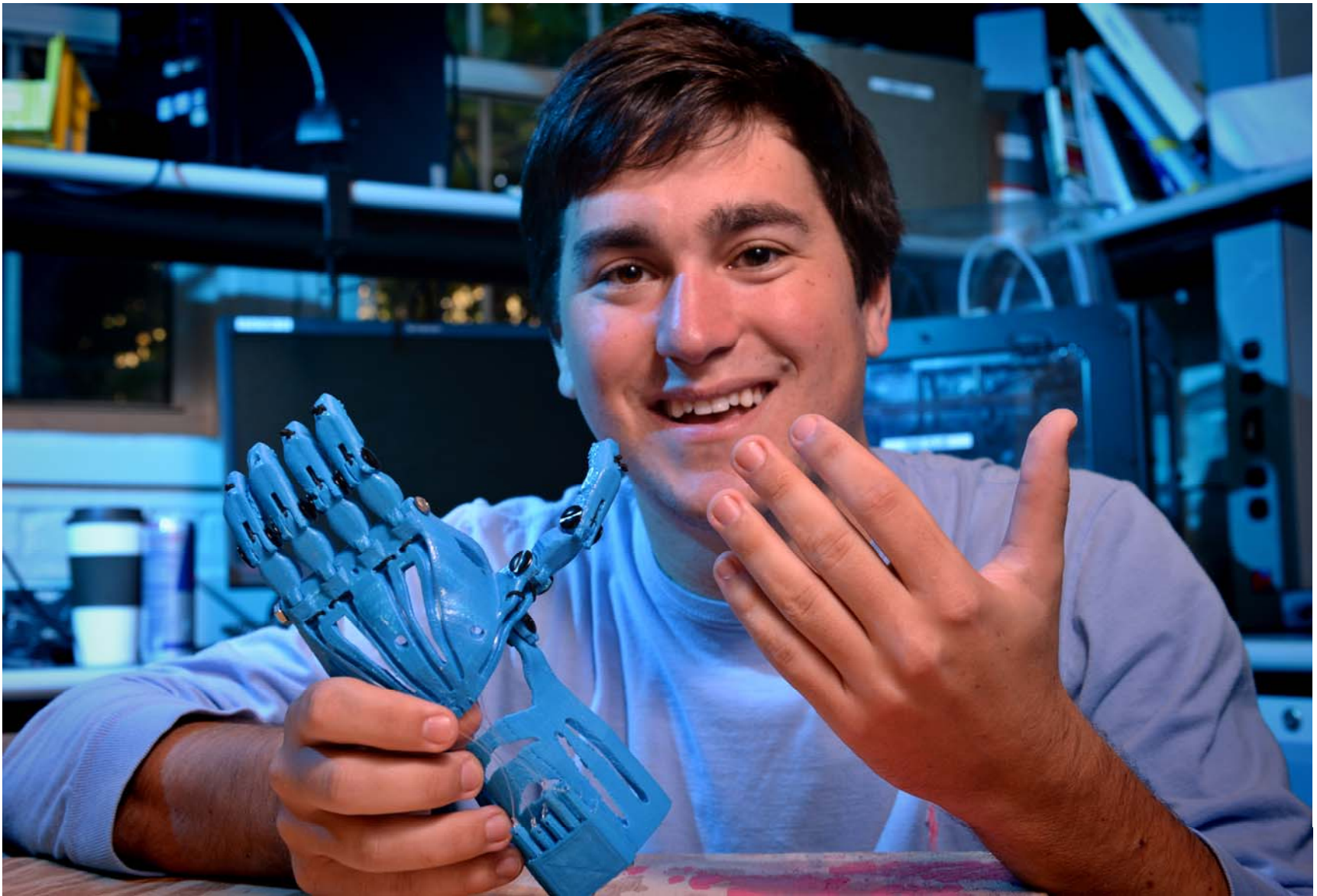
















<https://vimeo.com/132326798>





# SOCIAL MEDIA

- *Since January 2015:*
  - ° **36%+** in Twitter followers
  - ° **63%+** on Instagram
- Tweets featured in *Washington Post*, *Sports Illustrated*, *USA Today* and ESPN SportsCenter
- Launched Vine, Google+ and Snapchat this year





# UNC CREATIVE

- Approx. 540 projects completed  
—up 28% compared to 2012-13
- Chancellor's 2014 Video Holiday Card





