



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

BOARD OF TRUSTEES
EXTERNAL RELATIONS COMMITTEE
MARCH 22, 2017, 2:30PM
ALUMNI HALL I,
GEORGE WATTS HILL ALUMNI CENTER

OPEN SESSION

FOR INFORMATION ONLY

(No formal action is requested at this time)

1. [Development Update](#)
David Routh, Vice Chancellor for University Development
2. [Communications Update](#)
Joel Curran, Vice Chancellor for Communications
3. [Storytelling Through Photography](#)
Jon Gardiner, University Photographer

*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 14, 2017
New Student Convocation – Sunday, August 20, 2017
University Day – Thursday, October 12, 2017
December Commencement – Sunday, December 17, 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



Development Update

David S. Routh, Vice Chancellor for Development

Board of Trustees Meeting: External Relations Committee

Campaign Dashboard

Information accurate as of March 2017

\$1,314,190,067

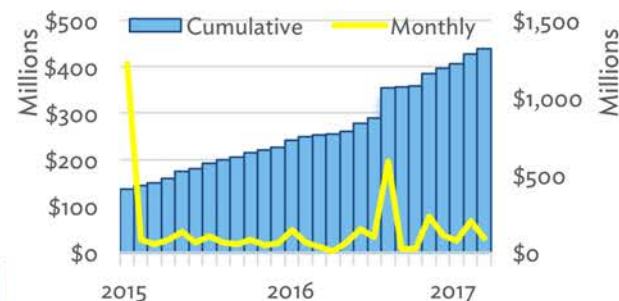
Total Campaign Activity



27% Time Elapsed

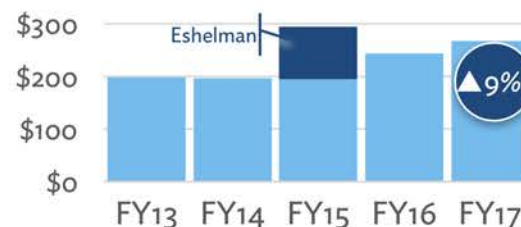
Unit	Campaign	Prior 3 Years	Change
Eshelman School of Pharmacy	\$ 125,031,713	\$ 22,277,398	▲461%
Kenan-Flagler Business School	\$ 84,567,503	\$ 43,258,021	▲95%
Educational Foundation	\$ 131,596,557	\$ 79,225,987	▲66%
College of Arts & Sciences	\$ 184,876,576	\$ 131,136,607	▲41%
UNC Medicine	\$ 342,791,826	\$ 274,316,553	▲14%
Gillings School of Global Public Health	\$ 78,897,140	\$ 70,078,918	▲13%
School of Law	\$ 19,334,343	\$ 18,916,169	▲2%
University (all units)	\$ 1,314,190,067	\$ 926,003,176	▲42%

Total Campaign New Cash & Commitments



Year-To-Date Comparisons (March)

