



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

BOARD OF TRUSTEES
EXTERNAL RELATIONS COMMITTEE
MAY 24, 2017, 2:30PM
MAGNOLIA ROOM C,
RIZZO CONFERENCE CENTER

OPEN SESSION

FOR INFORMATION ONLY

(No formal action is requested at this time)

1. Communications Update
Joel Curran, Vice Chancellor for Communications
2. [Development Update](#)
David Routh, Vice Chancellor for University Development
3. [Board of Visitors Update](#)
Jennifer Halsey, Chair
4. [Morehead Planetarium](#)
Todd Boyette, Director
5. [Arts Everywhere](#)
Rachel Ash, Associate Director of Arts Everywhere

*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 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
Elizabeth M. Adkins
Charles (Chuck) G. Duckett
William (Bill) Keyes IV
Allie Ray McCullen

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 May 1, 2017

\$1,368,086,559

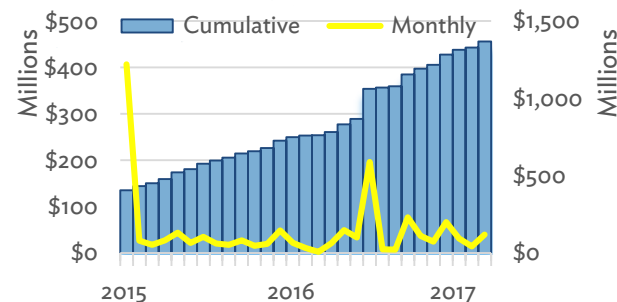
Total Campaign Activity

29%

Time
Elapsed

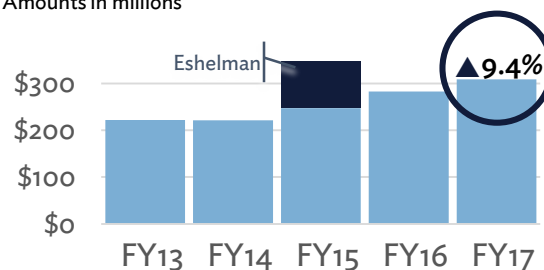
Unit	Campaign	Prior 3 Years	Change
Eshelman School of Pharmacy	\$125,785,465	\$22,277,398	▲465%
Kenan-Flagler Business School	\$88,326,742	\$43,258,021	▲104%
Educational Foundation	\$143,517,372	\$79,225,987	▲81%
College of Arts and Sciences	\$193,881,288	\$131,136,607	▲48%
UNC Medicine	\$355,942,868	\$274,316,553	▲30%
Gillings School of Global Public Health	\$81,477,669	\$70,078,918	▲16%
School of Law	\$20,039,347	\$18,916,169	▲6%
University (All Units)	\$1,368,086,559	\$926,003,176	▲48%

Total Campaign New Cash & Commitments



Year to Date Comparison (Week 44)

