



OPEN SESSION

FOR INFORMATION ONLY

(No formal action is requested at this time)

1. Legislative Update [\(Attachment A\)](#)
[\(Attachment B\)](#)
Andrew Moretz, VP of State Government Relations, UNC General Administration
2. [UNC Visitors' Center](#)
Missy Julian-Fox, Director
3. [Communications Update](#)
Joel Curran, Vice Chancellor for Communications and Public Affairs
4. [Development Update](#)
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:

University Day – Thursday, October 13, 2016
Winter Commencement – Sunday, December 18, 2016
Spring Commencement – Sunday, May 14, 2017

COMMITTEE MEMBERS

Kelly Matthews Hopkins, Chair
Allie Ray McCullen, Vice Chair
Charles (Chuck) G. Duckett
William (Bill) Keyes IV
William (Ed) McMahan
Bradley C. Opere

Administrative Liaisons:

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



University of North Carolina Board of Governors 2016 Policy Agenda

1) Postpone Implementation of NC Guaranteed Admissions Program (NC GAP) until at least 2018 or modify to ensure program meets stated goals of the legislature

The joint North Carolina Community College System and University of North Carolina report highlighted the potential impacts of various implementation strategies; however, the identified strategies likely would not meet all of the goals laid out by the legislature. While reforms have been undertaken at both the community college and university level to improve student outcomes, no data exists that can show how much those changes will improve outcomes for students.

2) Eliminate Private Fundraising Cap

The conference report for the FY2015-16 budget, H. 97, included a provision to cap each individual UNC institution spending on private fundraising at \$1 million in state funds. Since the recession, the legislature has been encouraging UNC institutions to seek private funds as state funds were drying up. This provision is a major shift and we seek the elimination of the recently enacted provision.

3) Extend 5% Carry Forward authority for next biennium

The legislature increased UNC carry forward authority to 5% for the biennium with the increase being used for R&R (up from 2.5%) in H. 97. We ask the legislature to extend the increase in carry forward authority in order to provide time for UNC institutions to show the positive impacts of this added flexibility.

4) Eliminate requirement for institutions to use non-General Funds for Advanced Planning for new capital projects

The FY15-16 budget included a provision requiring UNC institutions to use non-General Fund dollars for advanced planning before the legislature would be given a chance to approve projects. Unlike last year's bond package request which included a "Skin in the Game" requirement if the legislature acted, this requirement goes further and requires campuses to front funds for projects the legislature may never approve. Because of the uncertainty of spending money for advanced planning before the legislature signs off on the project, there is a significant unintended negative impact on a number of our campuses.

5) Permanent fix for qualified excess benefit arrangement (QEBA) issue

Last session, UNC collaborated with the NC Treasurers Office to agree on a permanent fix for a pension issue that significantly impacts key leaders at UNC Hospital and several institutions. We were able to get a temporary reprieve on the issue through August 1, 2016, but we need to secure a permanent solution for those impacted.

6) Extended Borrowing Authority for UNC-CH and NCSU

A century bond program for UNC Chapel Hill and North Carolina State University would enable both highly rated institutions to make significant, very long-term borrowings at historically low rates to make game-changing impacts to their significant deferred maintenance backlogs without requesting additional appropriations from the State. Addressing these backlogs in the near term will result in significant long-term capital savings by improving space utilization and reducing the need for new facilities.

The future growth of North Carolina's economy is dependent on producing more college graduates. The UNC System produces over 52,000 graduates annually and our six-year graduation rate of 63% exceeds the national average. However, this success is uneven. We can and must do better. Implementing aggressive strategies to close the achievement and skills gap and to improve completion rates across our universities are required to meet our state's workforce needs.

Budget Priorities

1. Retain Top Talent

- a. Reserve for Merit-Based Performance Compensation
- b. Faculty Recruitment and Retention Fund

Equity with other
state employees
3,000,000

2. Education Attainment = Growing NC's Economy

\$29,000,000

- a. Innovative Intervention Strategies to Improve Completion Rates
- b. Build Data-Centric Systems of Success and Accountability
- c. Leveraging Technology and Learning Innovations to Get Part-Way Students Home
- d. STEM and Health Degrees Merit Scholarship Program

18,000,000
3,000,000
3,000,000
5,000,000

3. Technical Adjustments

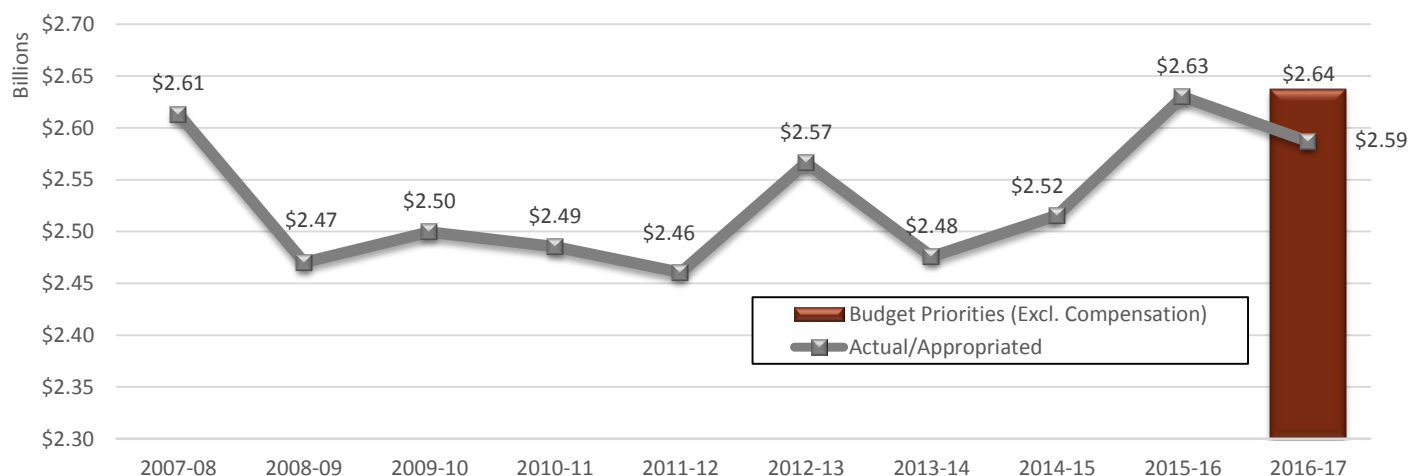
\$18,326,929

- a. Fully Fund Enrollment Change (in addition to 2016-17 reserve)
- b. Eliminate Private Fundraising Cap

1,972,533
16,354,396

In total, excluding our merit-based compensation request, we are requesting \$7.4 million more than our FY 2015-16 budget and \$33.9 million less than originally requested for FY 2016-17.