Amounts in millions



New Cash & Commitments Analysis

All amounts in millions

By Donor Type - Individuals



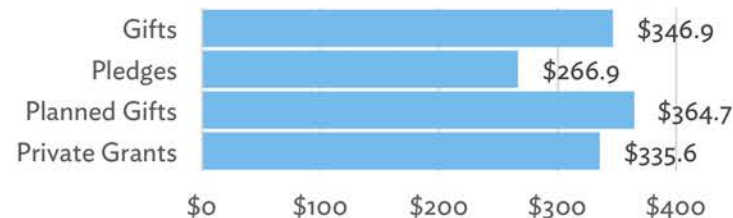
By Donor Type - Organizations



By Gift Amounts



By Gift Type



Campaign Facts

Chancellor's
Philanthropic
Council

111
members

6.1M
Marketing Impressions

7 Rembrandt
drawings are
part of \$25M gift
to Ackland

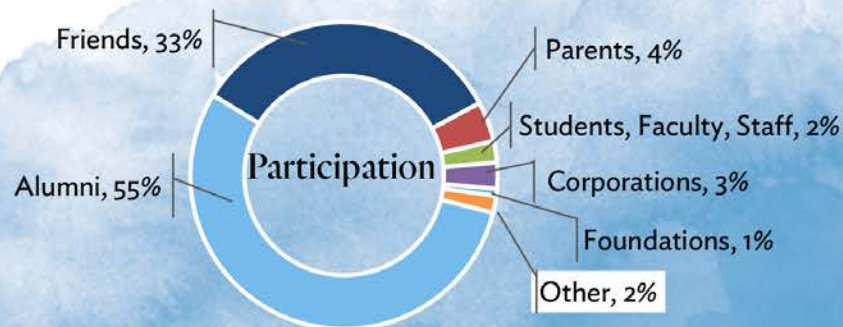
Around-the-World Engagement Events



Atlanta · Beijing · Chapel Hill/Durham · Charlotte ·
Greenwich, CT · Figure 8 Island · Greensboro · Hong Kong ·
Jacksonville, FL · Linville · London · Memphis, TN · New Orleans ·
New York City · Palm Beach, FL · Raleigh · SF Bay Area · Singapore ·
Vero Beach, FL · Washington, DC · Wilmington

CULTIVATIONS
ACTIVE
3,538

Total Donors
121,197



Rated Donor Prospects

Gift Range	As of Dec 2015	As of Mar 2017	Change
\$ 100 M	9	17	▲8
\$ 50 M	10	15	▲5
\$ 25 M	12	19	▲7
\$ 10 M	16	33	▲17
\$ 5 M	249	284	▲35

\$520,454,184

Value of Submitted Proposals

500+
Participants in Creative
Town Halls

A horizontal blue brushstroke graphic with a textured, painterly appearance, extending from the left edge of the slide towards the center.

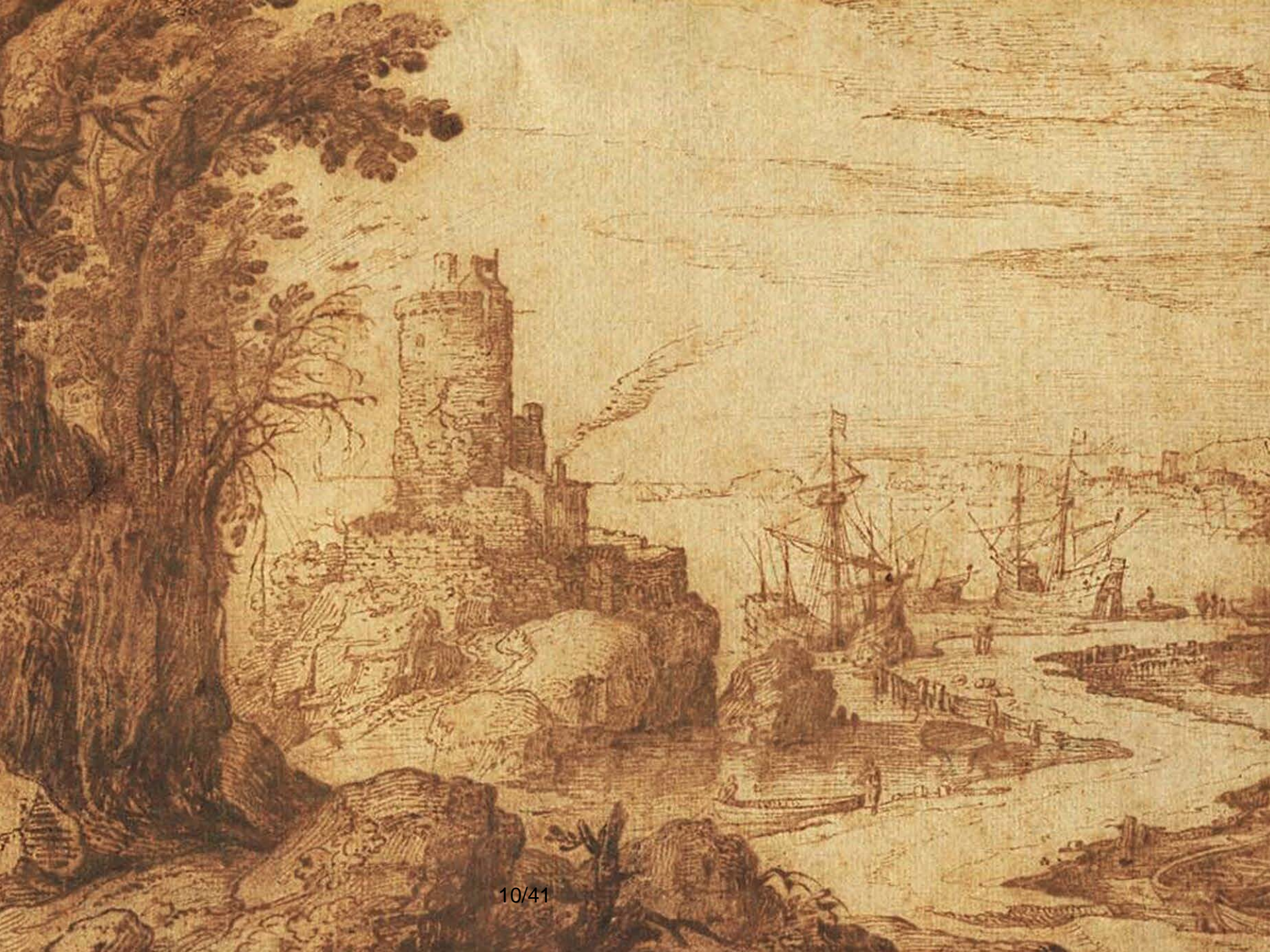
A Student Story



The Peck Gift











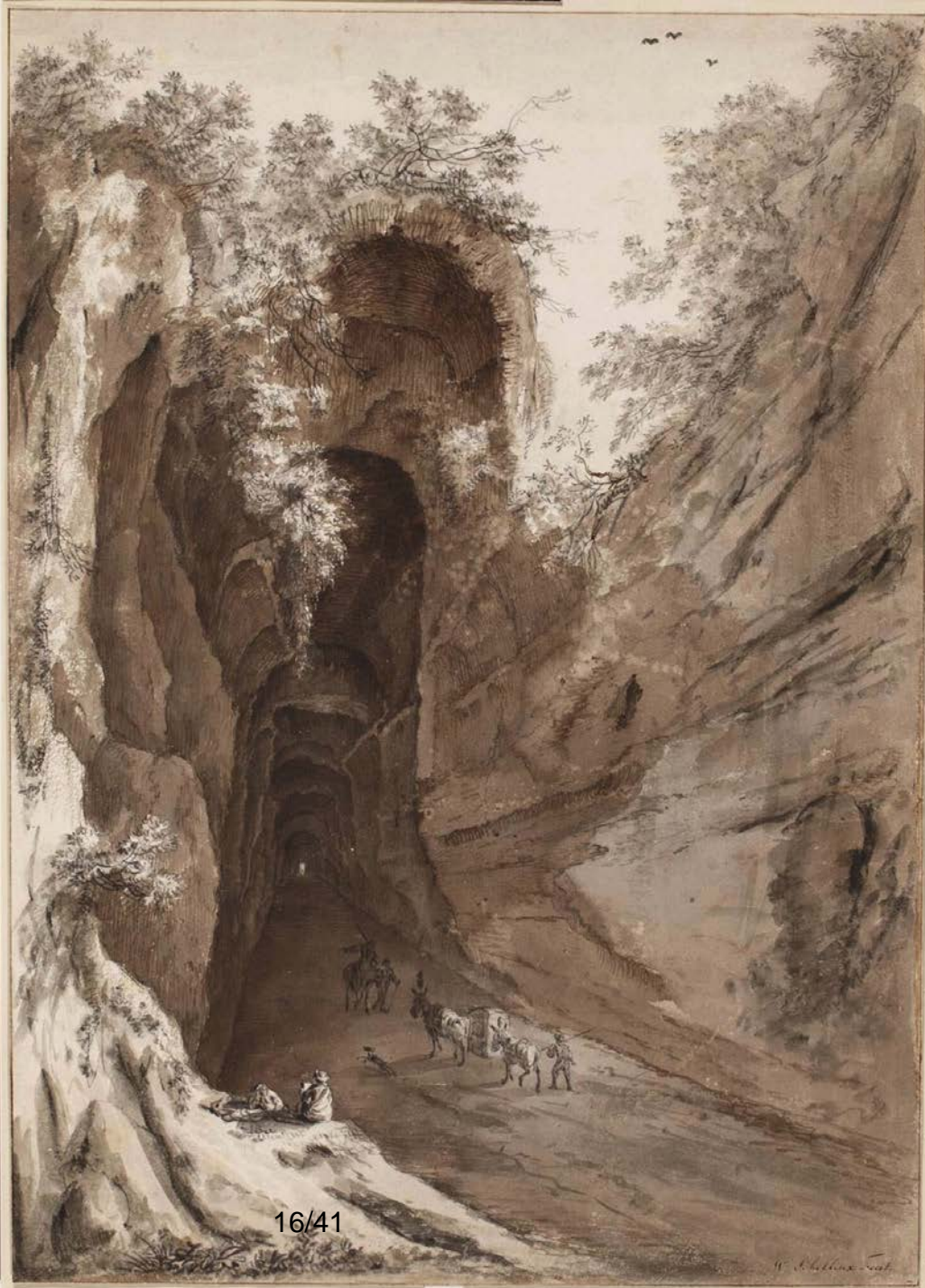
12/41







VH



16/41

W. Whistler. 1841.





Development Update

David S. Routh, Vice Chancellor for Development

Board of Trustees Meeting: External Relations Committee

OFFICE OF **UNIVERSITY**
COMMUNICATIONS

Board of Trustees

External Relations Committee

March 22, 2017



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at CHAPEL HILL

Media Relations In the News

After UNC's release, **John Bruno's** work with coral reefs, predatory fish and supersites was featured in:

The Atlantic
The Washington Post
The Miami Herald
The Charlotte Observer
Greenwire
and *International Business Times*.



Media Relations In the News

Dr. Piven's research was featured on local and national sources, including:

NBC News (right)
CBS News
WRAL News
Nature Magazine

Autism is detectable in brain scans long before symptoms appear, new study says



(Photo: MariaDubova, Getty Images/iStockphoto)

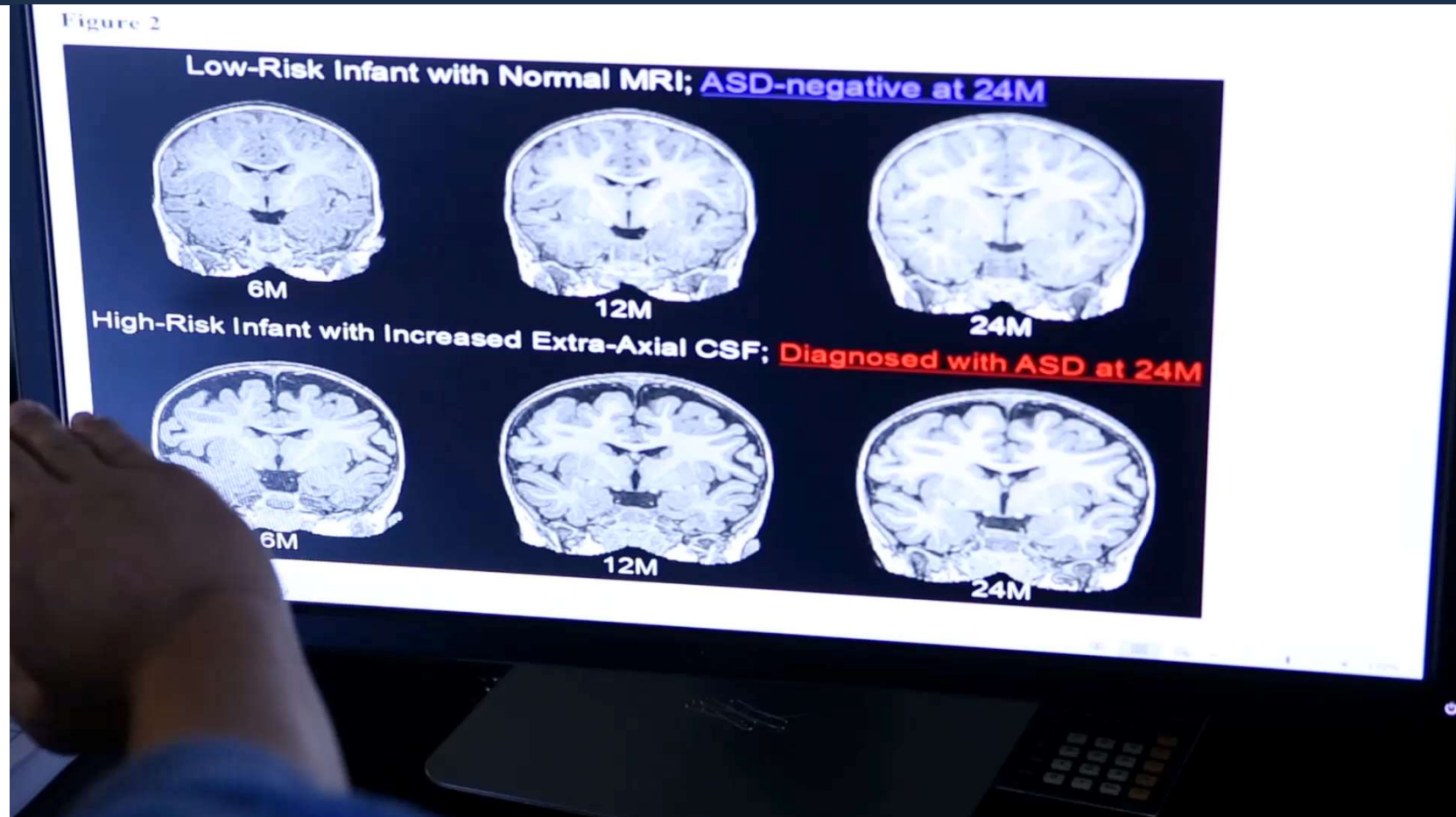
f 1197 **CONNECT** **TWEET** **in 65** **LINKEDIN** **6** **COMMENT** **EMAIL** **MORE**

Researchers at the University of North Carolina used brain scans to predict with 80% accuracy whether certain children would develop autism, meaning such scans could enable early treatment of the disorder long before symptoms are evident.

Until recently, the average age of diagnosis for autism was about four years, [NBC News reported](#), but the new research suggests autism may be detectable within a child's first year. And that's important, said Dr. Joseph Piven, who lead authored a resulting study.

"If we can target interventions before autism appears and before the brain changes appear, during a time when the brain is highly malleable or plastic, we can have a bigger impact on the outcome," Piven, who directs the university's Carolina Institute for Developmental Disabilities, told NBC News.