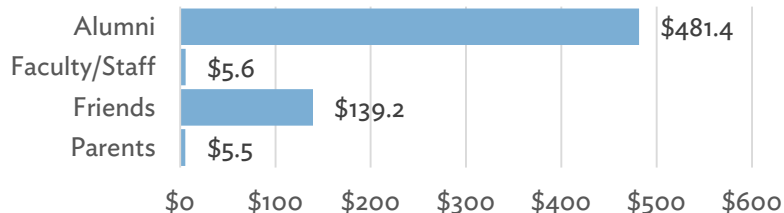
Amounts in millions



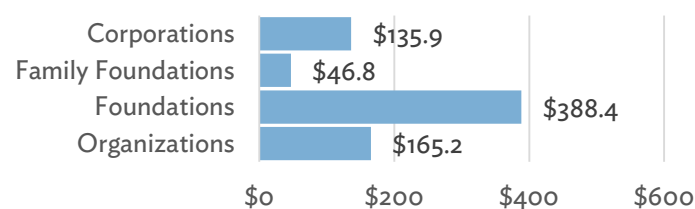
New Cash & Commitments Analysis

All amounts in millions

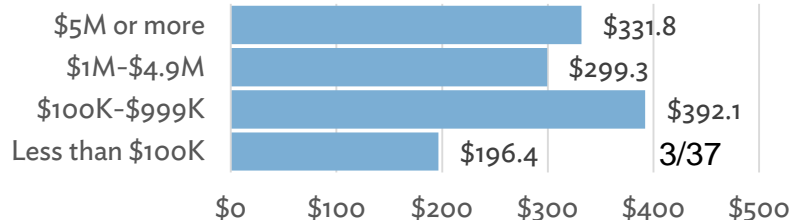
By Donor Type - Individuals



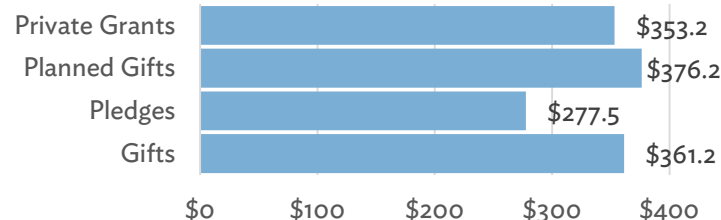
By Donor Type - Organizations



By Gift Amounts



By Gift Type



Campaign Facts

Chancellor's
Philanthropic
Council

113
members

7.0M
Marketing Impressions

Raised towards \$20M
Give for Good goal
\$9.8M

Around-the-World Launch Events

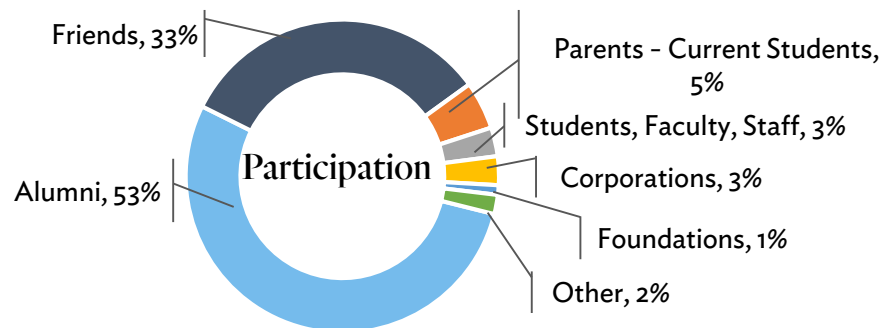


EVENTS PLANNED

Atlanta · Chapel Hill · Charlotte · London ·
New York City · Palm Beach, FL · San Francisco ·
Washington, DC

CULTIVATIONS
ACTIVE
3,610

Total Donors
125,700



Rated Donor Prospects

Gift Range	As of Dec 2015	Current	Increase
\$ 100 M	9	17	▲ 8
\$ 50 M	10	15	▲ 5
\$ 25 M	12	21	▲ 9
\$ 10M	16	36	▲ 20
\$ 5M	249	288	▲ 39

\$528,402,824
Value of Submitted Proposals

750+
Participants
in Creative
Town Halls

Joint Chancellor's Philanthropic Council/ Board of Visitors Lunch, Blue Zone





Chancellor's Philanthropic Council Meeting, Blue Zone



Chancellor's Philanthropic Council Reception, BeAM



Alumni Reception Winston House, London





Global Leadership Council National Gallery, London



Development Update

David S. Routh, Vice Chancellor for Development

Board of Trustees Meeting: External Relations Committee



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Board of Visitors
Jennifer Halsey, Chair
Year-End Report to Board of Trustees
May 24, 2017

BOV Leadership



Outgoing Chair
Jennifer Halsey
Atherton, CA
Medical technology entrepreneur
Professor of the Practice – eMinor
Director, Morehead-Cain Fund
Co-Chair, Carolina West



Incoming Chair
Doug Rothwell
Ann Arbor, MI
President and CEO,
Business Leaders for Michigan