Summary of UNC Appropriations FY 2007-08 to Proposed FY 2016-17



Note: FY 2007-08 to FY 2014-15 figures are year-end actual appropriations. The line graph figures for FY 2015-16 and 2016-17 are as appropriated by the 2015 Appropriations Act.

1. Retain Top Talent

Reserve for Merit-Based Performance Compensation

Equity with Other State Employees

The funds will provide for merit-based increases as allowed by law. Each 1% increase costs \$29.1M, including benefits: \$15.5M for faculty, \$5.7M for EHRA non-faculty, and \$7.9M for SHRA employees.

Faculty Recruitment and Retention Fund

\$3,000,000

These funds will improve UNC's ability to recruit and retain nationally-recognized faculty. The fund was established in FY 2006-07 with \$5 million, and has received \$8 million in additional appropriations and made over 500 awards. As of January 2016, the unobligated monies remaining in the fund were \$721,584.

2. Education Attainment = Growing NC's Economy

Innovative Intervention Strategies to Improve Completion Rates

\$18,000,000

These funds will provide seed funding to our universities to improve completion rates, using a research-based tool box of strategies. Examples include:

- First-year course enhancements (redesigns, seminars, early alerts)
- Academic enrichment services (tutoring, advising, proactive outreach)
- Merit-based financial interventions (summer, emergency, be-on-time loans)

Build Data-Centric Systems of Success and Accountability

\$3,000,000

These funds will be used to improve overall student success through targeted evaluation and programs focused on high impact practices. We will form partnerships with organizations that provide capacities for predictive analytics, which will allow our universities to link students with the proper services to improve completion rates.

Leveraging Technology and Learning Innovations to Get Part-Way Students Home

\$3,000,000

These funds will invest in more flexible academic pathways for students and deepen efforts to recruit, retain, and graduate "partway home," military-affiliated, and other non-traditional students. Special emphasis will be on program development in high-demand fields (based on the skills that graduates need for successful careers throughout the state and region).

STEM and Health Degrees Merit Scholarship Program

\$5,000,000

These funds will provide a minimum of 4,000 merit-based scholarships (at least 1,000 per year, over four years) to encourage academically gifted and highly sought after STEM, Health, and Education degree-seeking students in those fields to attend UNC institutions. Our universities shall seek private donations to match these scholarships, with a goal of enabling superior, academically qualified resident undergraduate students to complete their degree debt-free.

3. Technical Adjustments

Fully Fund Enrollment Change

\$1,972,533

\$31 million was appropriated to a reserve for FY 2016-17 enrollment funding, based on projections completed in Fall 2014. Based on updated data, an additional \$1.97 million will be required to fully fund enrollment. Total budgeted enrollment will increase 1.5%, from 203,014 FTE to 206,139 FTE.

Eliminate Private Fundraising Cap

\$16,354,396

Fundraising gifts, commitments, and pledges increased last year 27%, from \$649M to 822M systemwide, with a return-on-investment of \$10.39 to \$1. However, the 2015 Appropriations Act capped campus state appropriations support of advancement activities to \$1 million, and cut \$16.4 million from our budget. Eliminating the cap and the associated reduction will enable our universities to continue their strong private fundraising efforts.

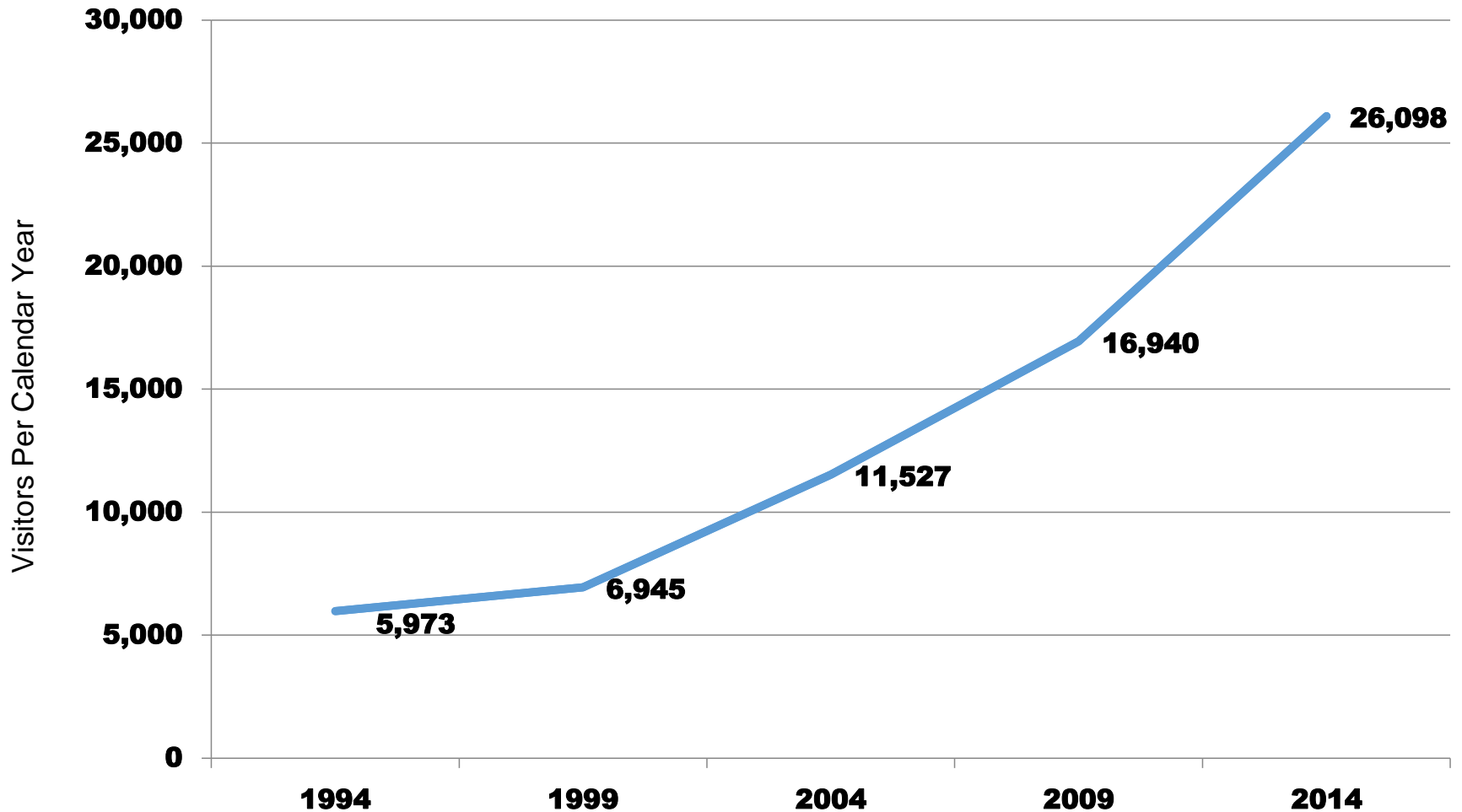


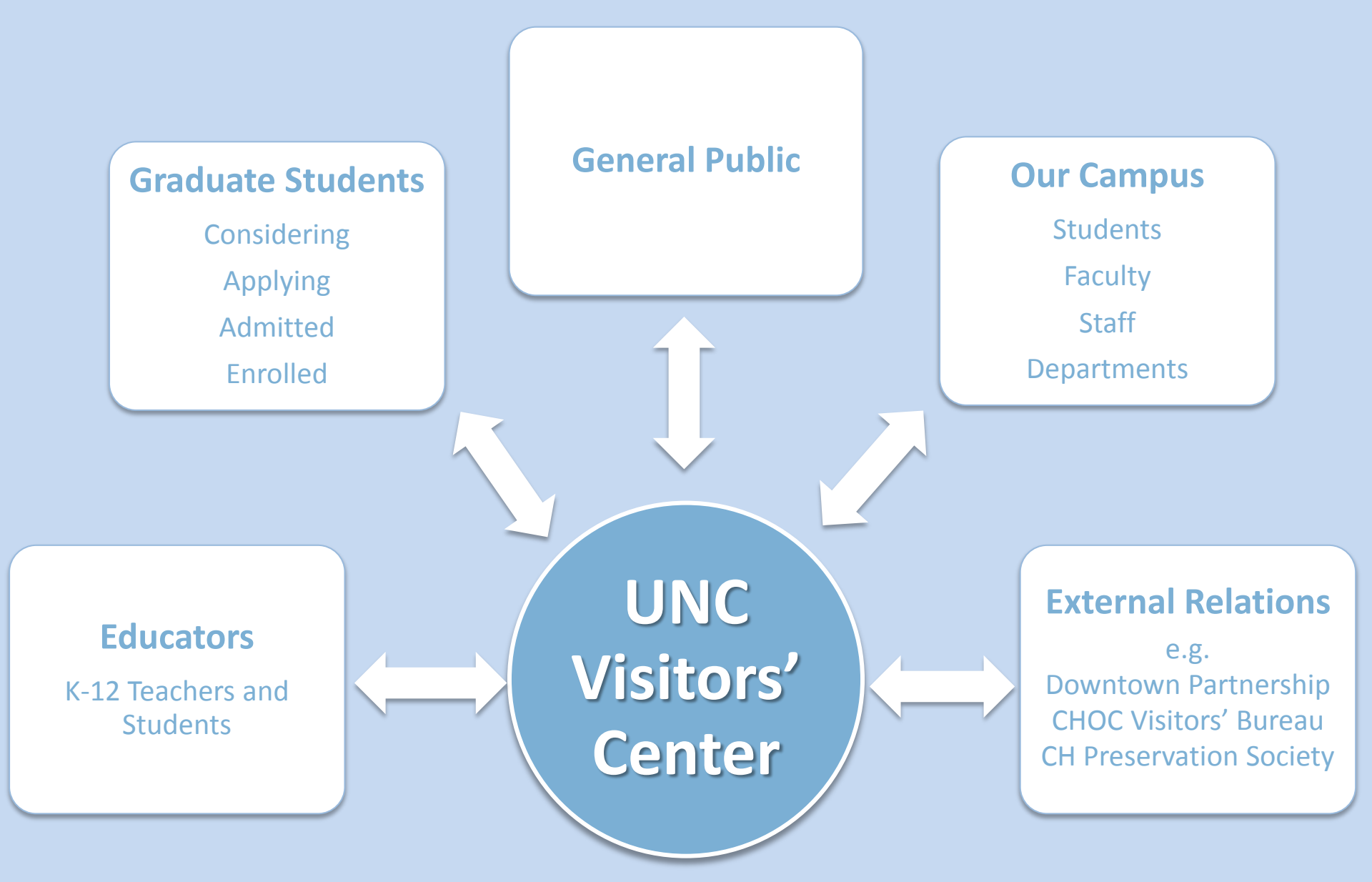
Revising the Script

A New Paradigm for UNC Visitors' Center

May 2016

Continued Growth Over the Past 20 Years





UNC Visitors' Center
**PRICELESS GEM
 TOUR SERIES**
 Telling Carolina's Stories

**DIGGING IN
 OUR HEELS,**

The History of Women On Campus



LED BY TAYLOR LIVINGSTON

PhD Candidate, Department of Anthropology
 Field Scholar, Southern Oral History Program
 Research Assistant
 Center for Women's Health Research

*Showcasing the history of women staff, faculty,
 and students on UNC's campus, from the rarity of
 spotting an "Angel on Campus" to the majority
 female undergraduate population today*

**BLACK
 & BLUE TOUR**
 2015-16



UNC Visitors' Center is proud to offer the Black and Blue Tour, a perspective on the University of North Carolina across the centuries, with particular focus on the nineteenth and twentieth.

To discuss the African American past at the University of North Carolina at Chapel Hill is to do far more than add a few paragraphs to the history of the campus.

Rather, it is to offer a point of view that changes our understanding of the story of this institution.



THE UNIVERSITY
 of NORTH CAROLINA
 at CHAPEL HILL

UNC AMERICAN INDIAN CENTER PRESENTS

THE
**NATIVE
 NARRATIVE**
 TOUR

UNC Visitors' Center is proud to offer The Native Narrative Tour, a current perspective on the American Indian presence at the University of North Carolina that also brings awareness to Native experiences before the University was built and to visions for the future.



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 of NORTH CAROLINA
 at CHAPEL HILL



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 of NORTH CAROLINA
 at CHAPEL HILL

Creating programs, partnerships and collaborations for Carolina



UNC Hometown Ambassadors



FIRST Look



REVISING THE SCRIPT

UNC-CH Visitors' Center transforms its purpose...
and experiences steady customer growth

FROM

Giving directions

Handing out maps

Answering questions



TO

Creating a sense of direction

Building a sense of place

Making a deep, lasting connection





WELCOME TO THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL VISITORS' CENTER

Your experience starts here.



UNC
VISITORS' CENTER



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



UNC Visitors' Center
West Wing, Morehead Planetarium Bldg.
250 East Franklin Street
Chapel Hill, NC 27599

919-962-1630

mjfox@unc.edu

COMPASS DASHBOARD



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

COMPASS DASHBOARD

March – April 2016



CONTENT

34 new videos, **51** YTD

96,853 spotlight views



EVENTS

School of Pharmacy #1

**President Spellings'
Listening Tour**

School of Ed New Dean



SOCIAL MEDIA

16,661 new followers

356,054 total followers



MEDIA RELATIONS

92 releases and pitches

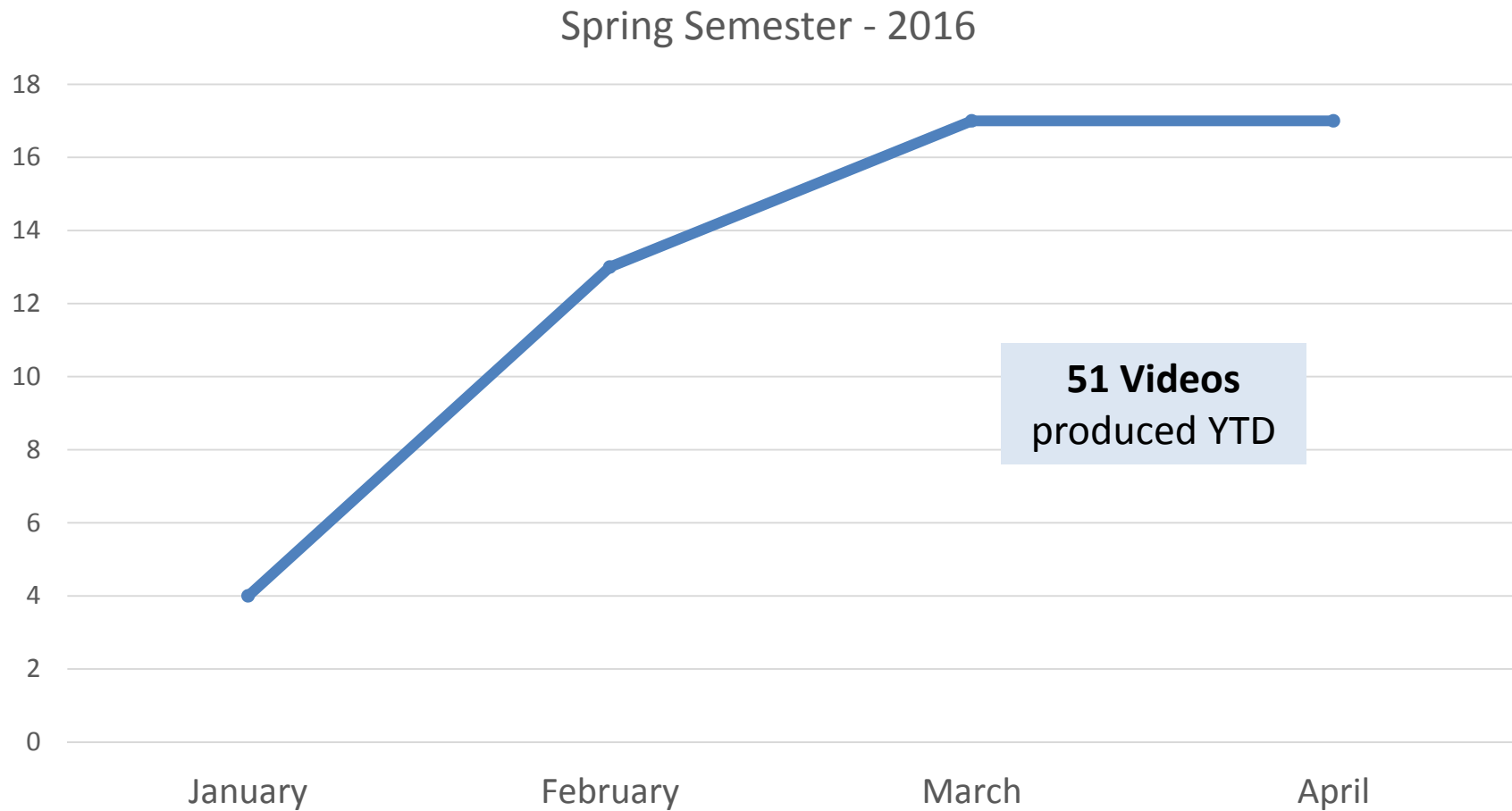
151 interview requests



Issues Management

Student Stores

Videos Produced Spring 2016



Top Videos by reach

School of Pharmacy #1 - 12k views

Rameses Welcomes Two Sons – 93k views



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CAROLINA
COMPASS

Also on USA Today! <https://www.youtube.com/watch?v=gmyCdKmhgUY>

Final Four Franklin St. Rush

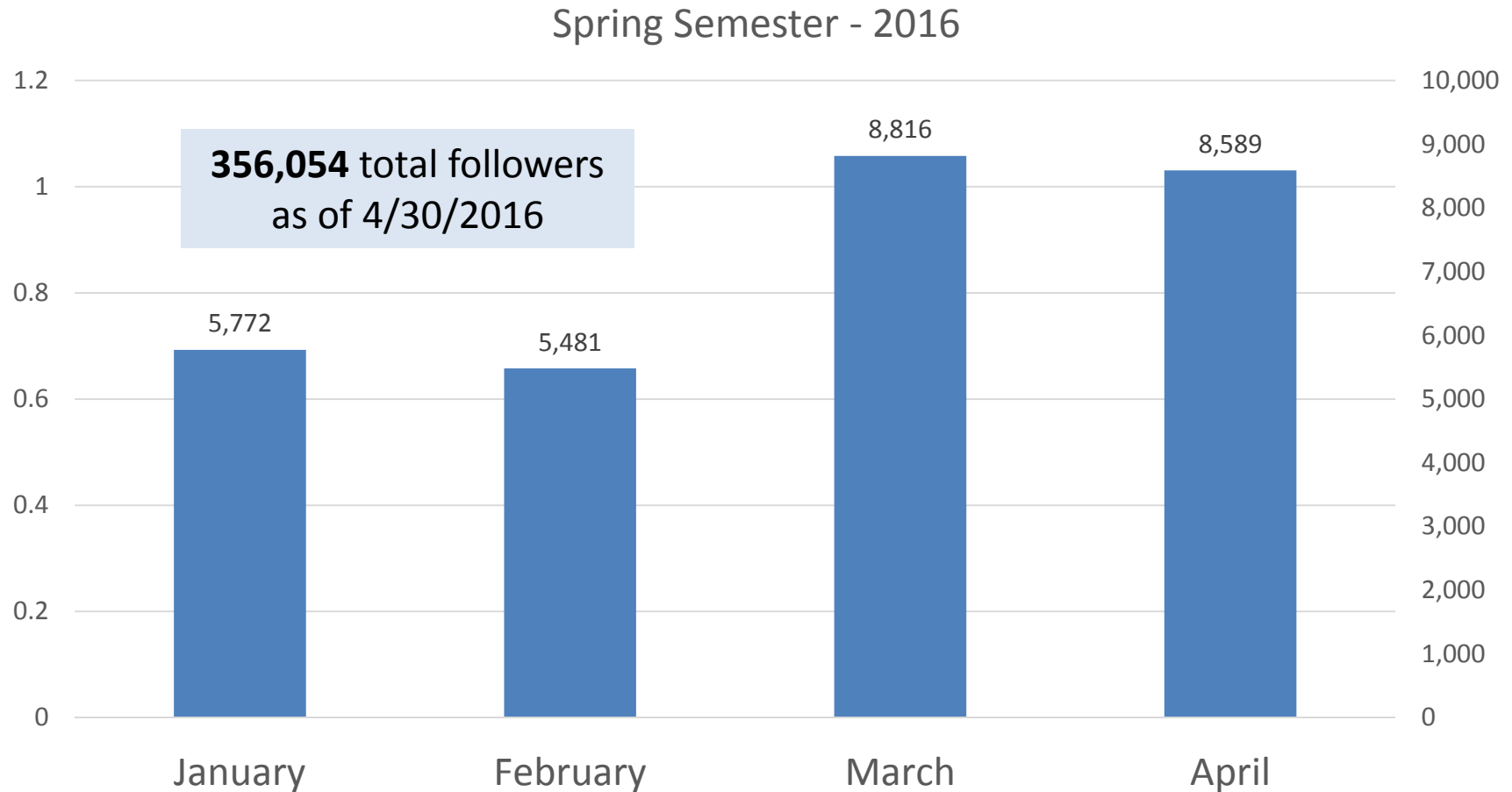
144k views



CAROLINA
COMPASS

https://www.youtube.com/watch?v=V_bIRM3jFNY

Social Media – New Followers

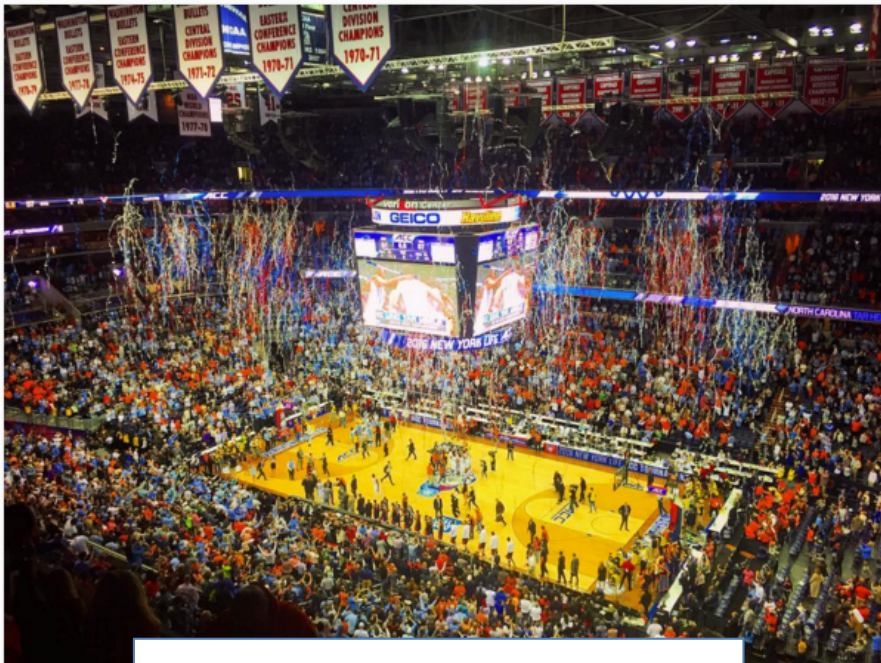


Social Media Top Posts: Instagram

Instagram

Search

ACC Championship Arena



uncchapelhill
Verizon Center

FOLLOW

5,898 likes

4w

Franklin St. NCAA Tournament



uncchapelhill

FOLLOW

8,275 likes

4w

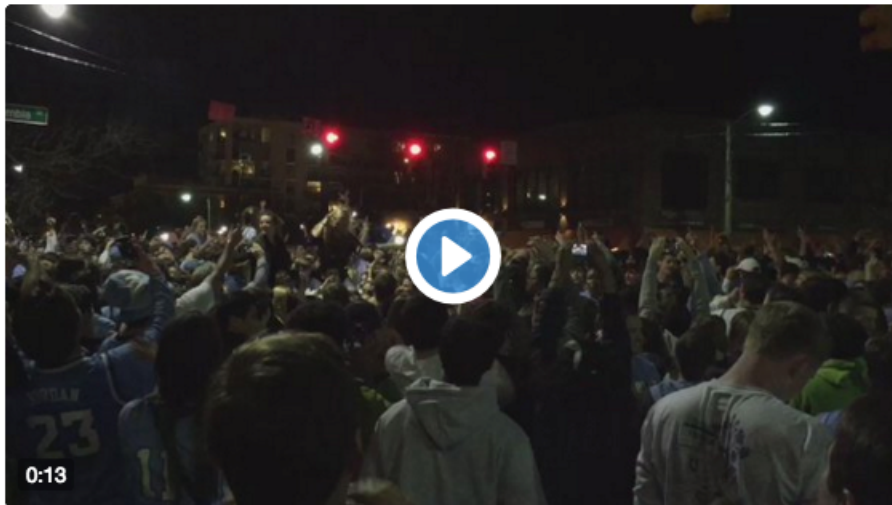
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COMPASS

Social Media Top Posts: Twitter



Follow

TAR HEELS!



RETWEETS
1,336

LIKES
1,523



[ACC Champs - Franklin Street Rush Video](#)



Following

It's #FinalFour game day! Time to get hype 🐼
❤️🏀 #HeelsInHouston #UNC #GoHeels



RETWEETS
323

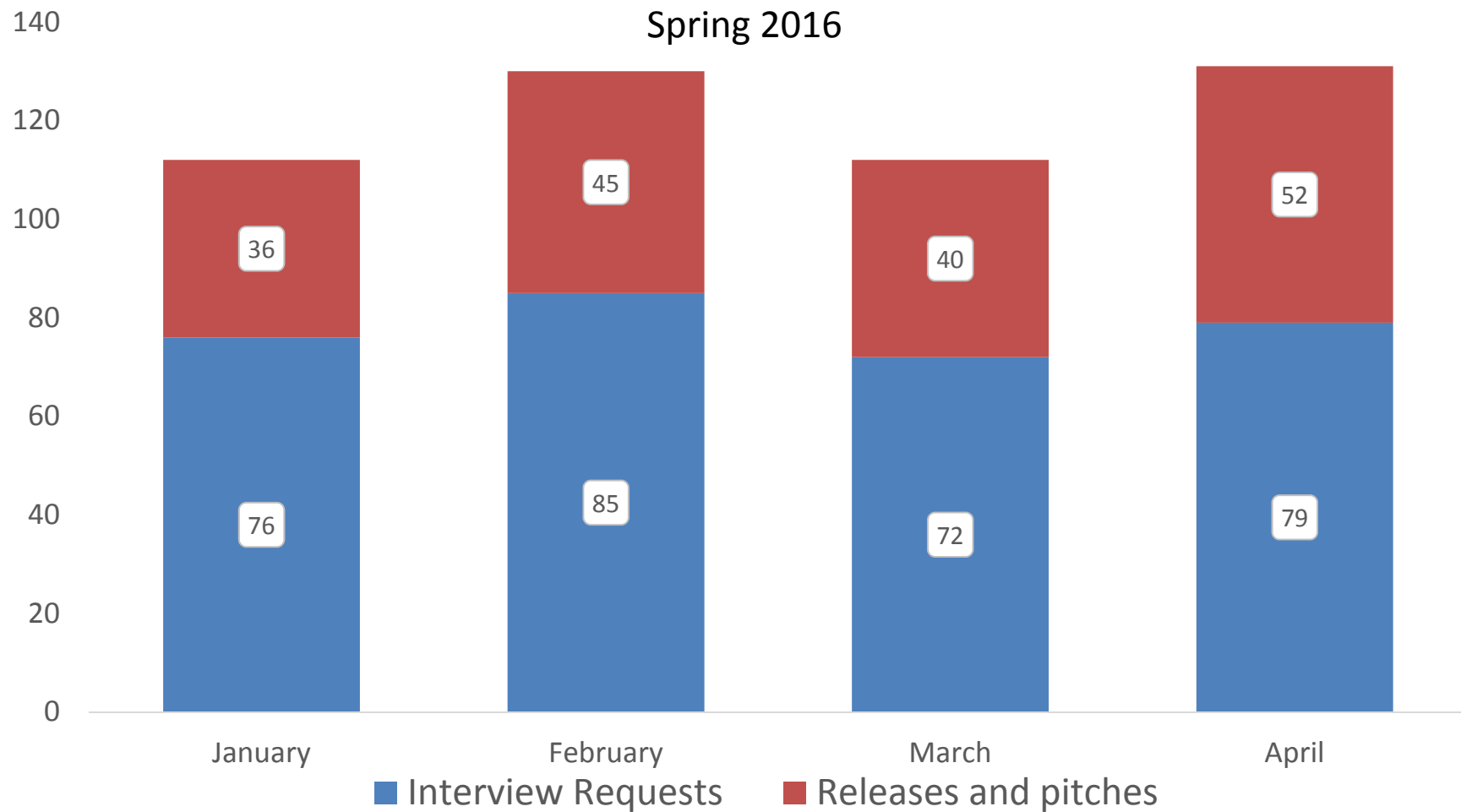
LIKES
418



10:57 AM - 2 Apr 2016

Media Relations

Interview Requests / Pitches & Releases



In the Media – Top Stories

BuzzFeedNEWS

WIRED

Quoted Charles Kurzman,
UNC Professor of Sociology

Potential Reach: >40 M

Calendar | Libraries | Maps | Departments | ConnectCarolina

SEARCH

UNC.edu People Places

search Public Service Health Care UNC Global Arts Athletics For Working Media

perception vs. reality


Share Text: + -

Terrorism: perception vs. reality

UNC sociology professor Charles Kurzman specializes in Middle East and Islamic studies, but he knows his American history, too.

In the video below: Kurzman on his research findings, new book and Osama Bin Laden.

"Muslims are the latest wave of immigrants who are associated with acts of violence and are



"There have been a lot of losses, there's a lot of mourning," Kurzman says when asked about 9-11 and the war on terror. "My point is not to downplay the losses, to downplay the fatalities but to say at the same time, let's look at the data."

CAROLINA
COMPASS

University News



School of Education New Dean

Dr. Abd-El-Khalick

Community Relations



Early Voting Celebration
at The Chapel of the Cross



May Day Celebration
at the Marian Cheek
Jackson Center

Community Relations

Spring 2016

ORGANIZED EVENTS —

Early Voting Celebration

Leadership Chapel Hill Town
& Gown session

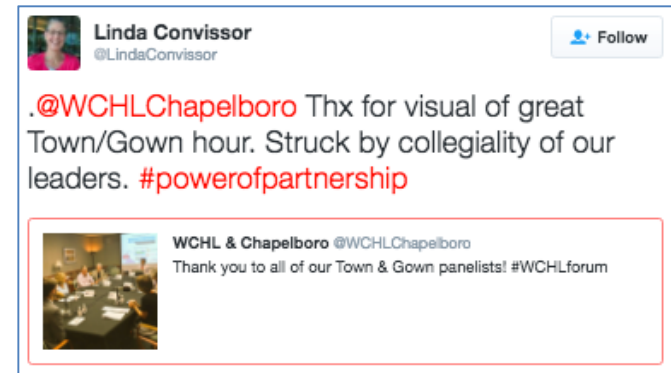
UNC Board of Visitors
Government Relations
Committee

CONNECTIONS —

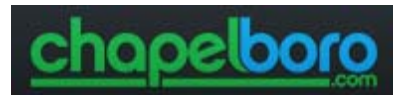
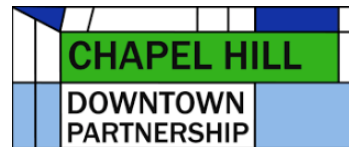
Attended **17 events**
involving community partners

EXTERNAL COMMUNICATION —

85 new
Tweets
about
University
issues



Informative messaging to a group of
350 community leaders



Spring Commencement – May 8, 2016



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<https://www.youtube.com/watch?v=N5rqzcHQsDc>



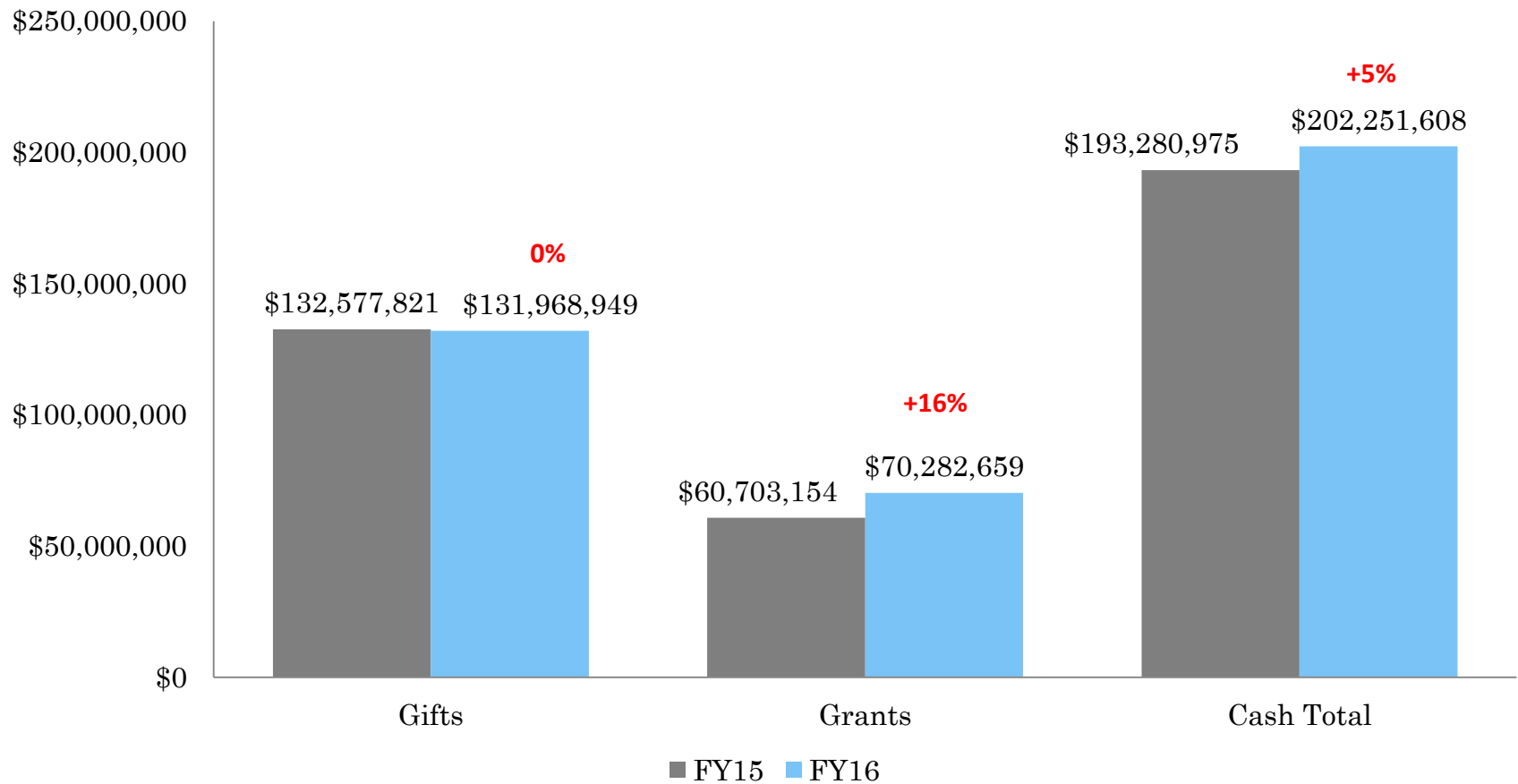
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at CHAPEL HILL

Development Update

May 18-19, 2016

Meeting of the UNC-CH Board of
Trustees

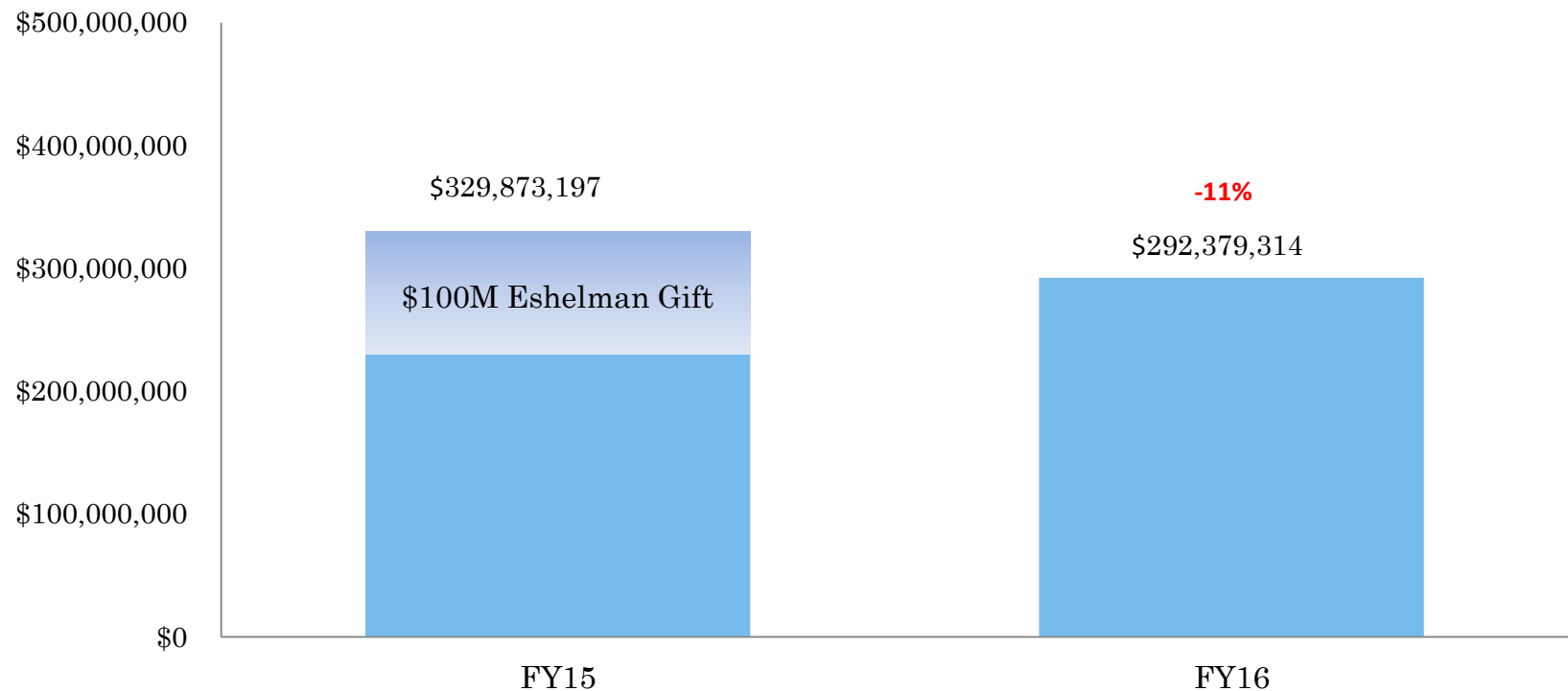
Cash Totals



YTD comparison as of 4/29/16
Grants and Ed Foundation through 3/30/16.



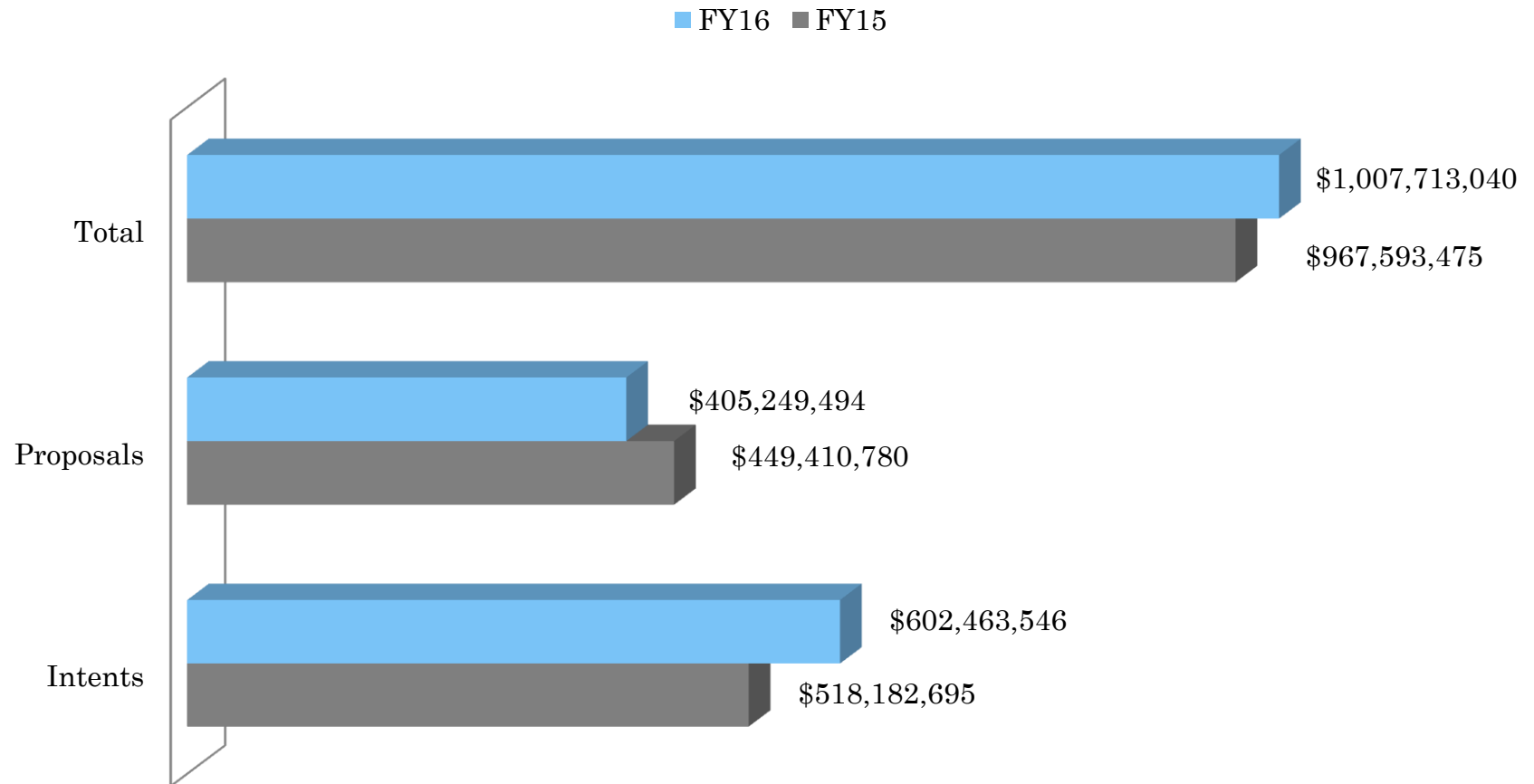
New Cash and Commitments Totals



YTD comparison as of 4/29/16
Grants and Ed Foundation through 3/30/16.



The Pipeline



YTD Comparison as of 5/01/16



Strong School/Unit Performances

Athletics	\$33,387,053	50%
Law	\$4,970,404	56%
CPA	\$3,409,749	328%
Arts & Sciences	\$45,339,390	25%
Dentistry	\$5,731,712	88%
Library	\$19,167,469	1070%
Lineberger	\$22,925,876	73%
Scholarships	\$14,999,723	56%



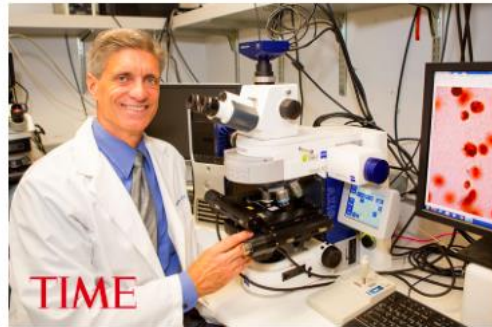
CAROLINA STORIES

The most important things that happen here, happen because of you.

[STORIES](#) [MAGAZINE](#) [ABOUT ▾](#) [SEND US YOUR STORY](#)



This site is a resource and playground. It is a place where you can learn about some of the incredible stories that happen here. Or perhaps you have a story to [share](#)?



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Carolina Stories

<http://stories.unc.edu/>



Campaign Events





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