



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

BOARD OF TRUSTEES
EXTERNAL RELATIONS COMMITTEE
NOVEMBER 16, 2016, 2:30PM
CHANCELLOR'S BALLROOM WEST,
CAROLINA INN

OPEN SESSION

FOR INFORMATION ONLY

(No formal action is requested at this time)

1. [Tar Heel Thanksgiving](#)
Laura Limarzi, UNC Class of 2017
2. [Development Update](#)
David Routh, Vice Chancellor for University Development
3. [Communications Update](#)
Joel Curran, Vice Chancellor for Communications and Public Affairs
4. [Campus Public Safety Communications](#)
Derek Kemp, Associate Vice Chancellor for Campus Safety & Risk Management

*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:

Winter Commencement – Sunday, December 18, 2016

Spring Commencement – Sunday, May 14, 2017

COMMITTEE MEMBERS

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

Administrative Liaisons:

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

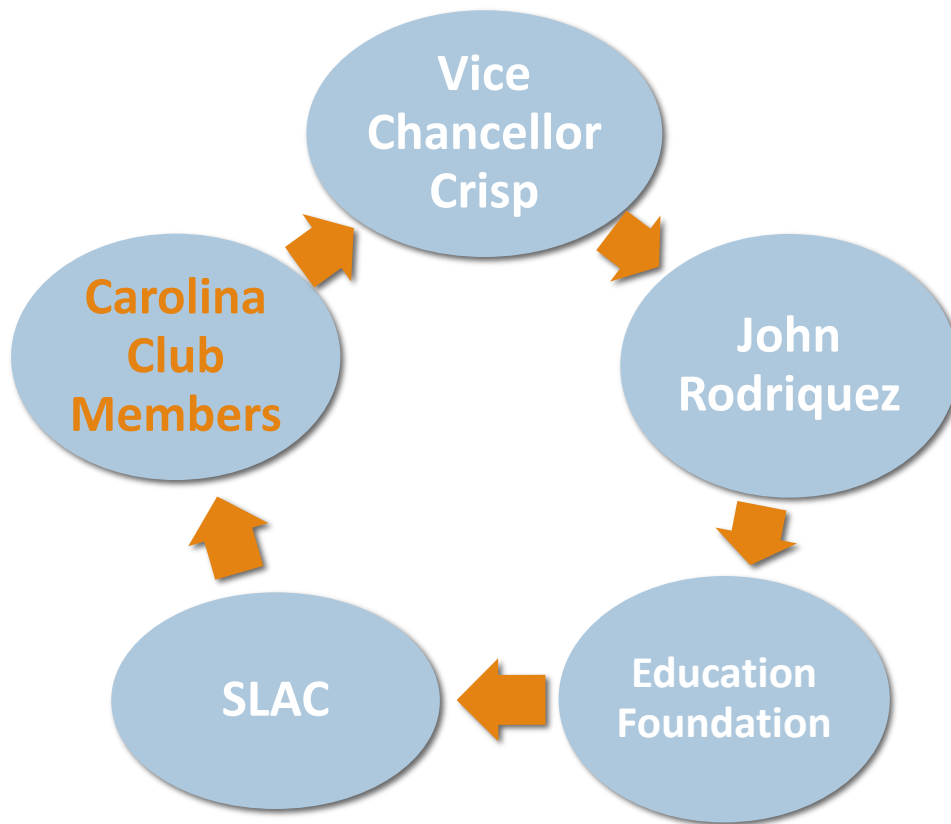
T A R H E E L

Thanksgiving



Creating A Carolina Tradition

How it All Started



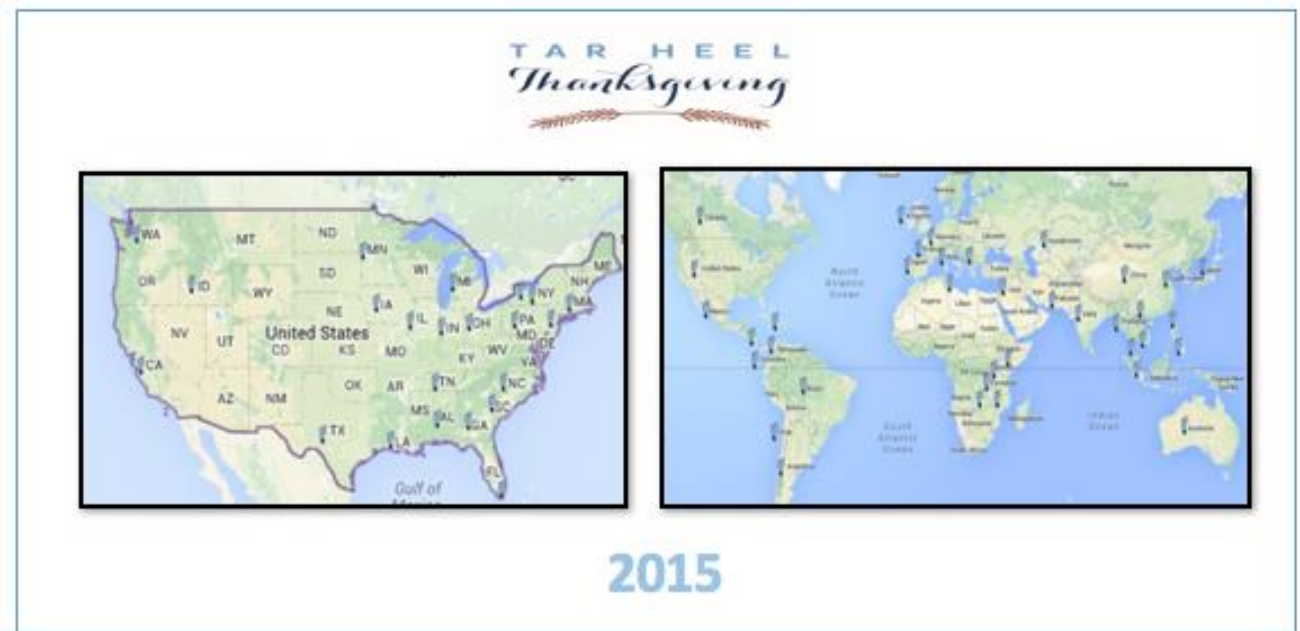
Our Impact : Felt Globally

Year 1: 150 Students

Year 2: 200 Students

Year 3: 320 Students

- **States 14**
- **Countries 30**



Our Impact: Words from Students

“Thank you for providing us with such a wonderful Thanksgiving meal. I am so thankful to attend such an amazing university who cares so much for its students, faculty and community.”

“Thank you for your kindness and generosity! You guys really demonstrate what Thanksgiving Day is all about. 😊”

“Thank you so much for sponsoring this dinner! I am a graduate student, and my husband and I couldn't afford to go home to Colorado. We didn't want to spend the holiday alone, so this was a blessing!”



Our Impact: Word From Members

“It truly warms my heart, knowing these students will be able to enjoy a great meal with other students, who otherwise might not be able to travel home for the holidays. Everyone deserves someone to share a holiday meal with, especially our UNC students.”

“As parents we remember how we felt when our son couldn't join us for Thanksgiving and how grateful we were to those who reached out to him to provide him with dinner. We want to do the same for someone else's son or daughter. Thank you Carolina Club for making it so easy to 'Pay it forward!'.”





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External Relations Committee

UNC Board of Trustees Meeting
November 16, 2016

David S. Routh
Vice Chancellor for Development

CHANCELLOR'S PHILANTHROPIC COUNCIL FIRST MEETING



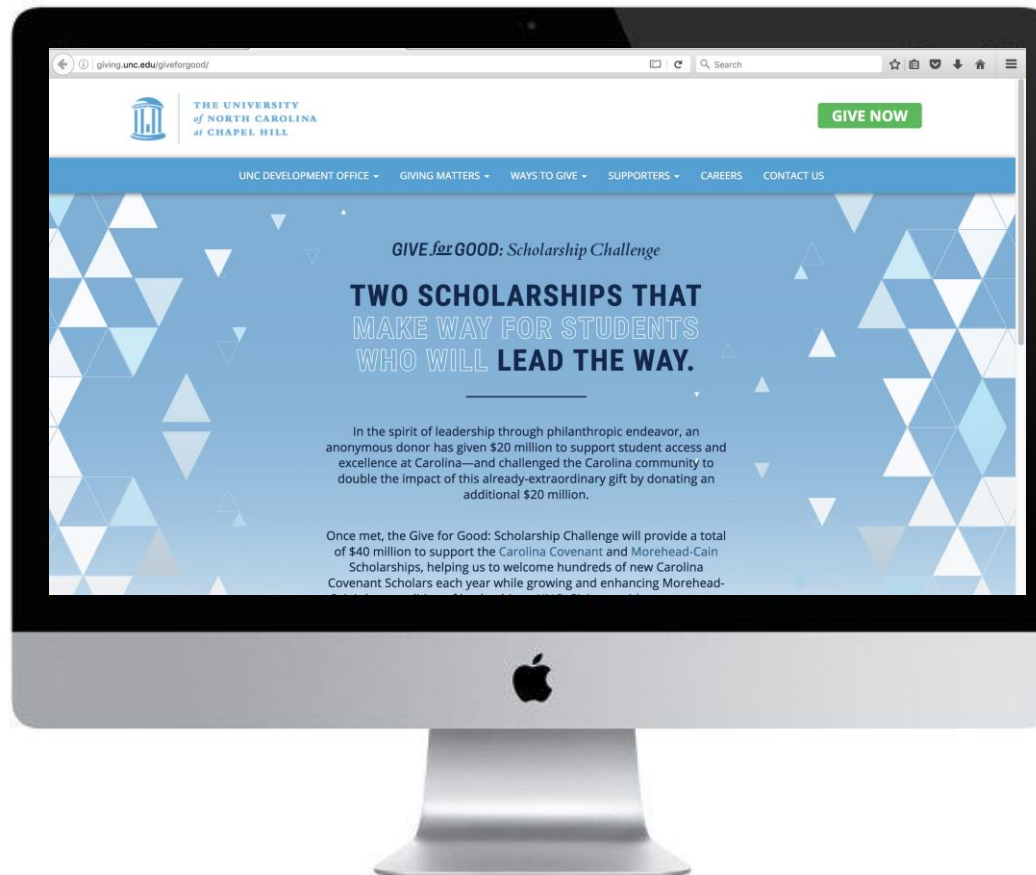
CHANCELLOR'S PHILANTHROPIC COUNCIL FIRST MEETING



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9/27

GIVE *for* GOOD: Scholarship Challenge





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External Relations Committee

UNC Board of Trustees Meeting
November 16, 2016

11/27

David S. Routh
Vice Chancellor for Development



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Communications Update
November 16, 2016

COMMUNICATIONS DASHBOARD

September – October 2016



CONTENT

24 new videos, **125** YTD



MEDIA RELATIONS

241 queries and interview requests

78 releases and pitches



PUBLIC RECORDS

67 regular requests received

49,195 pages processed

110 requests closed



SOCIAL MEDIA

11,752 new followers

386,847 total followers



UNC VISITORS CENTER

1,480 total campus tours (of which
1,185 were school groups)

4,772 total in-person, phone and email interactions

UNIVERSITY DAY



Address by Stephen Farmer

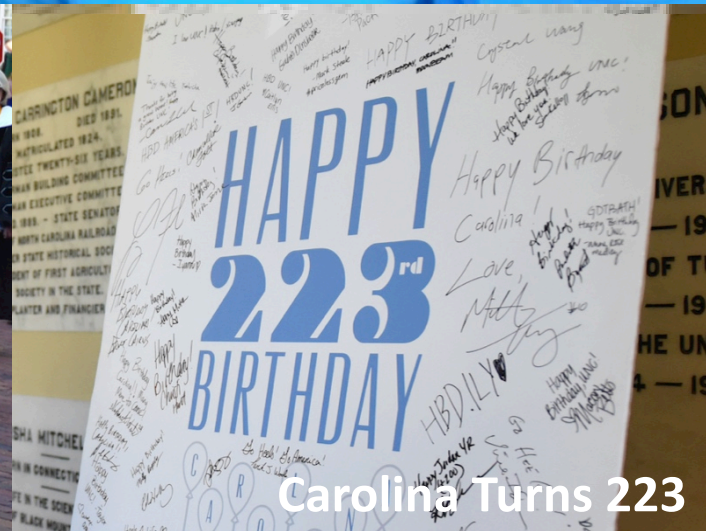


Birmingham, Ala.

Week of Service



University Day Processional



Carolina Turns 223

PRESIDENTIAL INAUGURATION



COMMUNITY RELATIONS



UC Boulder
Intercity Visit



Early
Voting



MEDIA RELATIONS

The Washington Post



This could be the worrisome reason why new cancer patients are not using a lifesaving medicine



Hurricane Matthew Tests Strength of Coastal Infrastructures


WNYC




THE DAILY
BEAST

Bill Ferris Taught America What's So Great About the South

SOCIAL MEDIA

 **The University of North Carolina at Chapel Hill**
Published by Philip L. Jones [?] · October 11 at 9:57am · 🌐

We don't officially turn 223 years old until tomorrow. But we're celebrating University Day a little early this year — and no party for the nation's first public university would be complete without a singing the alma mater. Who better to do it than **#UNC**'s extraordinary a cappella community? In honor of University Day, six of Carolina's a cappella groups sing 'Hark the Sound,' the University's alma mater, which dates back to the 1890s!



Alma Mater A Cappella
The UNC Clef Hangers

190,432 people reached [Boost Post](#)

85K Views



👍 Like 💬 Comment ➦ Share

👤 Chapel Hill GlobalEd, Randlel Dove and 919 others Chronological ▾

771 shares

[View 26 more comments](#)

#UNC Celebrates its 223rd Birthday

 **UNC-Chapel Hill** 
@UNC · October 11, 2018

The laying of Old East's cornerstone 223 years ago marked the founding of UNC-Chapel Hill and is the reason University Day is celebrated each year. Enjoy these moments as the **#UNC** community honored the nation's first public university!

[Edit](#) [Tweet](#) ...



SOCIAL MEDIA – TAR GRAMS



uncchapelhill
Morehead Patterson...

Follow

3,910 likes

2w

uncchapelhill The skies seem just a little bit bluer now that our students are on campus again. Welcome back from Fall Break, Heels! 💙 #TARgram



uncchapelhill
Polk Place

Follow

3,937 likes

6w

uncchapelhill Rain or shine, this view of Polk Place is always divine 💙🌧️
#TARgram [📷: @jkappler]

lauratampa @afshields01 I miss CH! 😭
db.jb @kimijzz wish i could be there
kimi :(

lucasonza @marco.carini

castikel Reminicient 😊

joshuawoodward 1st like

ambergutierrezrosales Wow that's such an amazing pic though 😊

debrapickrel A "place" like no other!!

... 🤔🤔🤔

Log in to like or comment.

...

Campus Public Safety Communications

November 16, 2016



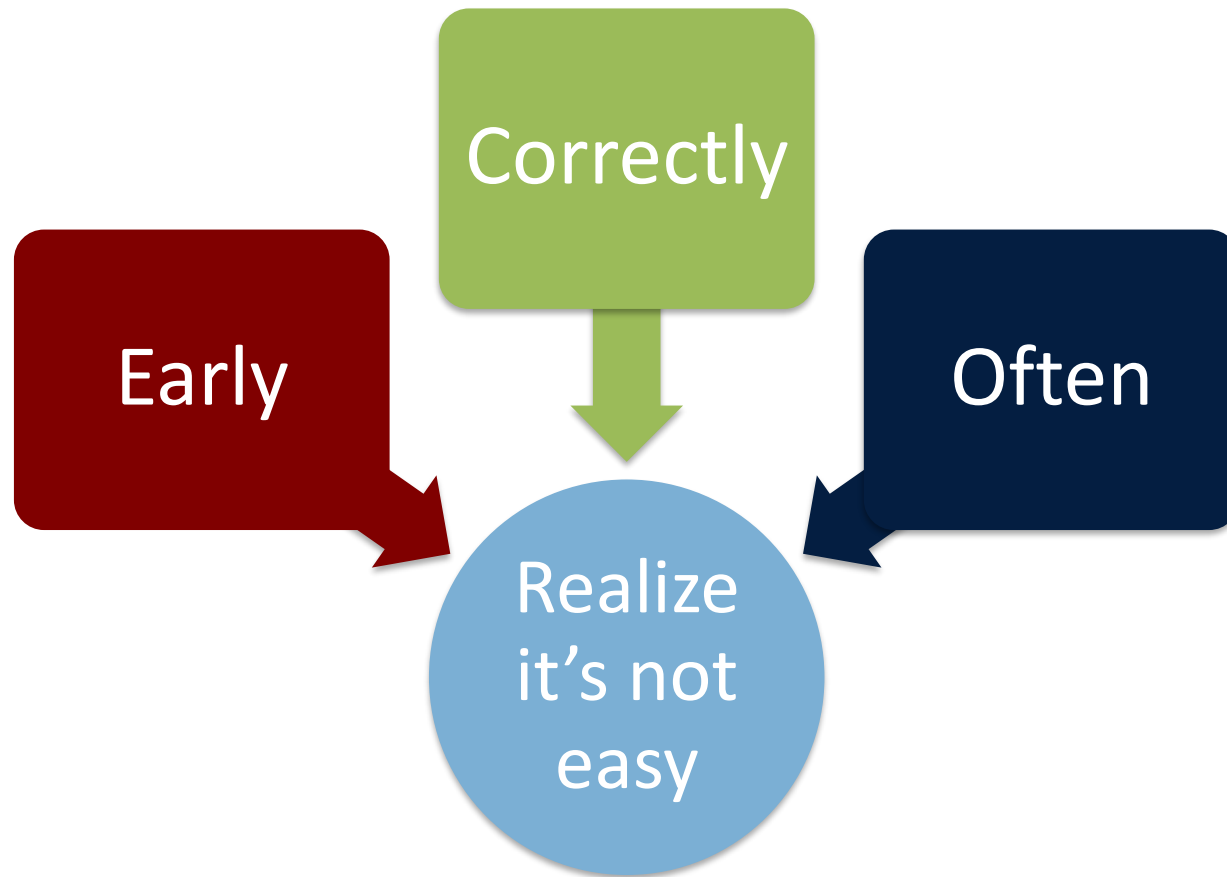
UNC
DIVISION OF FINANCE
AND ADMINISTRATION

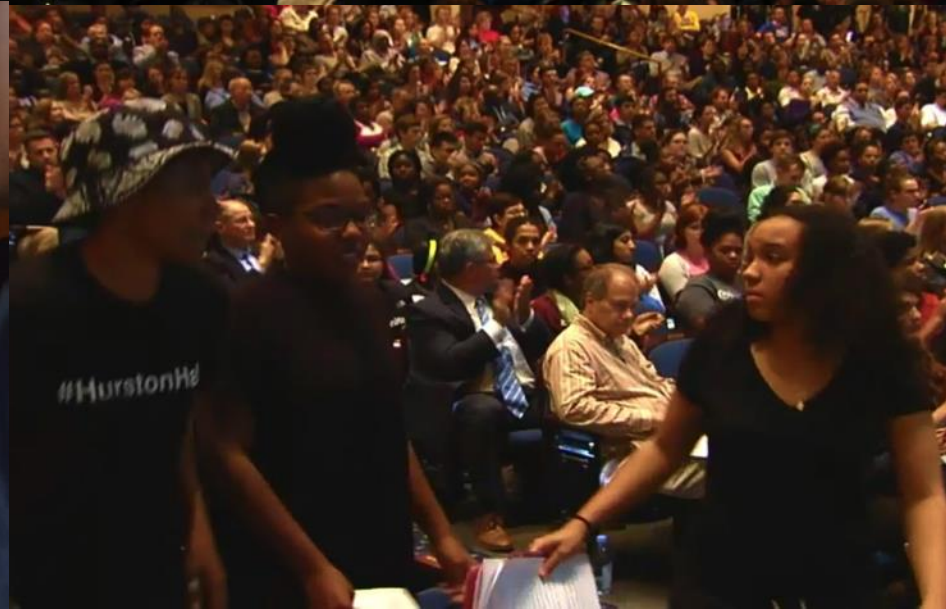
20/27

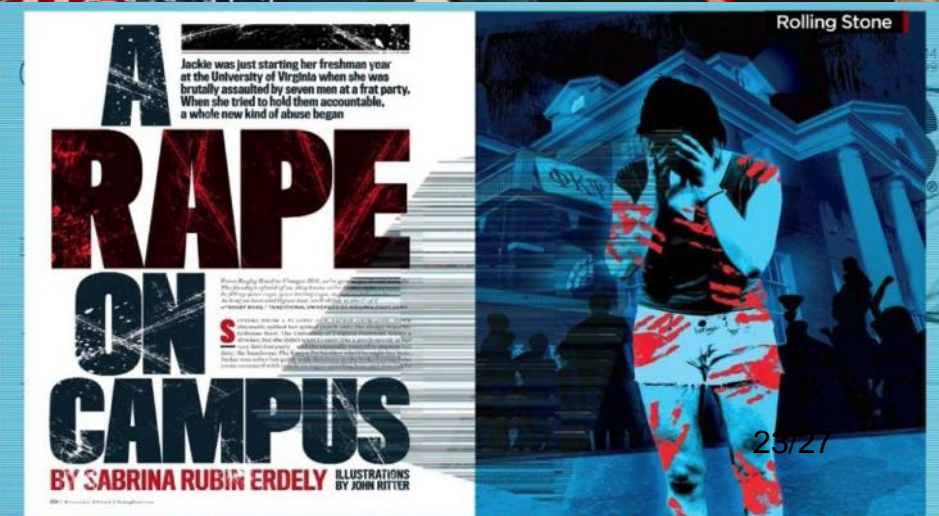
Derek B. Kemp, Associate Vice Chancellor
for Campus Safety and Risk Management



Basic Tenets for Effective Event Response Communications







For 1 in 5 women, their dream school will become a nightmare.

FROM THE ACADEMY AWARD-NOMINATED FILMMAKERS OF
THE INVISIBLE WAR

THE HUNTING GROUND





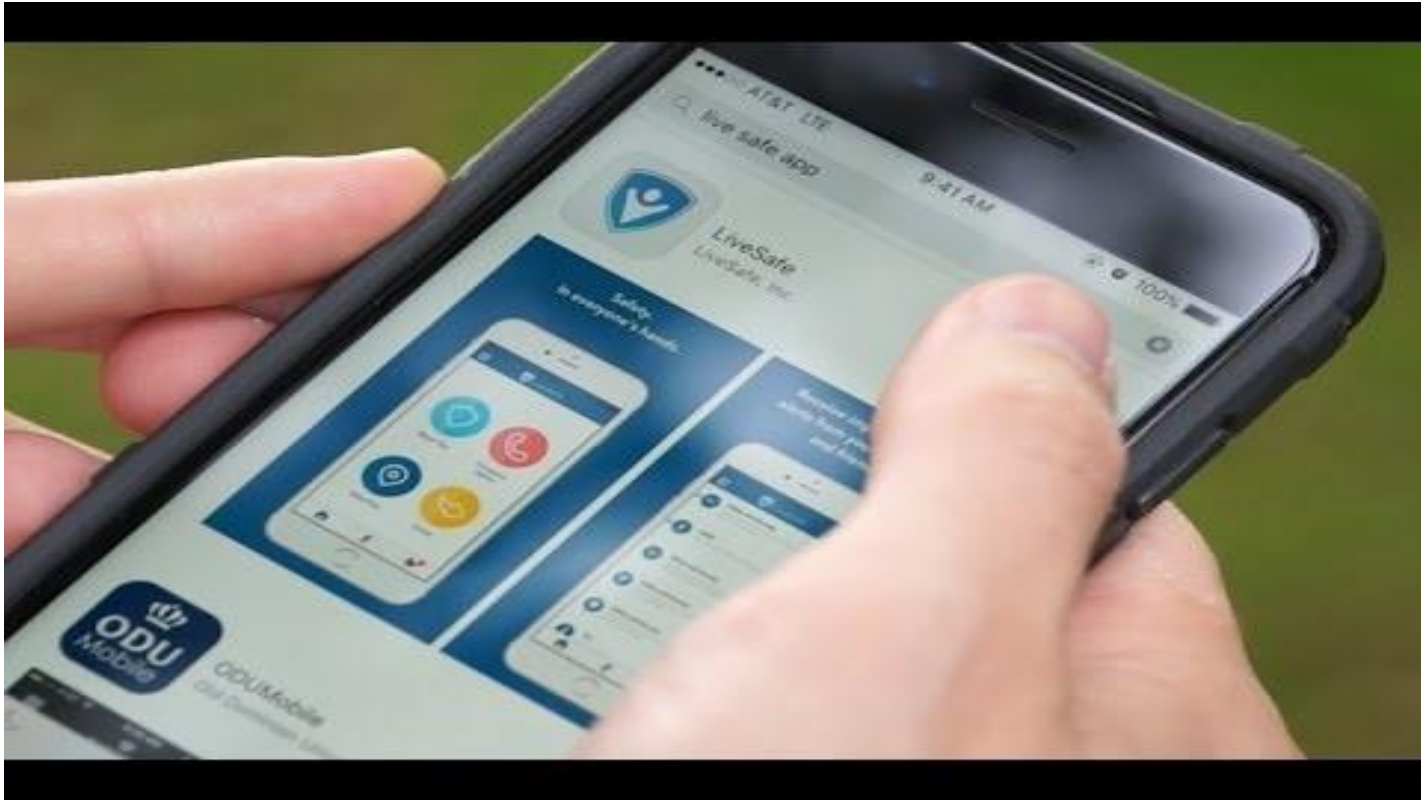
Our Approach

- Manage events **early** (if possible)
- Manage events at **appropriate level**
- Communicate with all **stakeholders**
- Utilize **High Interest Events Team**
 - ✓ Public Safety
 - ✓ Communications
 - ✓ General Counsel
 - ✓ Student Affairs
 - ✓ As needed





LiveSafe = CarolinaSafe



Thank you.



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