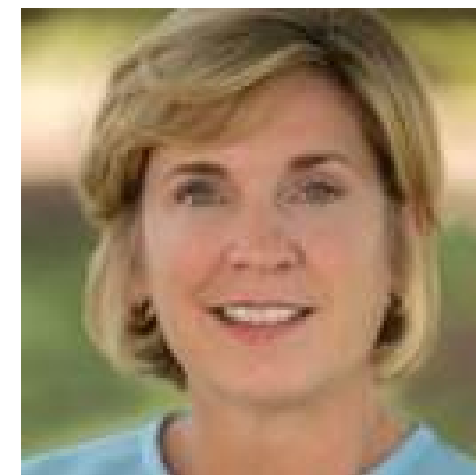
BOV Liaisons to the Board of Trustees



Gray Hutchison
University Affairs



Charles Brown
External Relations



Sallie Glover
Finance,
Infrastructure & Audit



Thomas Wong
Commercialization
& Economic
Development

BOV Goals for 2017

- Increase relevance and engagement as ambassadors, advisors, advocates
- Evolve from honorary role to substantive role, a path to greater service at UNC
- Emphasize impact on students: recruitment, career counseling, internships, classes
- Improve connections with BOT and relationships with the legislature
- Membership more diverse by age, geography, background, career path
- Increasingly active committees:
 - Student Recruitment – Lisa Fey and Rob Edwards
 - Student Career Services – William Lawrence and Michael Stutts
 - Government Relations – Tilghman Pope
 - Marketing Communications – Doug Rothwell
 - Membership Involvement – Bettie McKaig and Susan Anna



Fall Meeting 2016

- The BO showcased UNC's focus on global leadership
- Morehead-Cain scholars described the impact of their global summer internships
- UNC professor Tim Crothers shared his experience writing "The Queen of Katwe"
- Emil Kang presented the Chancellor's innovative approach to the arts at Carolina
- Dr. Deborah Stroman introduced UNC's Center for Sport Business
- David Routh updated members on private giving and the campaign
- BOV members hosted first Career Services panel



Spring Meeting 2017

- Experienced our Music Department through “Defiant Requiem”
- Learned about IBM Watson and UNCseq: Big Blue meets Carolina Blue
- Connected to Innovate Carolina and the Carolina Angel Network
- Heard from students on the impact of summer internships funded by a UNC parent
- Attended classes with students
- Conducted a second panel discussion for UNC Career Services
- Prepared for future volunteer leadership and the campaign
- Joined the Chancellor’s Philanthropic Counsel for lunch