Media Relations In the News



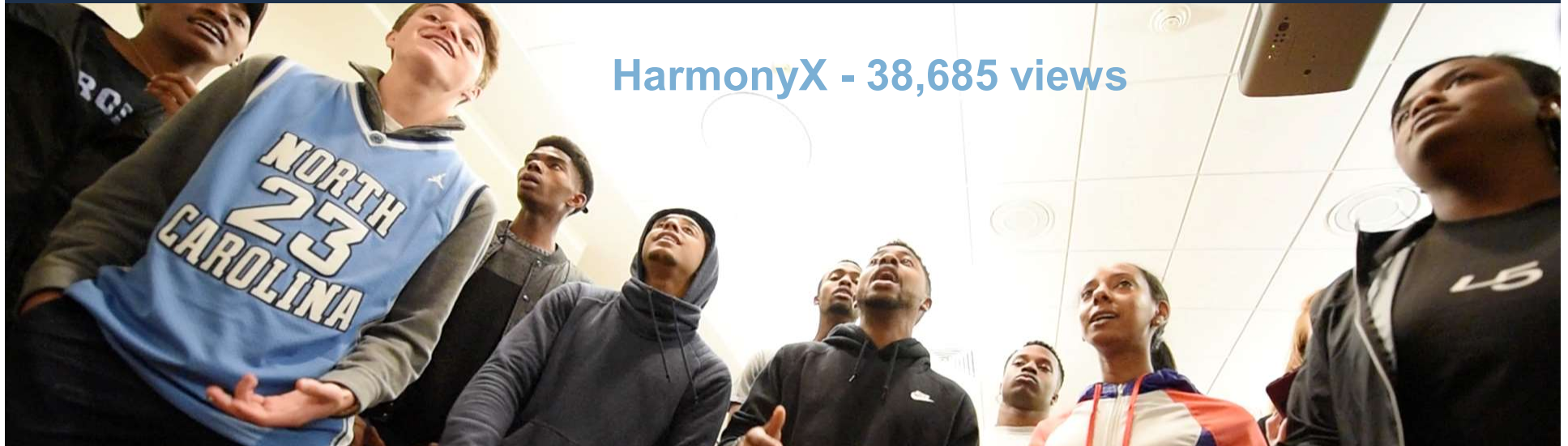
Media Relations In the News

UNC Lineberger launches innovative cellular immunotherapy program, featured on WRAL.

Trials at UNC yield 'rebirth' for 2-time cancer survivor



CONTENT Top Videos



HarmonyX - 38,685 views



UNC School of Dentistry hosts Give Kids A Smile Day - 22,111 views



Dr. Oliver Smithies, in Memoriam - 19,733 views

CONTENT Highlight



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at CHAPEL HILL

Social Media Top Tweets



Social Media Top Tweets



UNC-Chapel Hill  @UNC · Mar 4

When the 🐐 stops by to do some business #GoHeels



Social Media 360 Camera



The University of North Carolina at Chapel Hill

March 5 at 11:01am · 🌐

We hung a 360° camera from the ceiling (or was it the roof?) last night! Enjoy this look at the scene in the Smith Center last night as the clock ticked down on a North Carolina Tar Heels victory 🏆



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COMMUNICATIONS

Board of Trustees

External Relations Committee

March 22, 2017







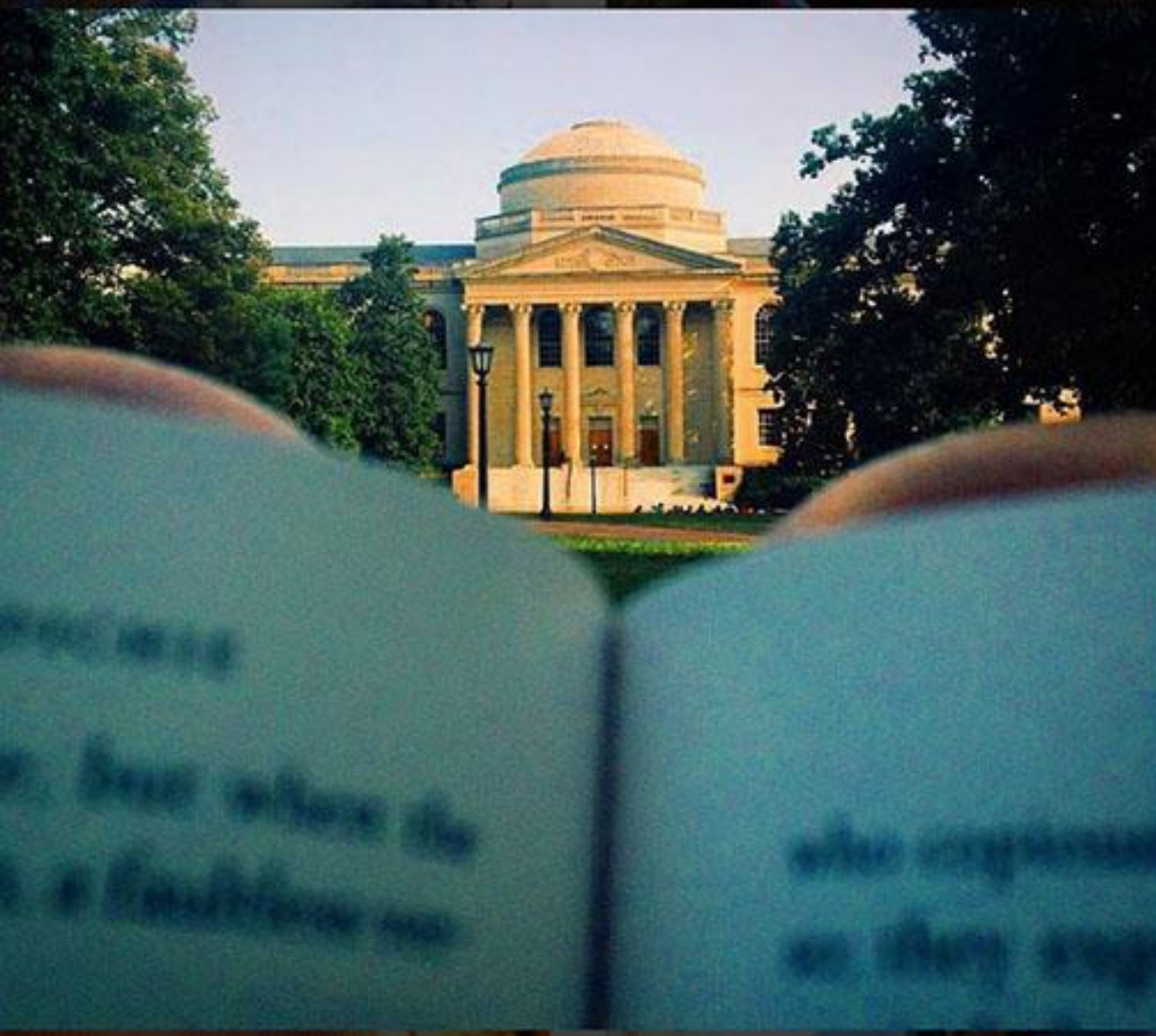












uncchapelhill

Following

2,339 likes

74w

uncchapelhill After a long week of classes, studying for midterms and scheming how to take over the world, sometimes it's nice to look up and remember where you are - at the nation's first public university. 💙 🐾

(📷 cred & caption inspiration: @deedeebeee)

andrewisenhour @mylifeaskd

notyouravgdroid Hiya, Wilson 🐾

peter_baroff @tommy.jj

stuffy5 @sydneyw00d

oliviaegolden @sophieg13 didn't know that fun fact!

salmakhairat @salfkhairat



Add a comment...





uncchapelhill

Follow

5,105 likes

4w

uncchapelhill Well would you look at that. The trees bloomed right in time for Valentine's Day! 💙💛💜 #TARgram [📷: @ryan_herron]

[view all 36 comments](#)

tommyslomo @kelseyparm

wlane1968 Gorgeous!

bamac11 @ryan_herron just joking around lol good pic!

[Log in to like or comment.](#)

...



<https://theta360.com/s/3LY2H3PIpvB8T9VSQCkKMVDF2>