



OPEN SESSION

FOR INFORMATION ONLY

(No formal action is requested at this time)

1. [General Alumni Association](#)
Doug Dibbert, President
Tom Lambeth, Chair of the GAA Tar Heel Network
2. [Bond Campaign Update](#)
Jennifer Willis, Assistant Dean for Development, UNC School of Government, & Interim Director of Public Affairs
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:
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 Liaisons:

David Routh, Vice Chancellor for University Development
Joel Curran, Vice Chancellor for Communications and Public Affairs



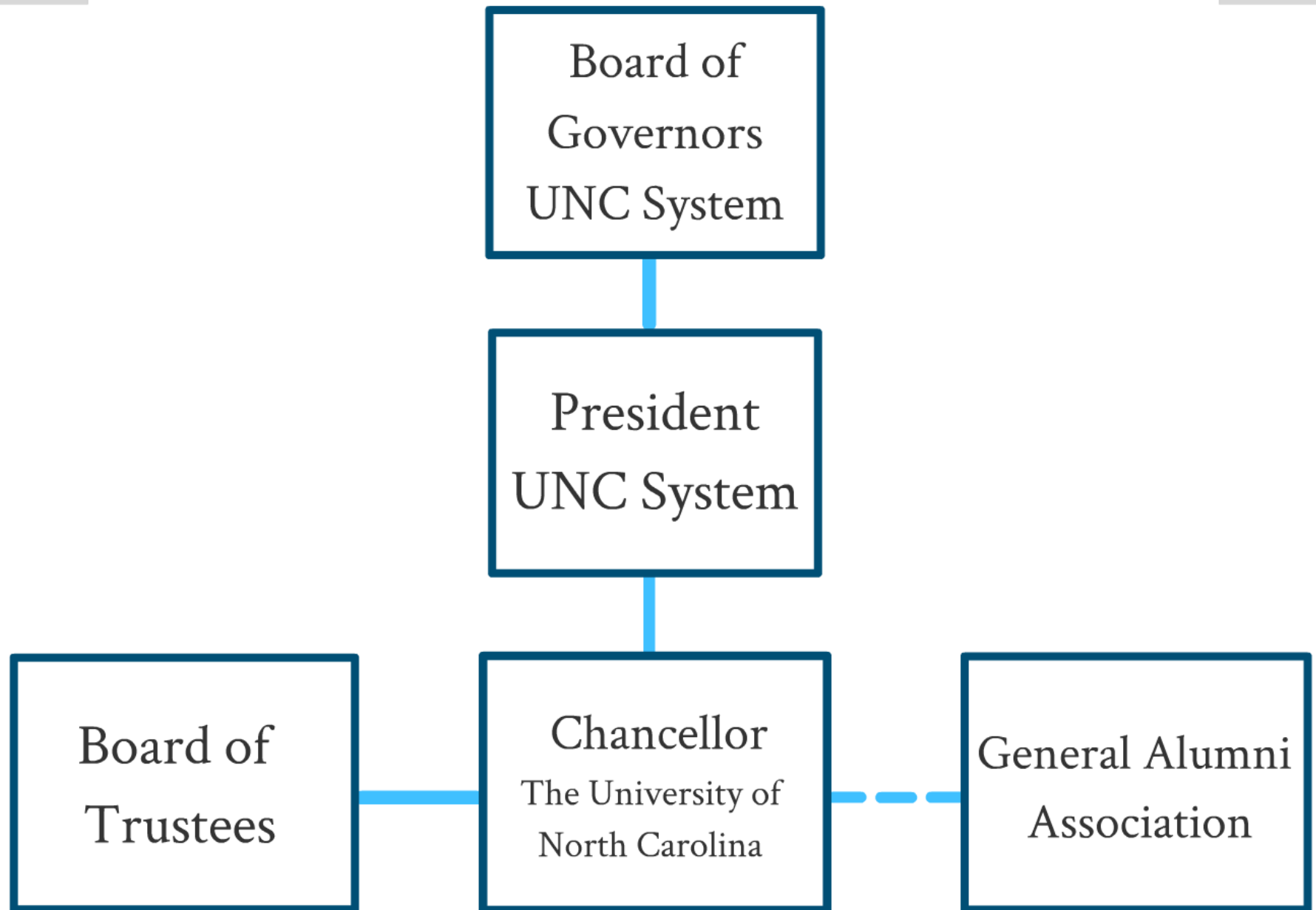
Overview of The University of North Carolina
General Alumni Association

Presented to the
External Relations Committee
of
The University of North Carolina Board of Trustees
January 27, 2016

Organization

- Nonprofit: Unincorporated association
- Tax-exempt: (501)(c)(3)
- Self-governed

- The Carolina Club
 - Tax-exempt: (501)(c)(7) nonprofit corporation



Self-Governed Alumni Associations

Air Force Academy

California (Berkeley)

Georgia Tech

Illinois

Iowa State

Kansas

Kansas State

Louisiana State

Maine

Michigan

Military Academy

Naval Academy

North Carolina

Oklahoma State

Purdue

Texas

Texas A&M

Texas Tech

Virginia

University Community

Staff
8,297



Students
27,904



Alumni
308,926



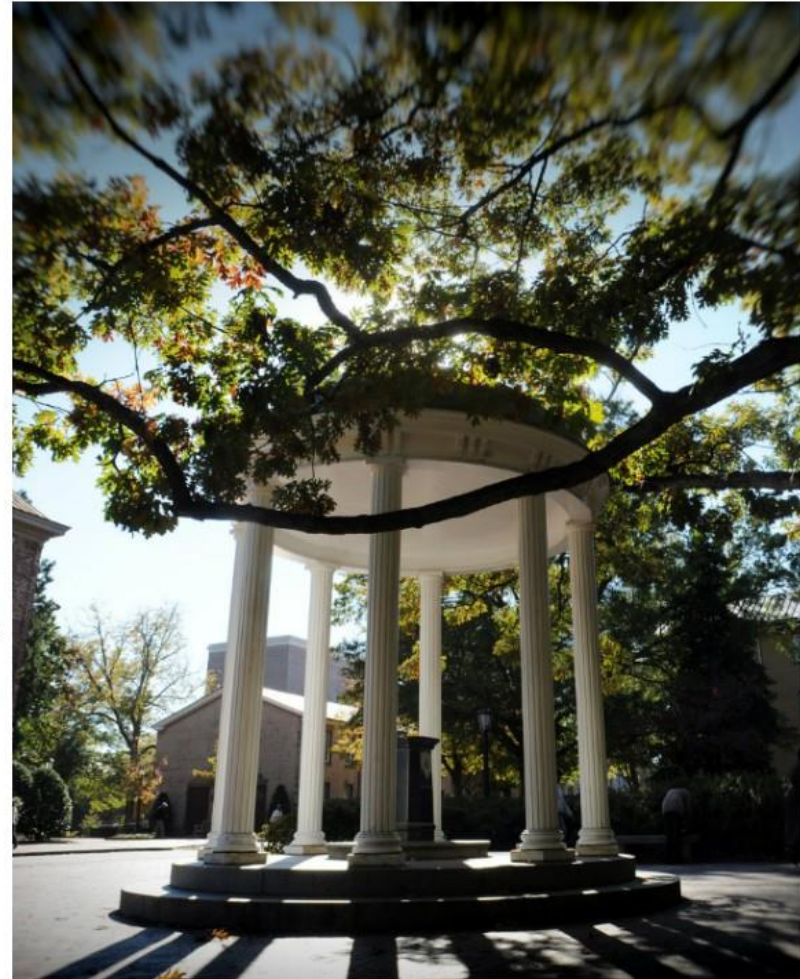
Faculty
3,667



General Alumni Association

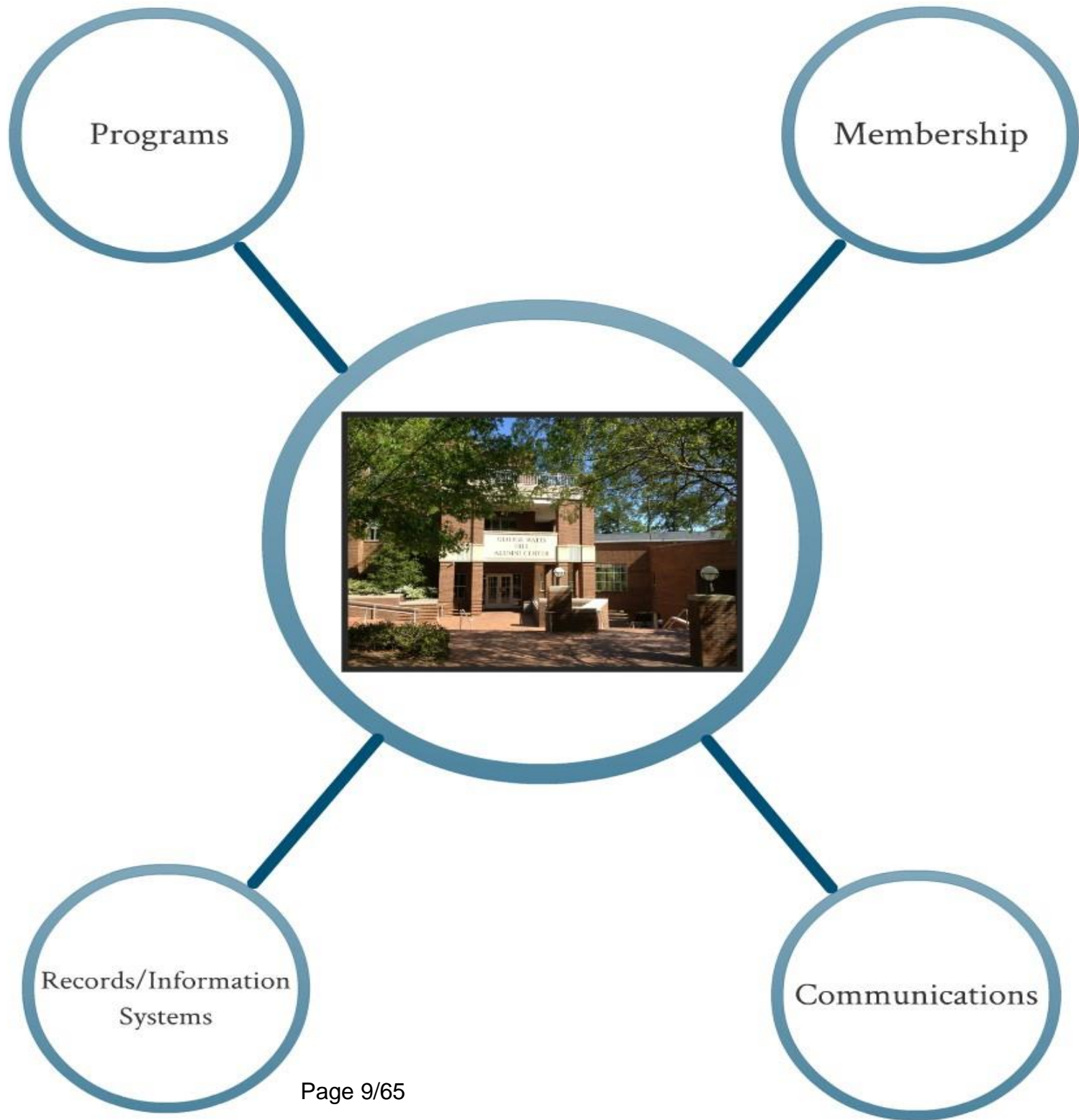
Involve and inform Carolina alumni

- Through programs, promote spirit of fellowship and loyalty among alumni and community
- Provide a continuous flow of information on the progress and needs of the University
- Dedicated to the continuing service of the University
- Encourage united alumni support for Carolina's advancement



Our History

- **1843:** John Motley Morehead and friends establish the GAA
- **1912:** First *Alumni Review* published
- **1922:** Daniel L. Grant '21 named first alumni secretary
- **1943:** Association celebrates centennial
- **1952:** GAA creates Alumni Annual Giving
- **1986:** \$3.5 million challenge gift from George Watts Hill '22 to fund Alumni Center
- **1989:** Groundbreaking for the George Watts Hill Alumni Center
- **1993:** GAA celebrates sesquicentennial and moves to GWHAC
- **2009:** Debt on the Alumni Center paid in full
- **2012:** Centennial issue of *Carolina Alumni Review* published



Programs

Programs Overview



1,000-plus functions
annually with ~40,000 in
attendance

17 distinct program areas

Admissions Related

- Alumni Admissions Forum
- Admissions letters sent to every alumni parent whose child applies
- Carolina Clubs Send-Off Receptions



Student Engagement



- 2,800 Student Alumni Association members
- GAA sponsors several student groups: Clef Hangers, Homecoming Committee, Loreleis, Order of the Bell Tower, Senior Class
- Carolina Legacy Pinning, Official UNC Class Ring Program, Hinton James Day Celebration, Move-In Weekend, Senior Week

Young Alumni



- Programs targeted to alumni who graduated no more than 10 years ago
- *The Quad* e-newsletter

Carolina Clubs

- 250+ volunteers who lead 800 events annually
- Clubs reach 66% of alumni
- Social *and* service: Tar Heel Service Day



Homecoming and Affinity Reunions



- For Tar Heels of all ages: 2,700 attendees in 2015
- Milestone Mixer, Bell Tower Tailgate and Postgame Party
- Affinity reunions encouraged during Homecoming weekend and throughout the year

Black Alumni Reunion and Light on the Hill Society



- Oldest and largest affinity reunion with ~1,300 attending annually
- Light on the Hill Society Scholarship annually provides \$18,000+ in merit-based scholarships

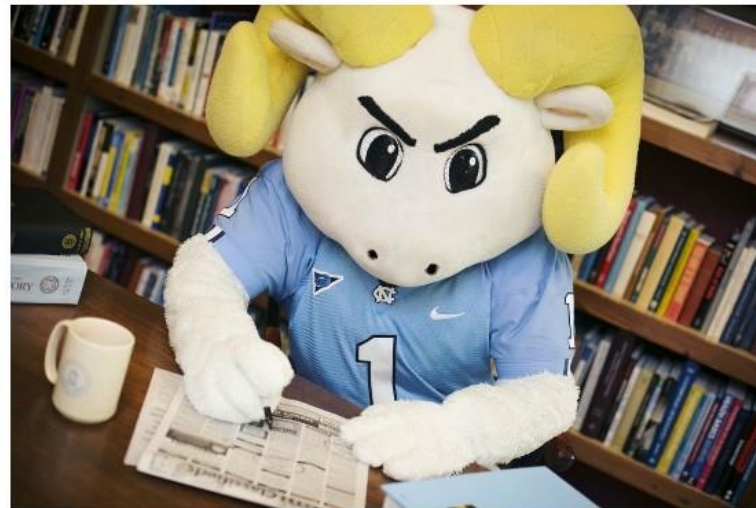
Outreach



- Strategic events bring Carolina to alumni where they live
- Notable speakers and venues
- Postseason and special athletic events

Alumni Career Services

- Reaches 1,000 globally through one-on-one and group coaching
- Comprehensive services for those preparing to start, change or advance careers



Family Favorites



- Bell Tower Climb each home football Saturday
- Camp Blue Heaven family weekend
- Family Days at the zoo, aquarium and whitewater center

Clubs Engagement

- Clubs sponsor ~150 enrichment events each year
- 20 Clubs raised more than \$76K in scholarship funds in 2014/15 benefiting 51 students



Alumni Education and Travel



- ~40 educational Tar Heel Travel departures each year
- Many feature UNC faculty or University representatives
- 40% repeat travelers
- Closer-to-home programs available through Carolina College for Lifelong Learning

Spring Reunion Weekend



- Averages ~1,000 attendees (45th reunion class and older)
- 95% of attendees would recommend their friends to attend
- Old Students Club Luncheon serves 700+ with alumni from 1930s still attending
- 50th Reunion Class inducted into Old Students Club and lead undergraduates into Kenan Stadium

Membership

Membership: Philosophy

Programs and Activities

Records

Communications

Members -

foundation upon which

General Alumni Association is built

Nov. 2015

Total Membership	66,005
Annual Members	26,762
Life Members	39,243
Annual to Life Ratio	41%:59%
Membership % - all degrees	23.1%
Membership % - UG degrees	28.5%
Retention Rate	79.5%

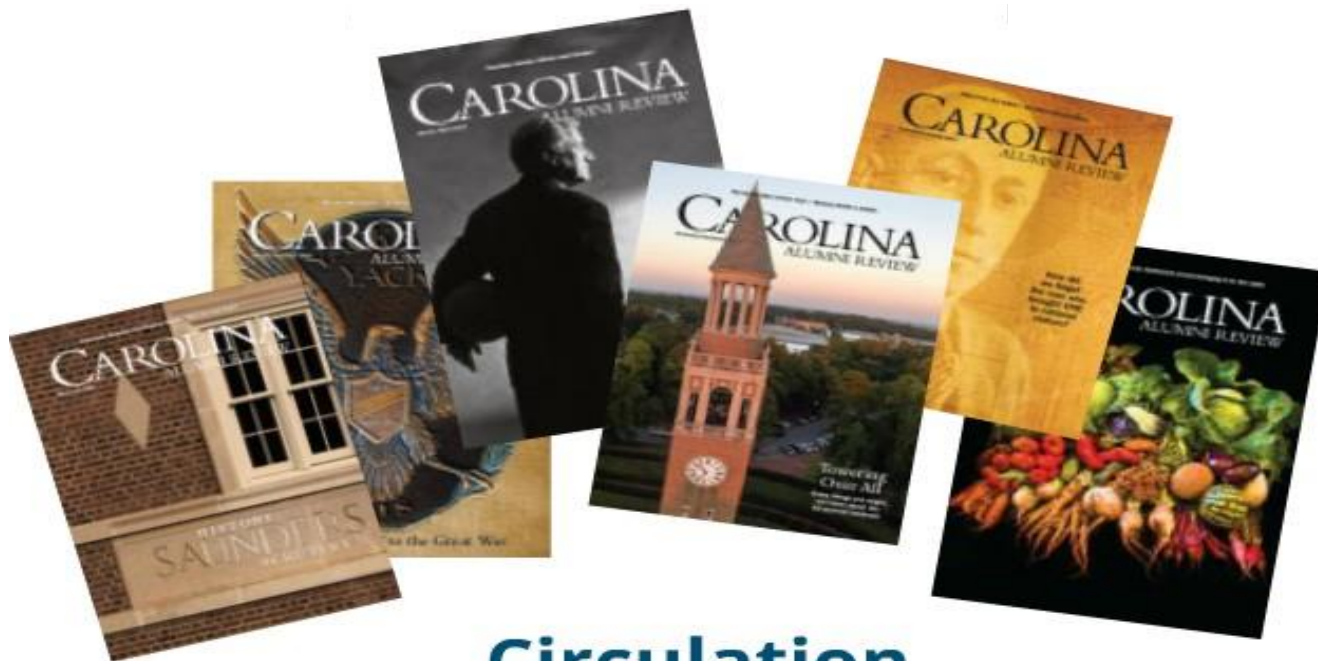
Why Alumni Join the GAA

- Loyalty
- Service to the University
- Benefits





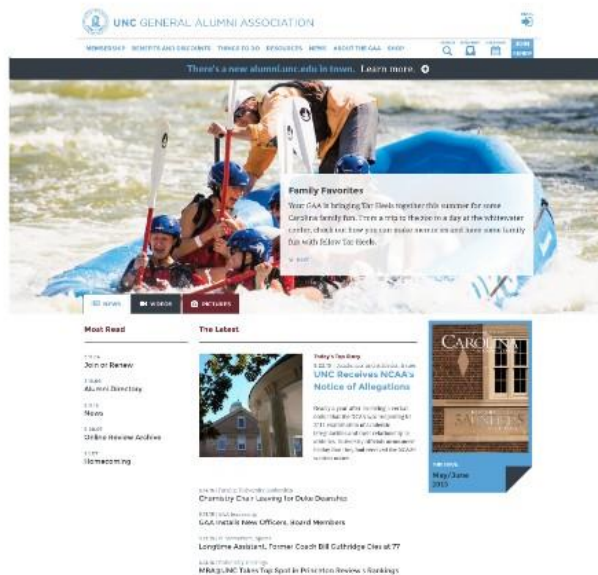
Communications



Circulation

- 66,005 GAA members (as of Nov. 2015)
- ~3,700 UNC faculty and senior staff
- ~2,800 student members (three print issues a year, six digital issues a year)

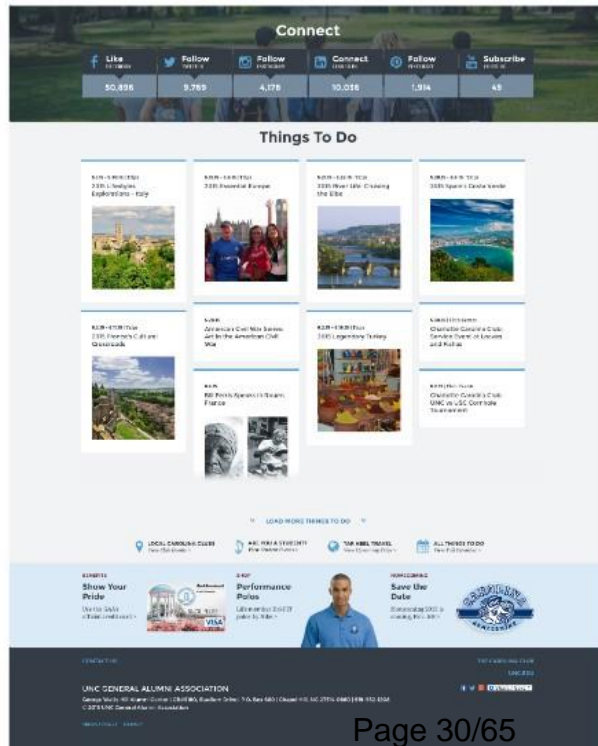
Web Stats for Oct. 2015



Sessions: 58,859


Users: 44,209

Page Views: 154,631



Most Read

- Join or Renew
- Alumni Directory
- Online Review Archive
- Member Discount Codes
- Carolina Homecoming
- Find Your Trip




Out of the Blue

Andrea Saye '08
Life Member
Thanks for being a GAA member.


[UPDATE PROFILE](#)

NEWSLETTER OF THE UNC GENERAL ALUMNI ASSOCIATION | MAY 2015



UNC Launches Fund Drive to Honor Dean Smith

The program is designed to make college a reality for undergraduates from lower-income families and to let professionals in education and social work pursue advanced degrees.

 **News from *Carolina Alumni Review***

ALL NEWS

Teams Will Wear Same Carolina Blue

In partnership with Nike, the athletics department has refreshed its marks and colors and has introduced a new interlocking N.C. primary logo.

Help Select the Next UNC System President

The UNC System Board of Governors is seeking public input as it searches for a successor to UNC System President Thomas Ross '75 (JD). A survey and information about public sessions planned across N.C. can be found at

Received Oct. 2015

Members: 42,249

Other alumni: 104,816

Social Media

Facebook: Launched July 2008

52,498 likes (Nov. 2015)

47,445 likes (June 2014)

LinkedIn: Launched July 2008

10,567 members (Nov. 2015)

8,819 members (June 2014)

Instagram: Launched July 2012

6,584 followers (Nov. 2015)

2,051 followers (June 2014)

Twitter: Launched April 2009

10,331 followers (Nov. 2015)

8,447 followers (June 2014)

Pinterest: Launched April 2012

2,028 followers (Nov. 2015)

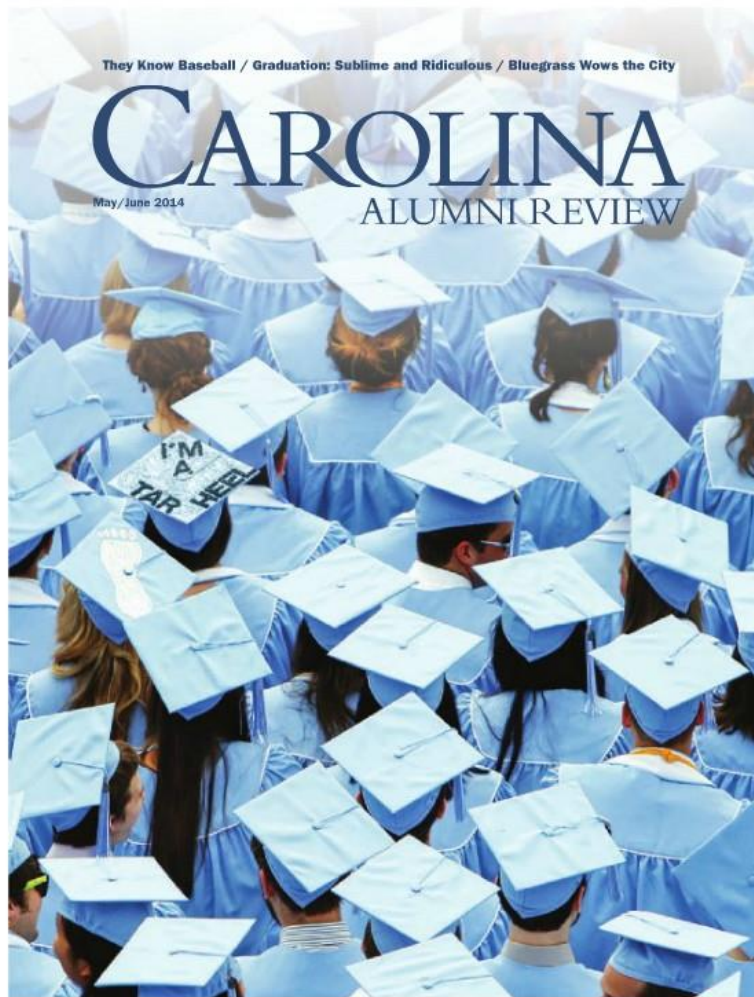
1,314 followers (June 2014)

Registered Online Community

90,300 (Nov. 2015)

85,371 (June 2014)






"... to further life-long relationships between alumni and the University."

"... to represent in a balanced way our University's combined mission of teaching, research and public service."

"... to interpret for our readers how these elements work together to make our University what it is."

- from Alumni Communications
Statement of Purpose





Records/Information Systems

Alumni Records

Manage alumni records activity

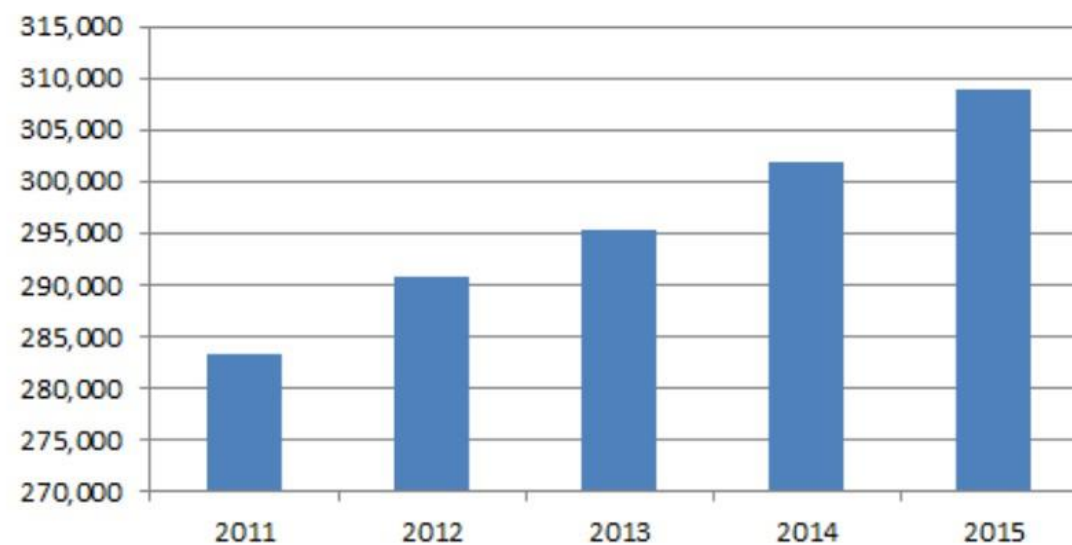
- Address, career and name changes
- Marriages, deaths, births, adoptions
- Alumni news from newspaper clipping services, Web and other sources
- Alumni who are "lost" due to bad addresses

Campus hub for alumni records

- DAVIE: Centrally managed system with University Development
- Professional schools support

Alumni Records

Number of records (living alumni)



UNC Alumni by the Numbers

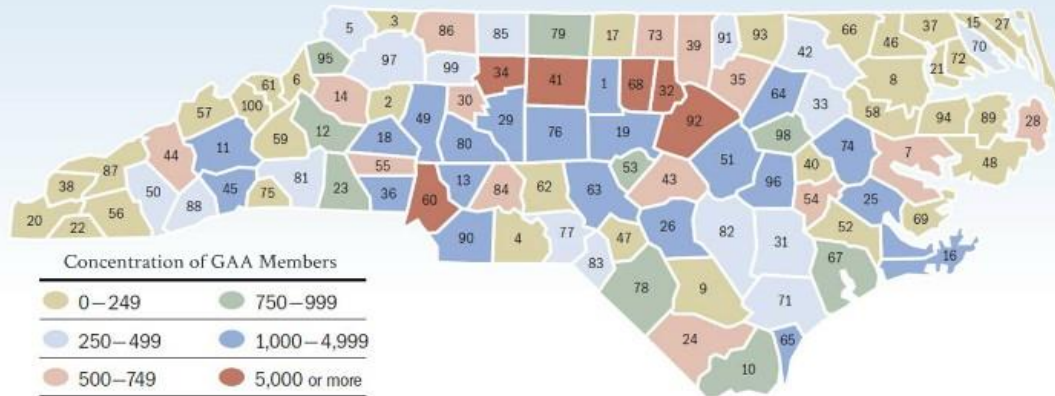
- Alumni (deceased and living): 376,378
- Total living alumni: 308,926
- Address known alumni: 296,365
- Alumni with an email address: 201,368
- Deceased alumni: 67,452
- "Lost" alumni: 10,412
- Non-alumni GAA members: 3,755
- Inactive alumni: 2,149

As of Nov. 1, 2015

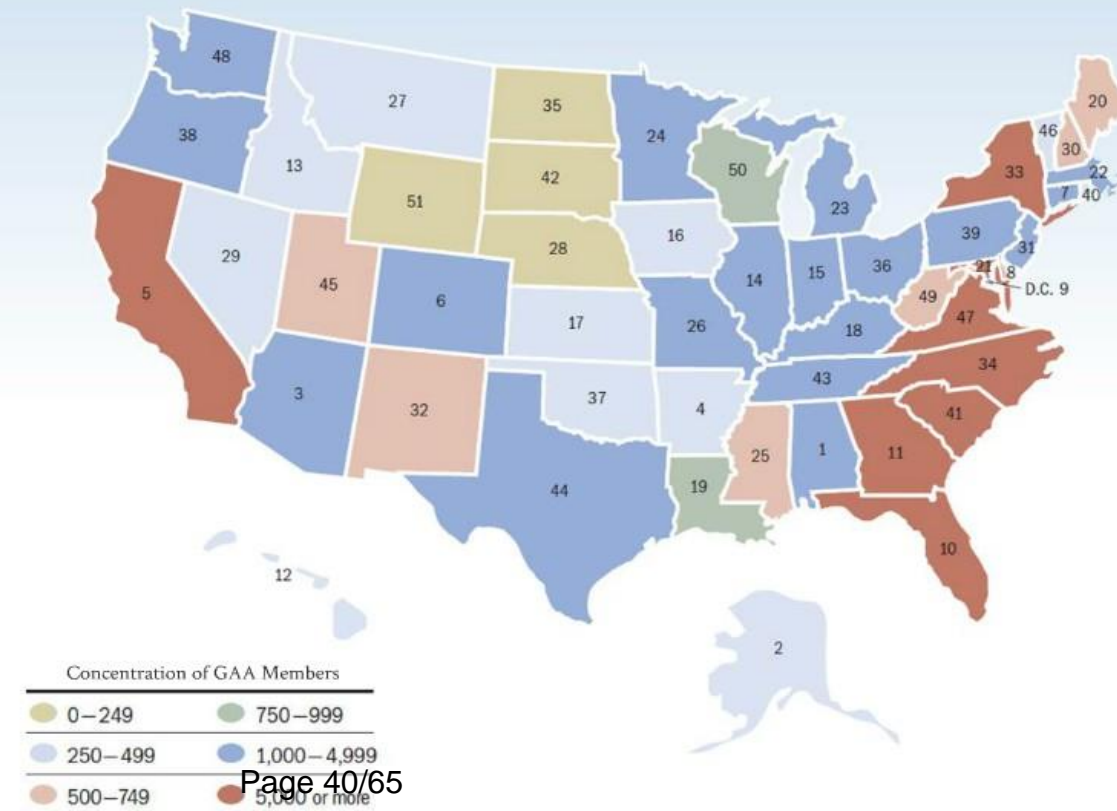
Alumni Profile

- 54% of all living, undergraduate alumni have graduated since 1988
- 54% of total living alumni reside in NC
- Female: 52%; Male: 48%
- Top 5 states: NC (167,283); VA (14,793); GA (11,765); FL (10,962); CA (10,753)
- Top 5 NC counties: Wake (31,659); Mecklenburg (19,114); Orange (16,160); Durham (14,406); Guilford (10,512)

Where We Live in North Carolina



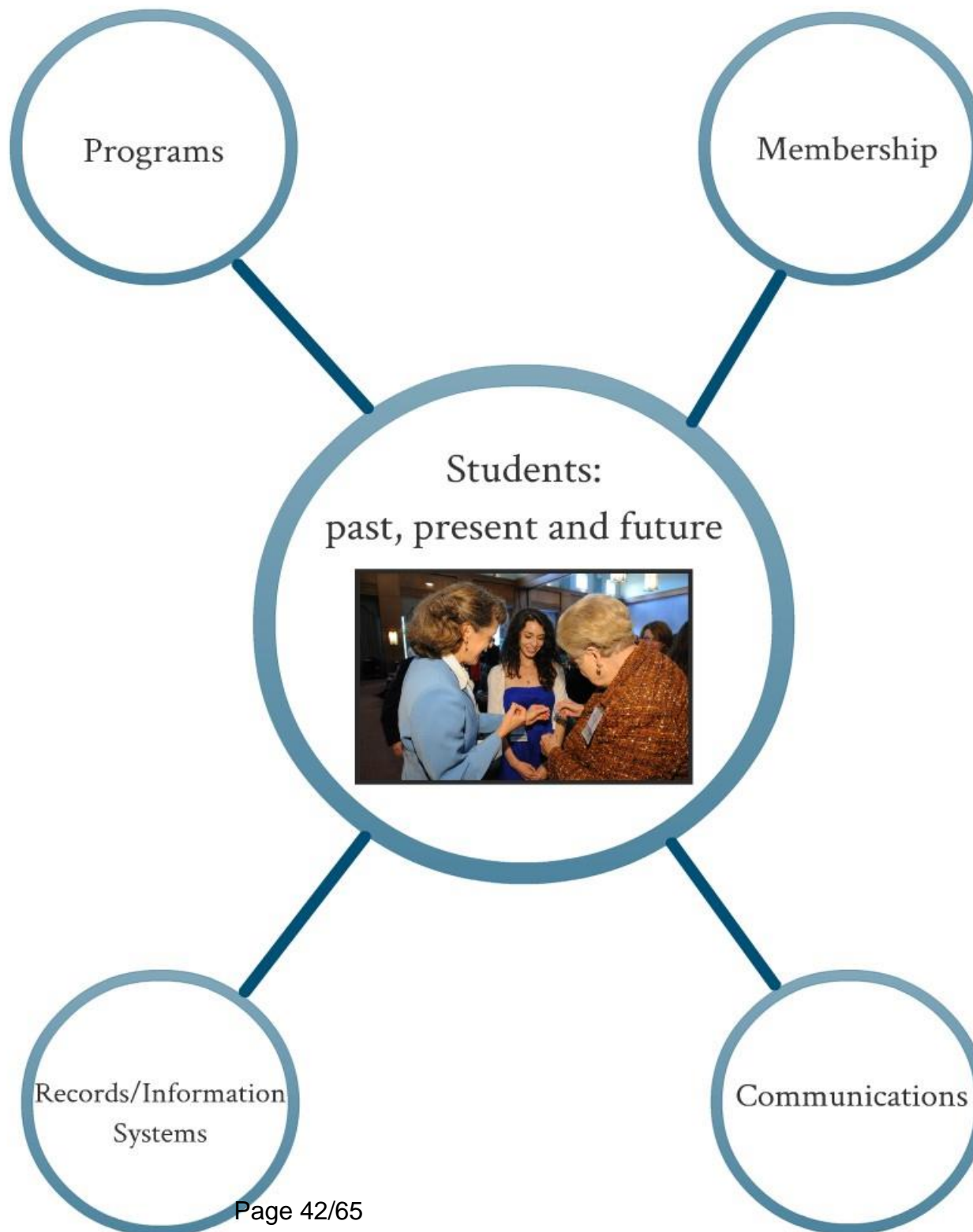
Where We Live in the United States



Alumni Record Maintenance

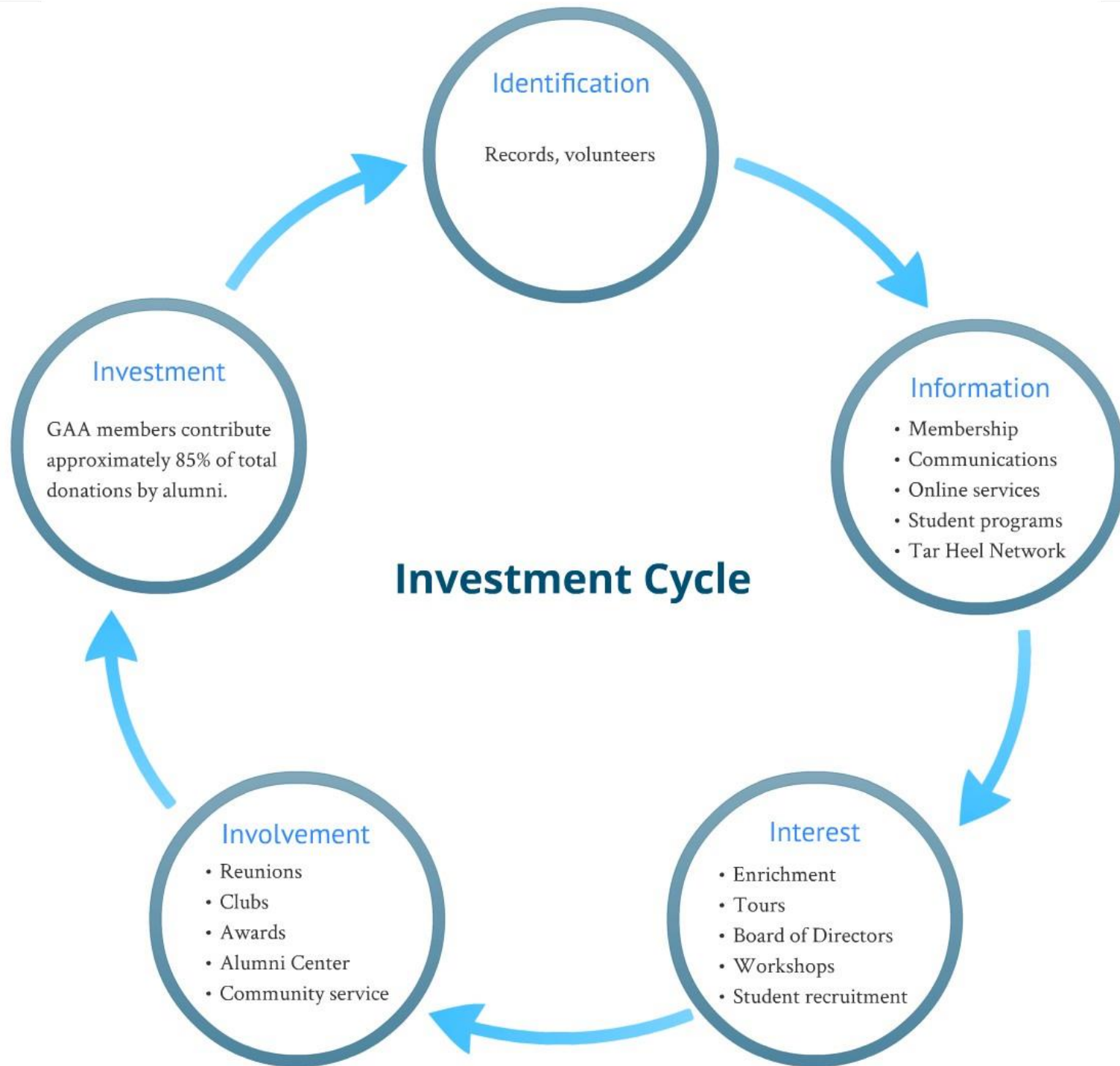
On average, over the course of a year,

- Home address changes: 57K
- Name changes: 5.5K
- Business address changes: 4.5K
- "Active" to "deceased" changes: 1.3K
- "Lost" alumni found: 700



Legislative Advocacy

- Tar Heel Network
- Legislative Reception
- Board of Directors



Donation Analysis

2014

Nonmembers

Total donations	\$ 29,125,361
# of donors	23,204
Avg donation	\$ 1,255.19

Registered for Online Community

Total donations	\$ 23,627,494
# of donors	20,577
Avg donation	\$ 1,148.25

Alumni

Total donations	\$ 70,171,007
# of donors	48,347
Avg donation	\$ 1,451.40

Out of the Blue subscriber

Total donations	\$ 68,458,740
# of donors	31,763
Avg donation	\$ 2,155.30

All GAA Members (see note below)

Total donations	\$ 48,089,623
# of donors	31,081
Avg donation	\$ 1,547.24

GAA Life Members (see note below)

Total donations	\$ 38,811,092
# of donors	18,948
Avg donation	\$ 2,048.29

Past and Present Reunion Participants

Total donations	\$ 7,995,527
# of donors	2,313
Avg donation	\$ 3,456.78

Tour Participants

Total donations	\$ 8,341,581
# of donors	1,966
Avg donation	\$ 4,242.92

GAA Board Members (current and former)

Total donations	\$ 4,438,444
# of donors	491
Avg donation	\$ 9,039.60

NOTE: Just as all UNC donors are not UNC alumni, not all GAA members are UNC alumni.

Campus Partnerships

Centers and Institutes

American Indian Center
Carolina Asia Center
Center for Public Service
Center for the Study of the American South

Chancellor's Office

Chancellor's Cabinet
Commencement Committee
University Day Committee

College of Arts & Sciences

Academic Advising Program
Arts & Sciences Foundation
European Study Center in Winston House (London)
Global Education Center (UNC Global)
James M. Johnston Center for Undergraduate Excellence
PlayMakers Repertory Company
Program in the Humanities and Human Values
The Learning Center
UNC Band

Division of Student Affairs

Campus Y
Carolina Union: *Carolina Leadership Development, FallFest Committee, Chancellor's Awards Committee*
Housing and Residential Education
Granville Towers
Office of Fraternity & Sorority Life and Community Involvement
Office of New Student and Carolina Parent Programs: *Convocation Committee, Carolina Summer Reading Program*
University Career Services

Offices and Services

Athletics
Academic Technology and Networks
Carolina Dining Services
Communications and Public Affairs
Diversity and Multicultural Affairs: *Carolina Latina/o Collaborative*
Educational Foundation, Inc. (The Rams Club)
Faculty Governance: *Faculty Committee on Awards and Honorary Degrees*
Morehead Planetarium and Science Center
Public Safety
Scholarships and Student Aid
Student Accounts and University Receivables
Undergraduate Admissions
University Development: *Department of Annual Giving, Office of University Events*
University of North Carolina Libraries - North Carolina Collection
University Registrar

Schools

Constituent Alumni Associations
Dentistry
Education
Eshelman School of Pharmacy
Gillings School of Global Public Health
Government
Graduate School
Information and Library Science
Journalism and Mass Communication
Kenan-Flagler Business School
Law

Schools (continued)

Medicine
Nursing
Social Work

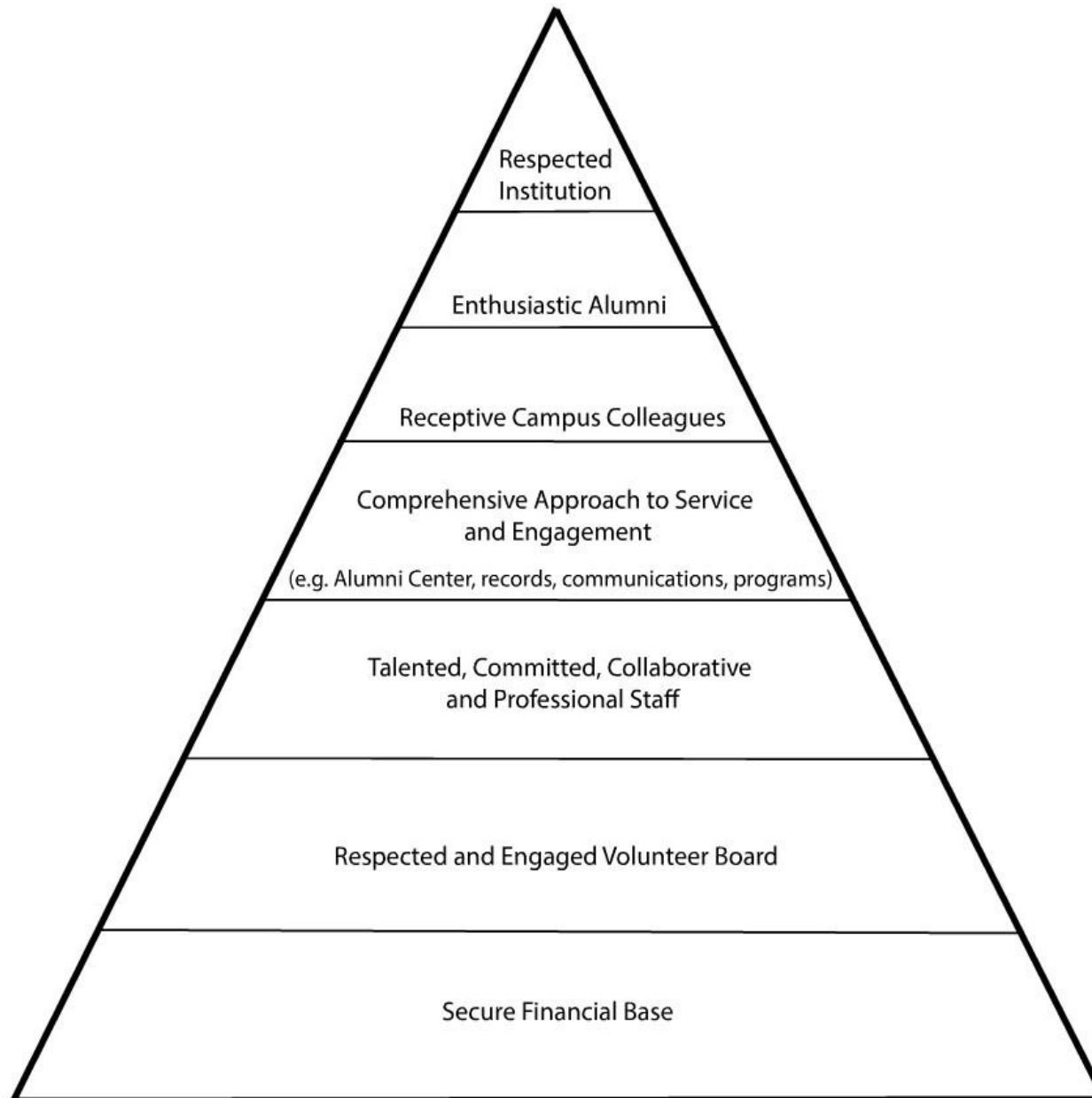
Student Organizations

Black Student Movement: *Harmonyx, Ebony Readers/Onyx Theater, UNC Gospel Choir*
Carolina For The Kids Foundation
Carolina Union Activities Board (CUAB)
Heelraisers Student Giving Council
Order of the Golden Fleece
Student Television
TEDxUNC
Yackety Yack

University Miscellaneous

Ackland Art Museum
Air Force ROTC
Army ROTC
Carolina Performing Arts
Morehead Planetarium and Science Center
North Carolina Botanical Garden
Naval ROTC
Tar Heel Sports Properties
UNC Faculty-Staff Recreation Association (The FARM)
UNC Retired Faculty Association
UNC Student Stores: *Bulls Head Bookshop*
University of North Carolina Press

Reaching the Summit





THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Connect NC Bonds Update

UNC BOT External Relations Committee

January 27, 2016

Election Calendar - Reminder

- Absentee Voting by Mail begins January 25, 2016
- Voter Registration Deadline for Primary February 19, 2016
- One-Stop Voting Early Voting Begins March 3, 2016
- One-Stop Early Voting Ends March 12, 2016
- UNC-Chapel Hill Spring Break March 14-18, 2016
- **STATEWIDE PRIMARY ELECTION March 15, 2016**



Activity to Date:

- **Connect NC Official Campaign Kickoff**
- **Remarks to Internal Constituencies**
 - UNC Board of Trustees
 - UNC Health Care Board of Trustees
 - UNC Board of Visitors
 - Dean's Council
 - Communications Council
- **Remarks to Volunteer Groups/Civic Organizations**
 - Winston Salem Downtown Rotary Club
 - Chapel Hill Carrboro Chamber of Commerce
 - Editorial Board Meeting at Asheville Citizen Times with WCU and UNCA



Activity to Date:

■ **Other Promotional Activities**

- Video presentations at men's basketball games
- School of Medicine “Whiteboard” video

■ **General Alumni Association**

- Carolina Alumni Review
- Out Of the Blue
- Tar Heel Network



Upcoming Activities:

■ **Remarks to Internal Constituencies**

- UNC Faculty Council
- UNC Employee Forum
- UNC Parent's Council

■ **Remarks to Volunteer Groups/Civic Organizations**

- Chapel Hill Rotary
- Greensboro Kiwanis
- Charlotte Rotary
- High Point Regional Hospital
- Wilmington Rotary (planned)
- Additional Editorial Boards (planned)

■ **Student Government Activities**



Informational Materials

- <http://carolinabond.unc.edu/>
- https://youtu.be/kurZJ_OCXuc
- <https://www.youtube.com/watch?v=Y2jUCQmAqVk&feature=youtu.be>



COMPASS DASHBOARD



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

COMPASS DASHBOARD

Nov. - Dec. 2015



CONTENT

24 videos

58,680 spotlight views



EVENTS

Winter Commencement
Town Hall



GOVERNMENT RELATIONS

Connect NC Bond



SOCIAL MEDIA

12,566 new followers

3.97% increase

2nd largest social media
following in the ACC



MEDIA RELATIONS

92 releases and pitches

72 interview requests

53 stories placed



CRISIS RESPONSE

Reported gunman

2015 RECAP



CONTENT

Year Over Year

+384% videos

+17.3% spotlight views



MEDIA RELATIONS

225+ releases and pitches

135+ interview requests

385+ responses to queries



SOCIAL MEDIA

Year Over Year

+4.4% Facebook

+74% Twitter

+290% Instagram



EVENTS

DEAN SMITH

GSK

NOBEL PRIZE

COMMENCEMENTS

CRISIS MANAGEMENT

MAN BEHIND THE NOBEL



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

7,456

video views

106,437

impressions

737

likes, shares
and retweets

CAROLINA
COMPASS



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

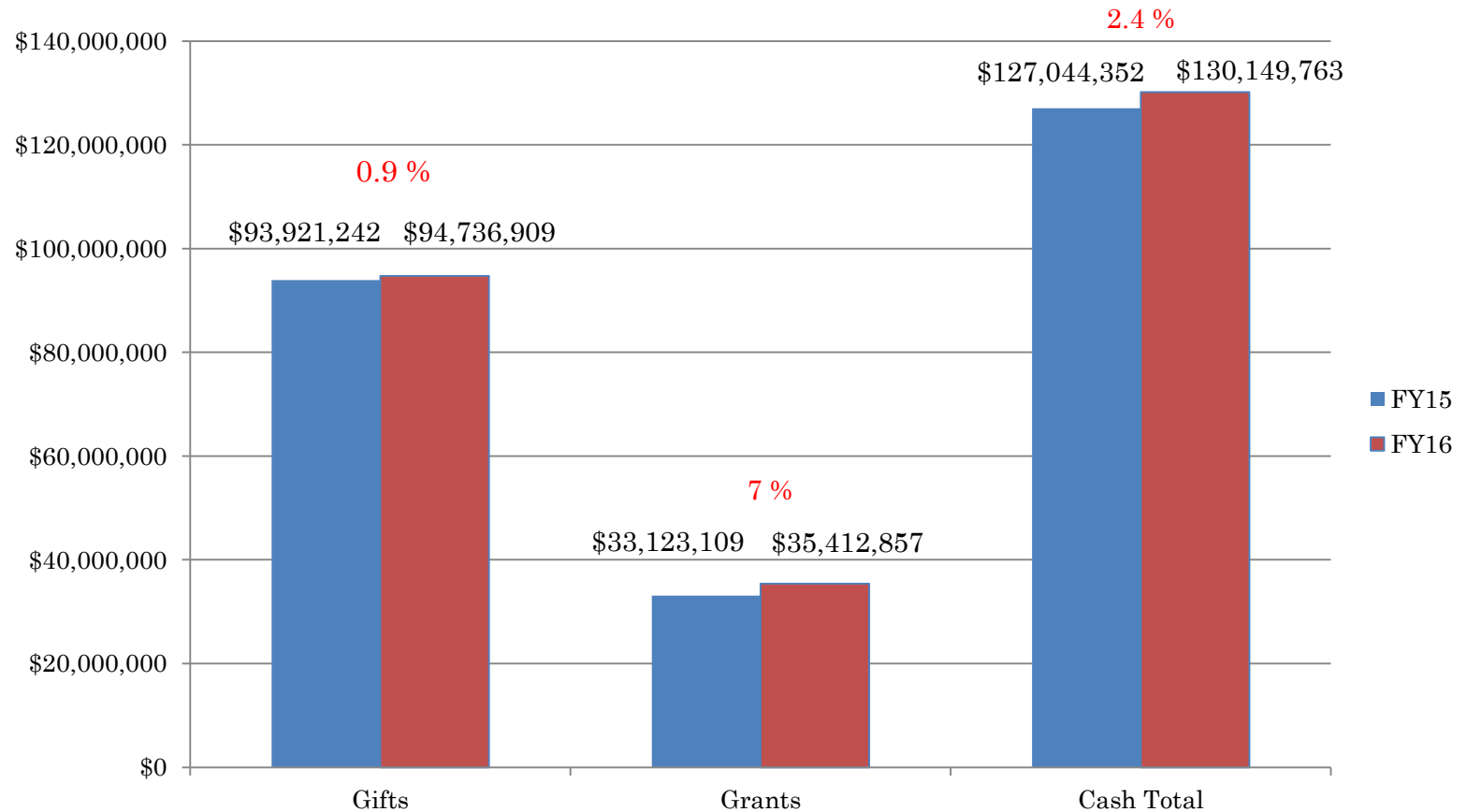
Development Update

January 27, 2016

Meeting of the UNC-CH Board of
Trustees

David S. Routh
Vice Chancellor for Development

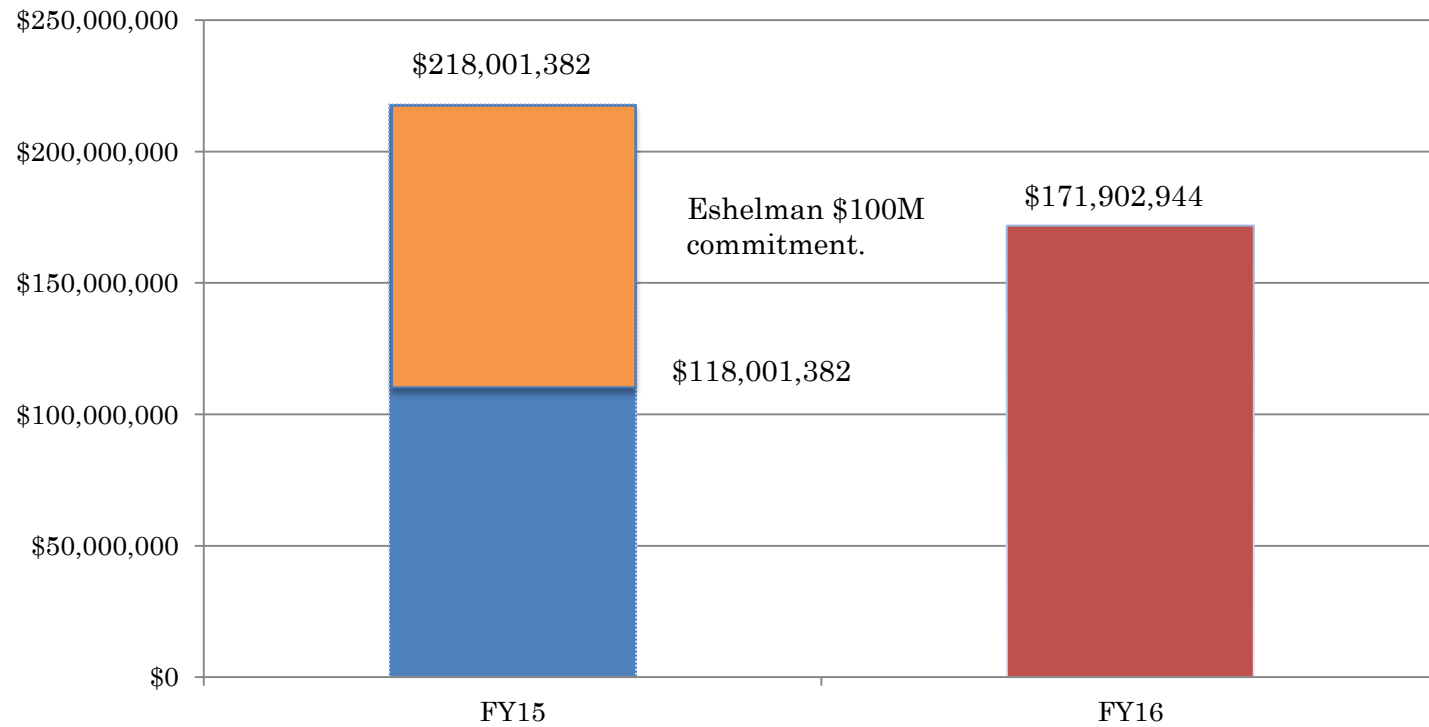
Cash Totals



YTD comparison as of 1/25/16
Does not include December grant totals.



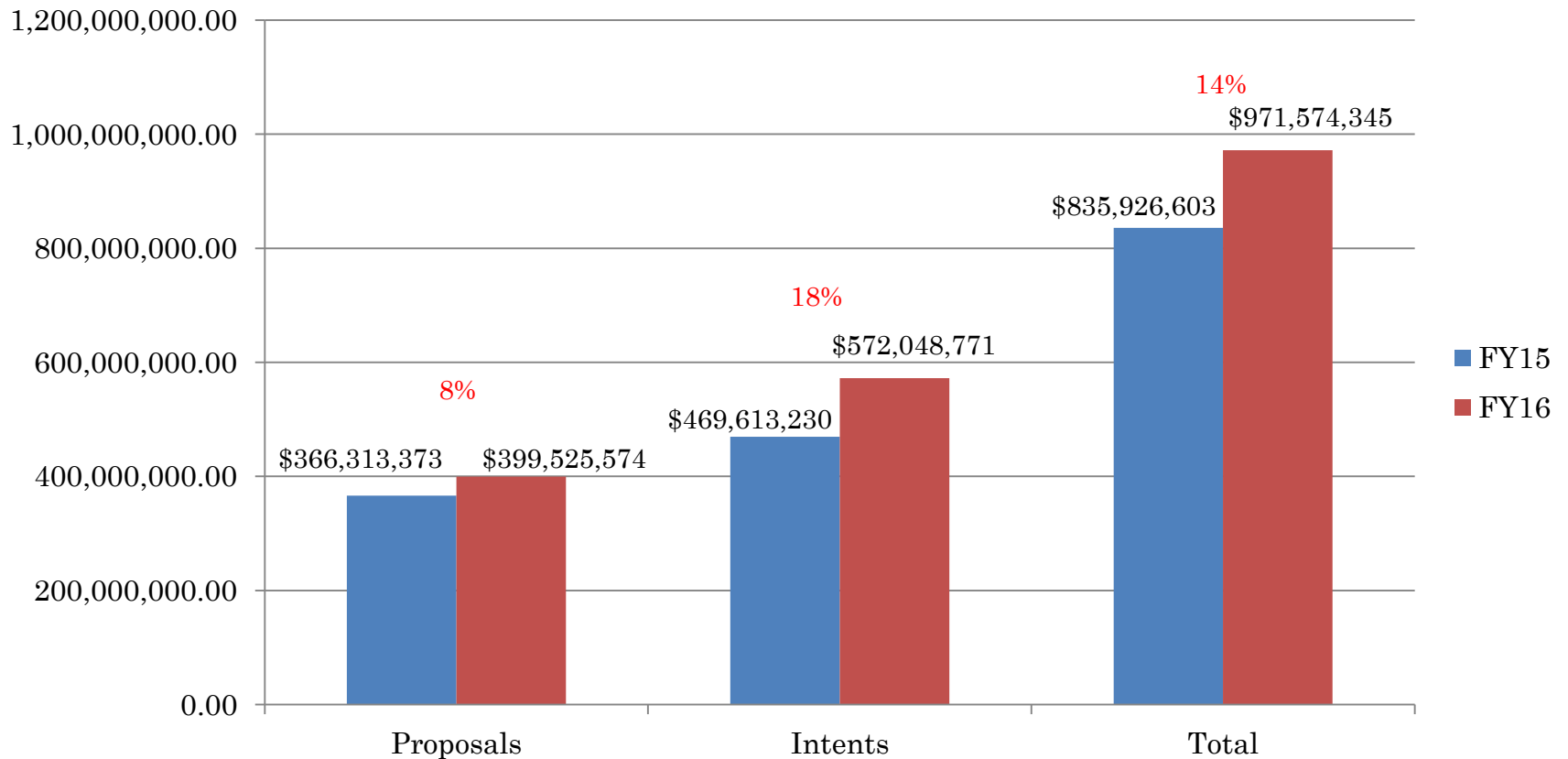
New Cash and Commitments Totals



YTD Comparison as of 1/25/16



The Pipeline



YTD Comparison as of 1/8/16



TarHeel Tuesday

- Goal: \$150,000 and 600 gifts
- The donor goal was met by 1 pm.
- The dollar goal was met by 7:30 pm.
- FY15: \$75,305 and 329 gifts

Total Dollars	\$235,902.64
Total Gifts	1,054
Total Donors	933
Average Gift	\$223.81



TAR HEEL TUESDAY^{12 01 15}



1,054
gifts

\$235,902.64
dollars raised

Gifts support:



Student
scholarships



Faculty
support



Program
support



Other
resources



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