#TAKEUPSPACE

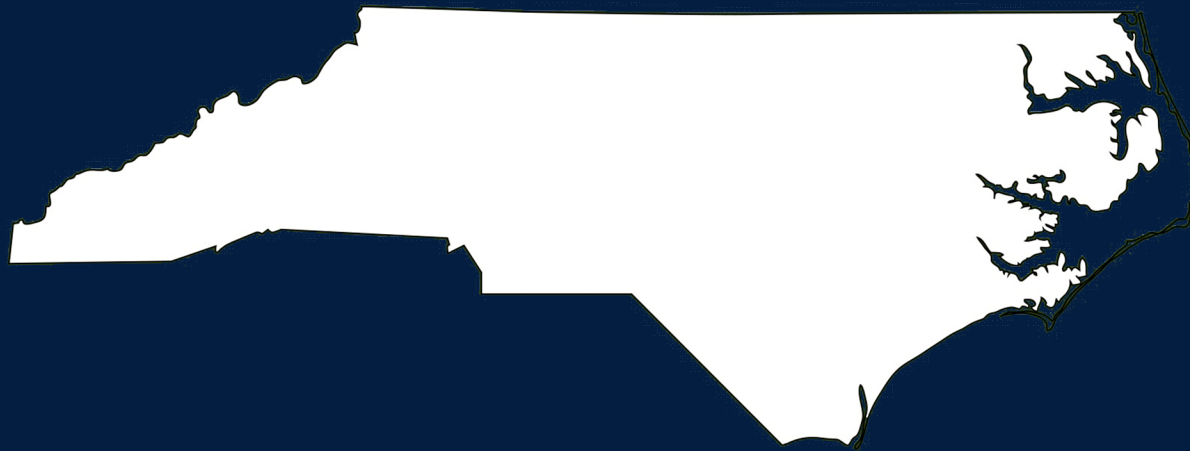




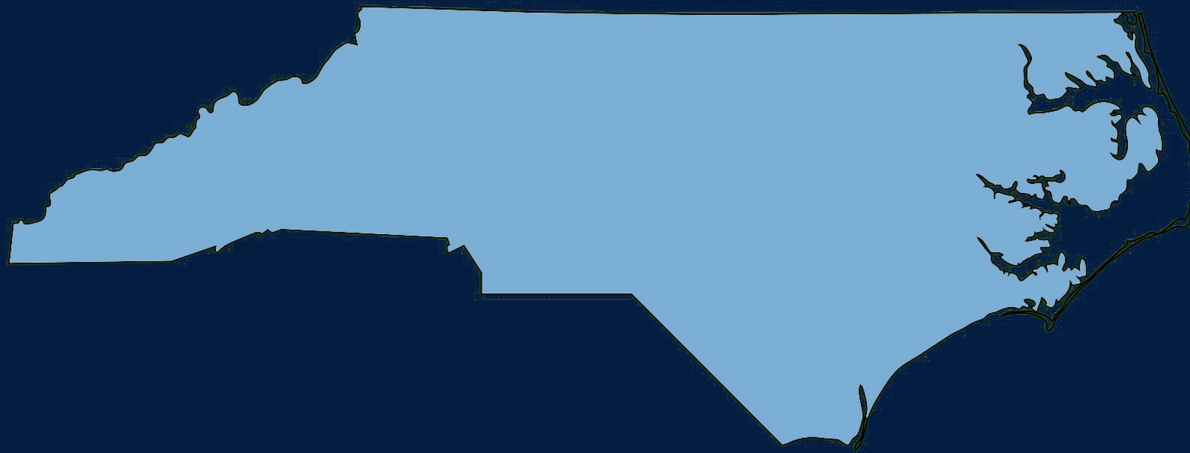


#TAKEUPSPACE





#TAKEUPSPACE



#TAKEUPSPACE



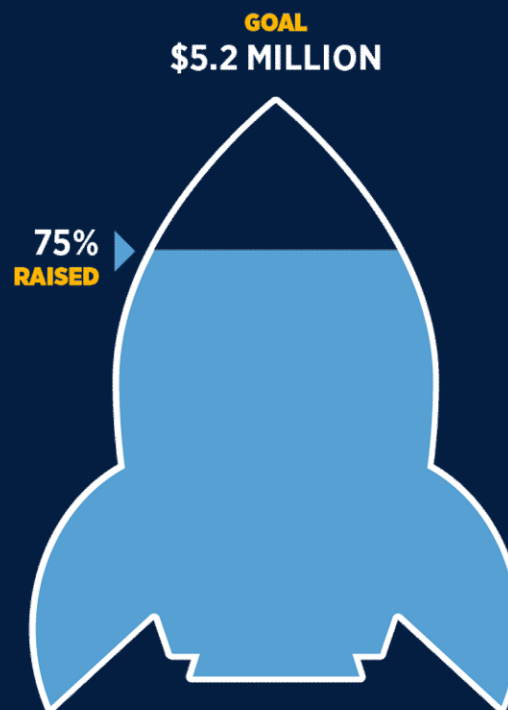




#TAKEUP SPACE

www.moreheadplanetarium.org

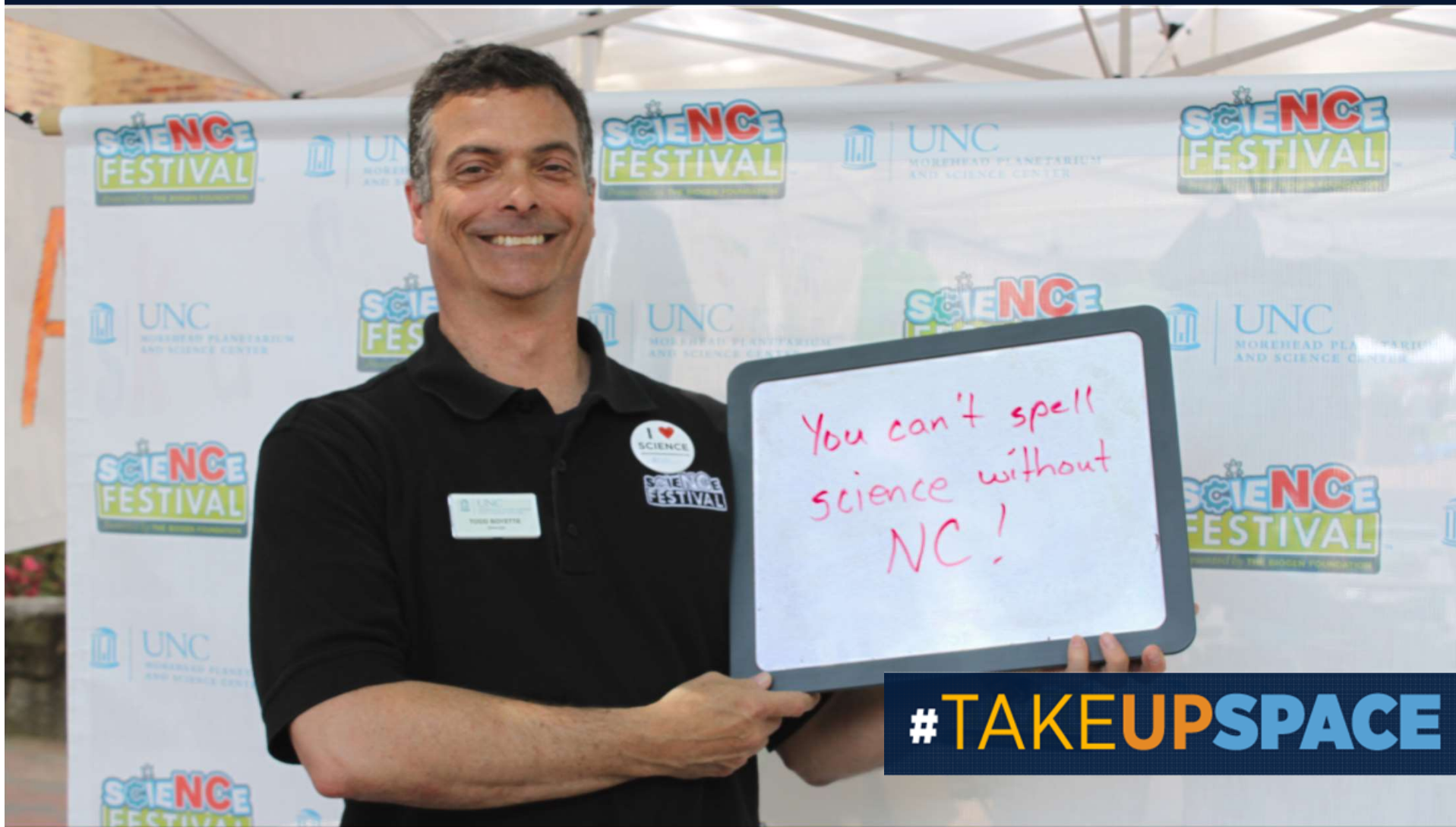
#TAKEUPSPACE







#TAKEUPSPACE



#TAKEUPSPACE



#TAKEUP SPACE

www.moreheadplanetarium.org