# MEDIA RELATIONS

- *Since March 2015:*
  - 70+ story pitches to state and national media
  - 30+ media interviews across campus facilitated
  - 250+ responses to media queries

The New York Times

The Herald-Sun

[dailytarheel.com](http://dailytarheel.com)

The News & Observer

The Washington Post





# PROTECT

- Wainstein report
- NCAA Joint Investigation
- SACSCOC Review
- Campus History/Curation
- Title IX
- Trademarks/licensing and labor code in Bangladesh
- Student and faculty issues
- Centers and Institutes





# INTERNAL COMMUNICATIONS

- Produced 16 editions of the *University Gazette* for faculty and staff.
- **200+** stories published in print and online

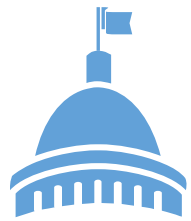




# EXECUTIVE COMMUNICATIONS

- Helped craft and/or edit **dozens** of speeches for Chancellor and Chair of Board of Trustees
- Regularly assists with news briefings, talking points and campus communication





# LOCAL AND STATE RELATIONS

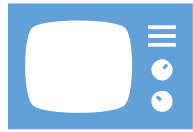
Ensures that the university has a seat at the table on issues of state and local importance, as well as engage on national issues



# PROMOTE

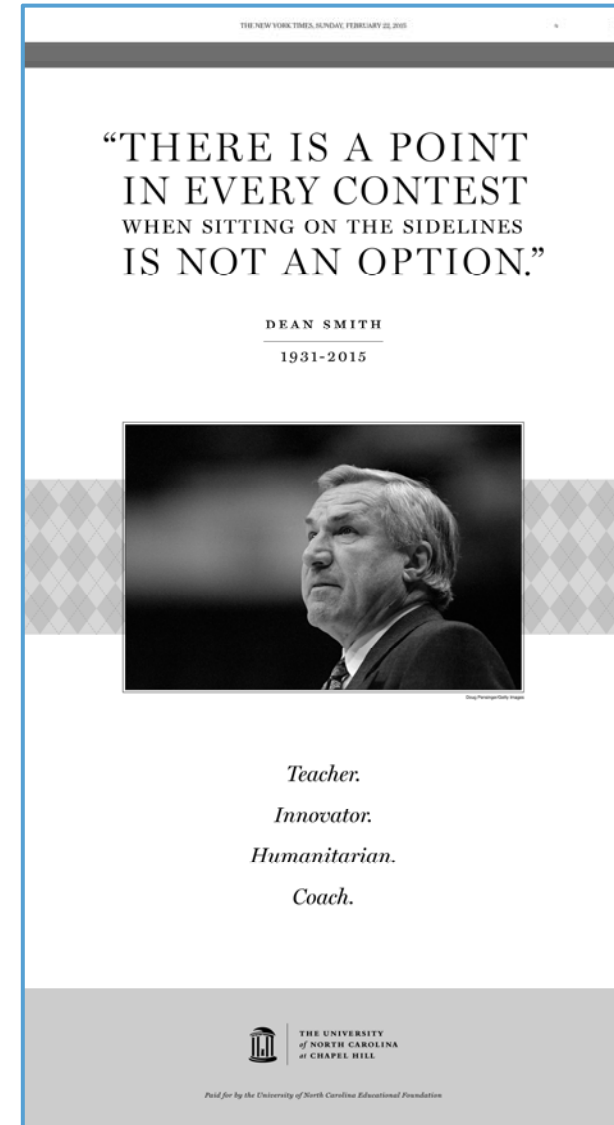
- GSK/UNC Partners
- UNC Core
- Commencements
- University Day
- Eshelman Gift
- MEASURE Evaluation
- Core at Carolina Square
- Law School dean announcement





# ADVERTISING

- Designed and placed a *New York Times* ad commemorating Dean Smith
- Football pregame faculty lectures
- Football/basketball program insertions
- New Kuralt television commercial



# VISITORS' CENTER

- Introduced Carolina to 26,000 visitors from across the nation—and world
- Developed the First Look program, which introduces middle school students to higher education





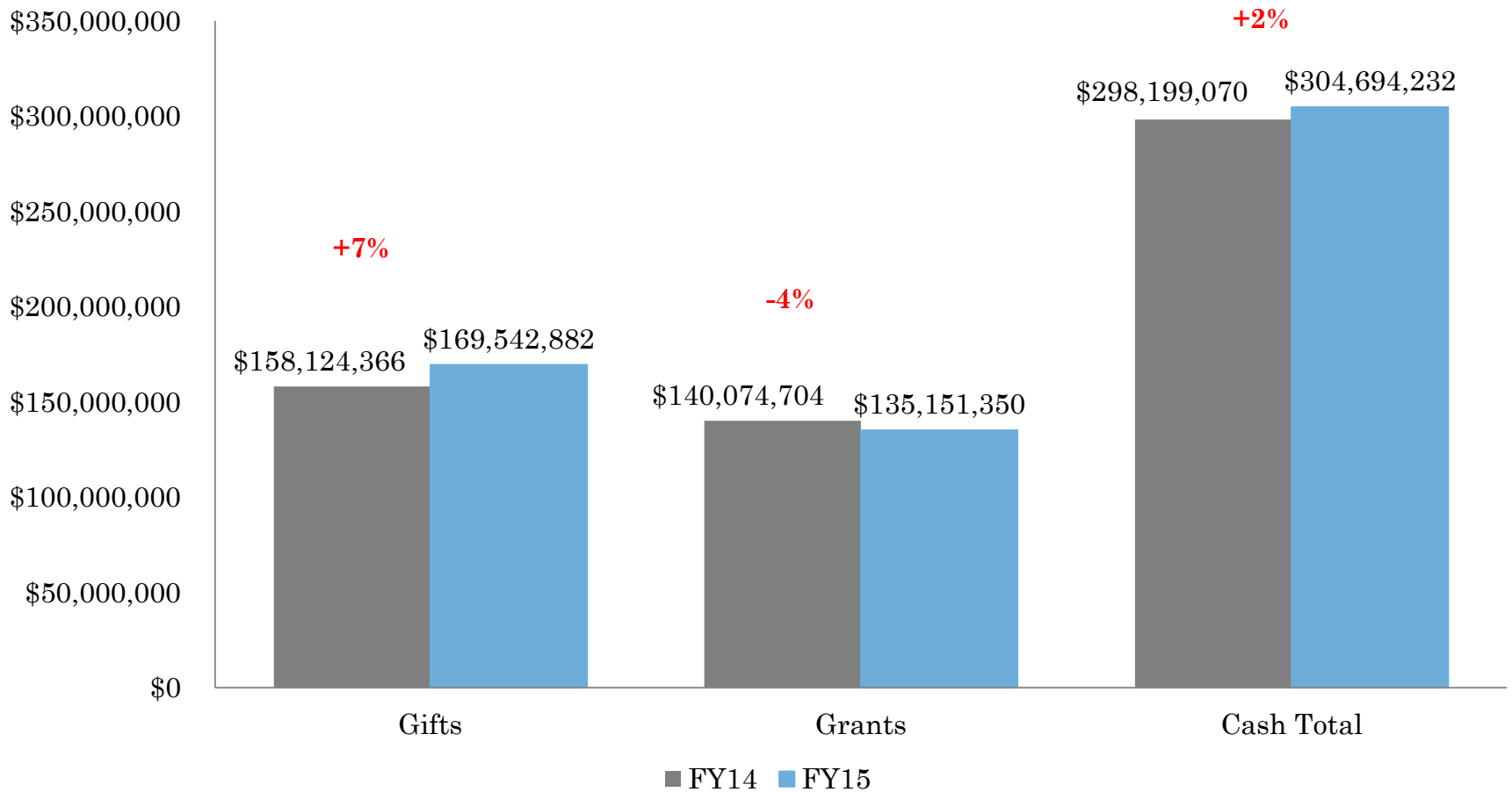
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# Development Update

July 2015

Meeting of the UNC-CH Board of  
Trustees

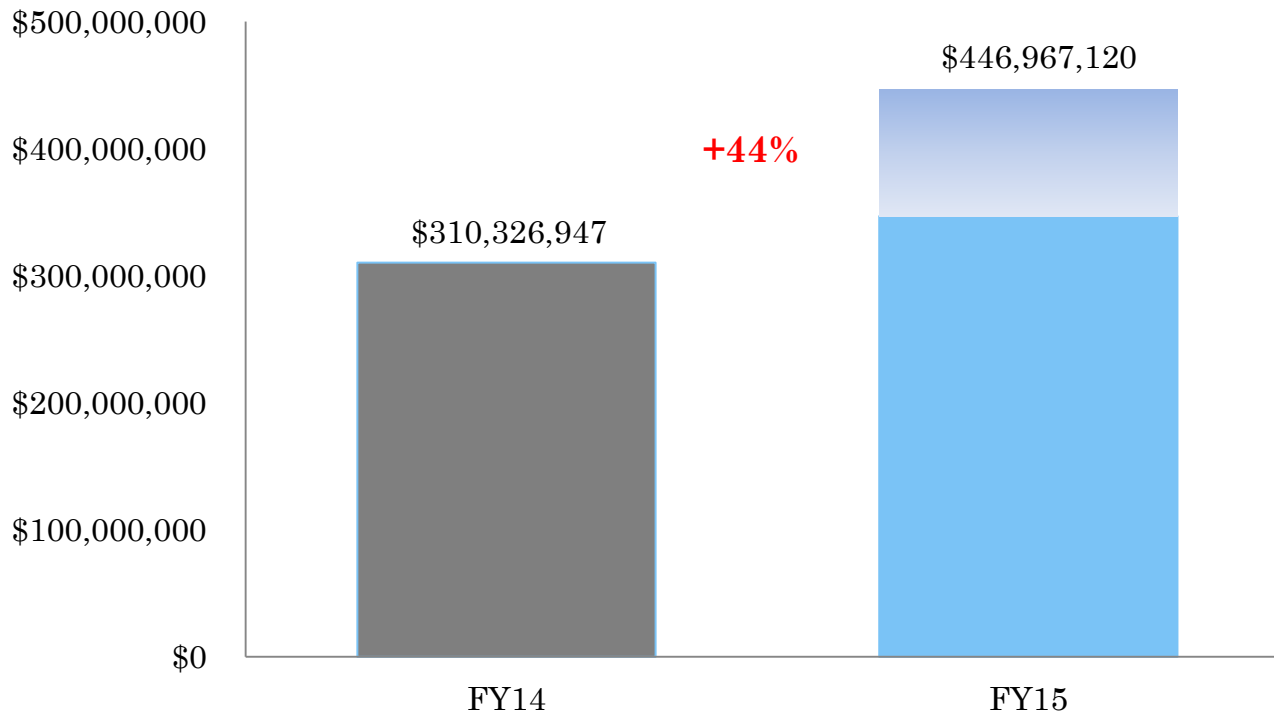
# Cash Totals



YTD Comparison as of June 30, 2015



# New Cash and Commitments Totals



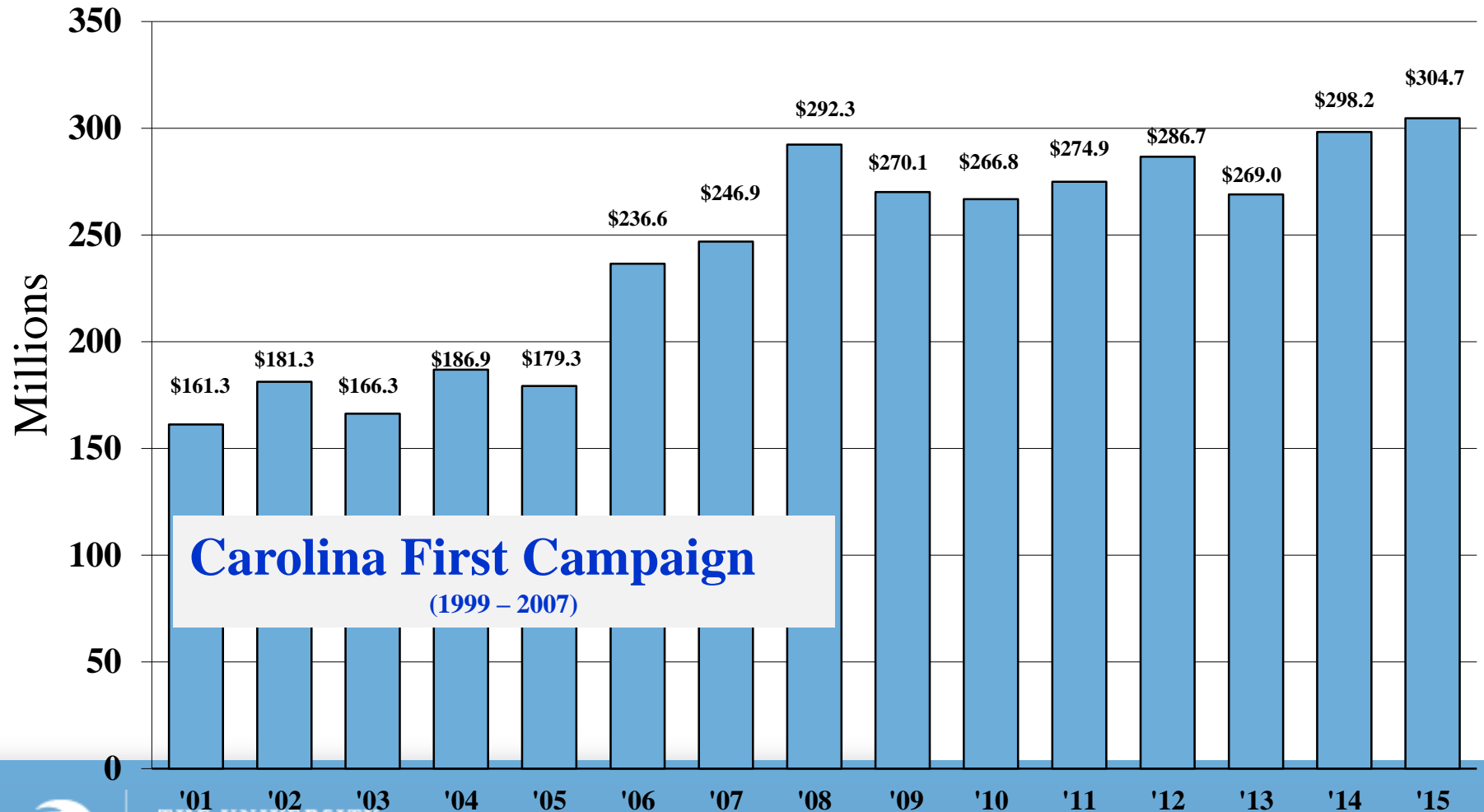
YTD Comparison as of June 30, 2015





# Cash Totals

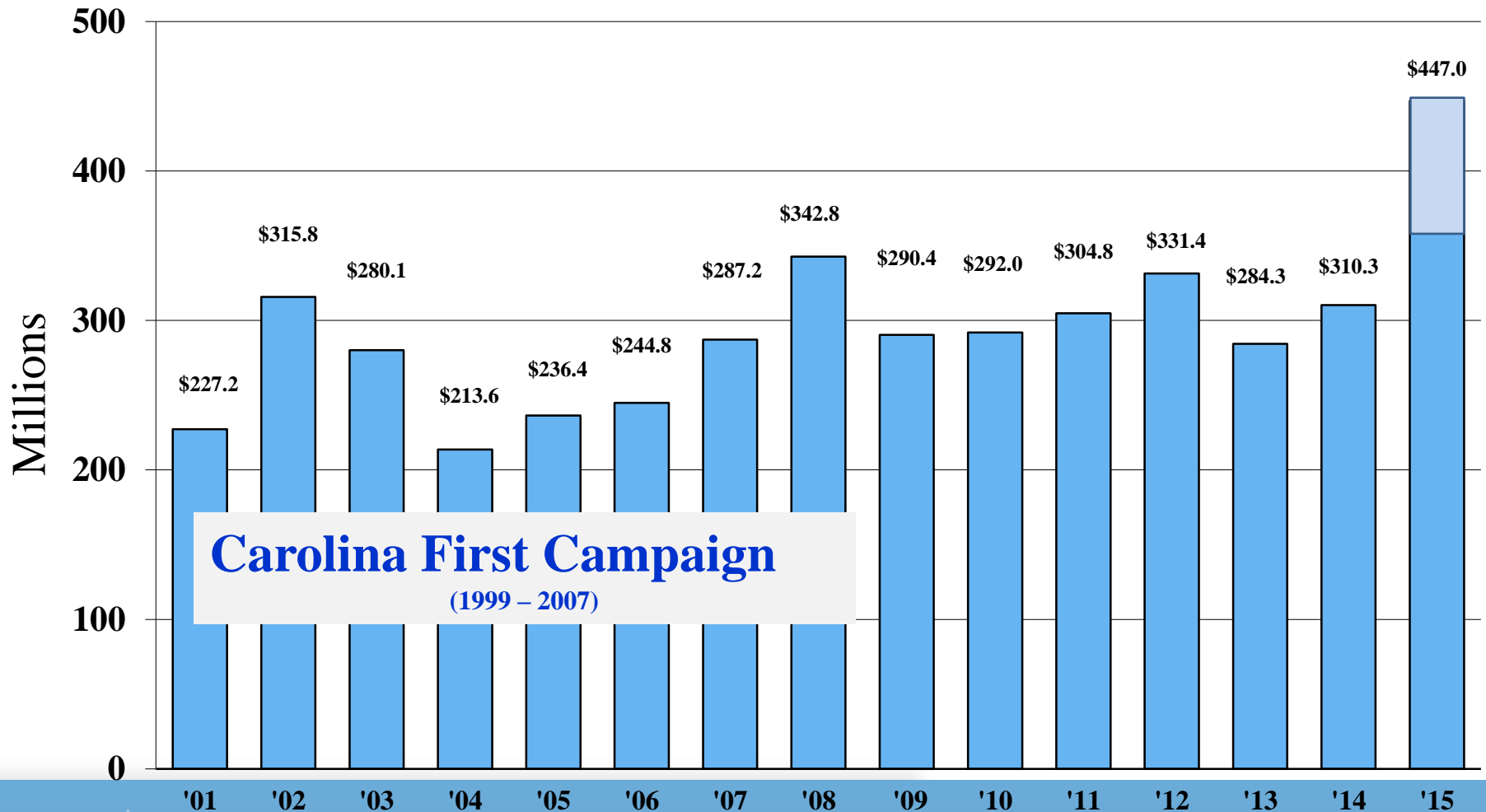
## Fiscal Years 2001 - 2015



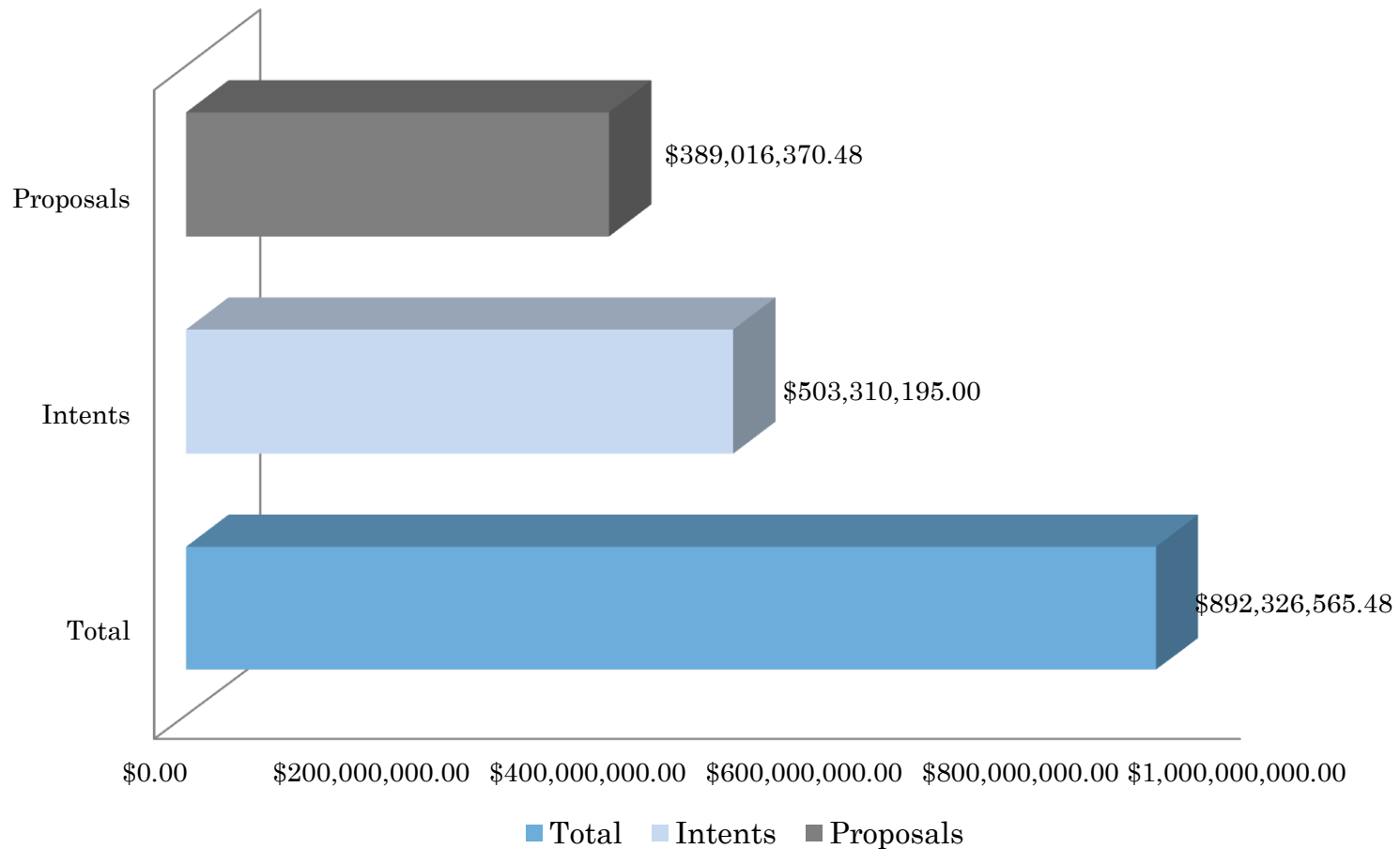


# New Cash and Commitments Totals

## Fiscal Years 2001 - 2015



# The Pipeline



# University Development

## List of Services

### Principal Gifts

- Identify new principal gift prospects
- Create individualized and highly personalized cultivation and stewardship plans
- Provide significant staffing support for the Chancellor
- Offer strategy support—planning, executing, documenting

### Annual Giving

- Retain, upgrade, renew and acquire donors on behalf of the University.
- Increase overall participation rate among the various constituents, including alumni, students, faculty, staff and parents.
- Educate current students and young alumni about the importance of creating a habit of supporting UNC.
- Assist University schools and units in their annual fund fundraising.

### Gift Planning

- Administer all life income, IRA rollover, real estate, and estate gifts
- Stewardship, probate and donor professional advisor services
- Gift annuity and charitable trust services
- Foundation and major gift officer value-added services

### Corporate and Foundation Development

- Targets corporations and foundations with multiple interests across campus
- Identify/cultivate UNC alumni entrepreneurs and private equity investors
- Facilitate collaborative proposals with schools and units to reflect the similar needs and interests of the company/foundation and the university

### Regional Development and UNC Global

- Identify leadership donors for the University's various schools, units, departments and programs, nationally and internationally
- Staff regional Development / campaign committees
- Assist and staff UNC senior leaders with international trips and donor engagement

### Development Communications

- Provides communications support to schools and units and produces other development related pieces
- Assists with proposals and other campaign related materials

### Campaign Planning

- Provide campaign resources and coordination
- Provide campaign reporting

### Prospect Management, Research and Analytics

- Provide research reports, briefings and data analytics services in support of the University's development and campaign efforts
- Identify and evaluate prospects
- Implement and administer the prospect management system

### Gift Processing

- Receive, receipt, deposit and acknowledge gifts of various types including cash, credit card transactions, bank drafts, payroll deductions, publicly traded and closely held stock, gifts-in-kind, including tangible personal property and real property, matching gifts and memorial gifts
- Create all gift designations for schools and units

### Stewardship and Donor Relations

- Prepare gift acknowledgements for Chancellor
- Prepare annual endowment reports for donors
- Assist and support vice chancellor, schools and units with cross campus naming opportunities

### Events

- Organize events for the Chancellor, University Development and across campus including regional and international events and commencement
- Serve as a resource to schools and units with services ranging from consultative to substantive, depending on your needs

### Information Systems

- Develop and maintain information systems, including specialized services to support online giving and broadcast email efforts
- Provide training, education and ad hoc reporting/data services

### Talent Management

- Facilitation and support of Talent acquisition
- Offer development training and professional skill development



# Updates from Campus Wide Development Leadership

Principal Gifts: Peggy Glenn, Senior Director of Principal Gifts

Development Communications: Kim Elenez, Senior Director of Development Communication

Prospect Management: Pitt Tomlinson, Director of PMRA

Corporate and Foundation Relations: Associate Vice Chancellor for Corporate and Foundation Relations and Talent Management





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