ARTS

EVERYWHERE

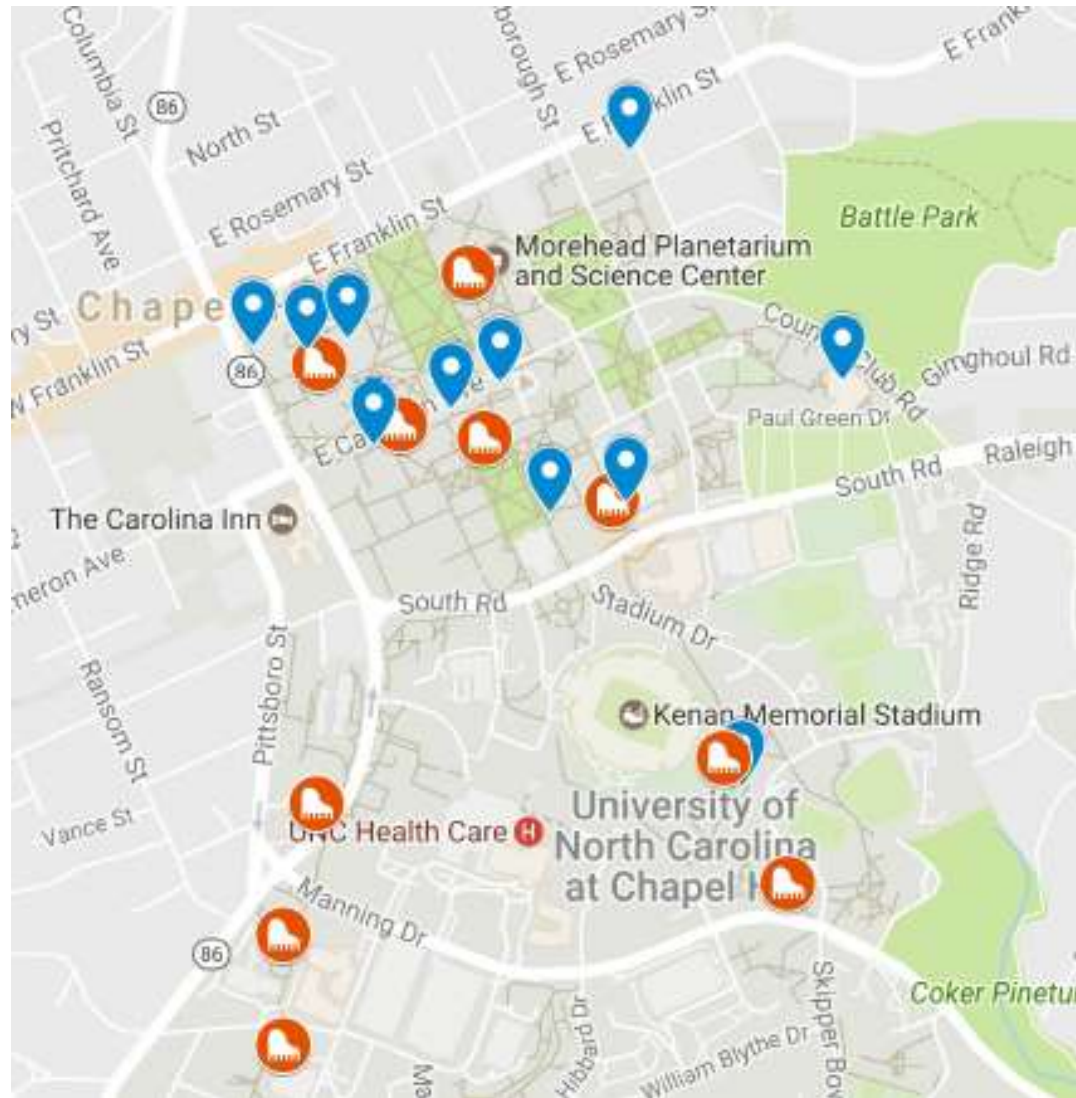


THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



In dozens of places on campus, the **Carolina community** is celebrating the arts in their many different forms.

ARTS EVERYWHERE DAY – FRIDAY, APRIL 7



GUIDING PRINCIPLES

#1: The arts are for **everyone**.

#2: **Every space** can be a creative space.

#3: The arts **create and share new meaning**.

#4: **Curiosity and discovery** enrich daily life.



THE FUTURE

CROSS-CAMPUS PARTNERSHIPS

e.g. Athletics, NC Botanical Garden, Carolina Housing, Morehead Planetarium & Science Center, New Student & Family Programs, UNC Global, UNC Libraries

UNIFIED BRANDING



ARTS

EVERYWHERE



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL