



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

BOARD OF TRUSTEES
EXTERNAL RELATIONS COMMITTEE
JULY 26, 2017, 3:20PM
ALUMNI HALL I,
GEORGE WATTS HILL ALUMNI 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. [Public Affairs Update](#)
Clayton Somers, Vice Chancellor for Public Affairs & Secretary of the University

*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

William (Bill) A. Keyes IV, Chair
W. Edwin (Ed) McMahan, Vice Chair
Charles G. Duckett
Allie Ray McCullen
Richard Y. Stevens
Elizabeth M. Adkins

Administrative Liaisons:

David Routh, Vice Chancellor for University Development
Joel Curran, Vice Chancellor for Communications

OFFICE OF **UNIVERSITY**
COMMUNICATIONS

Board of Trustees

External Relations Committee

July 26, 2017



THE UNIVERSITY
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at CHAPEL HILL

COMMUNICATIONS DASHBOARD

May-June 2017



CONTENT

38 new videos, **108** YTD



PUBLIC RECORDS

69 requests received, **72** closed
9,054 pages processed

500,612 pages Wainstein
records in June, totaling
5M pages released of
1,733,004 docs



SOCIAL MEDIA

6,028 new followers
436,253 total followers



UNC VISITORS CENTER

438 total campus tours
3,465 total in-person, phone and
email interactions



MEDIA RELATIONS

107 queries and interview
requests
100 releases and pitches



A Day in the Life: Brooke Baldwin



Carolina College Advising Corps – 10 years



Cooke Prize for Equity and Educational Excellence





THE UNIVERSITY
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Development Update

David S. Routh, Vice Chancellor for Development

Board of Trustees Meeting: External Relations Committee

Campaign

Dashboard

Information accurate as of July 24, 2017

\$1,656,921,540

Total Campaign Activity

32%

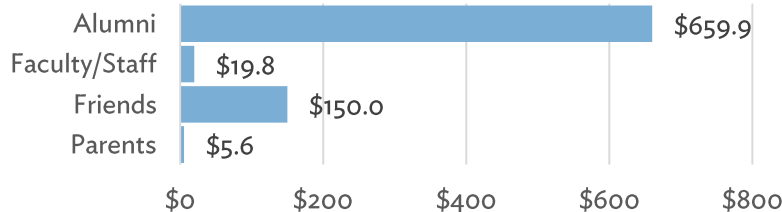
**Time
Elapsed**

Unit	Campaign	Prior 3 Years	Change
Eshelman School of Pharmacy	\$135,906,022	\$22,277,398	+ 510%
Kenan-Flagler Business School	\$121,240,897	\$43,258,021	+ 180%
Educational Foundation	\$162,054,178	\$79,225,987	+ 105%
College of Arts and Sciences	\$247,230,530	\$131,136,607	+ 89%
UNC Medicine	\$385,261,233	\$274,316,553	+ 40%
Gillings School of Global Public Health	\$93,142,542	\$70,078,918	+ 33%
School of Law	\$21,225,346	\$18,916,169	+ 12%
University (All Units)	\$1,656,921,540	\$926,003,176	+ 79%

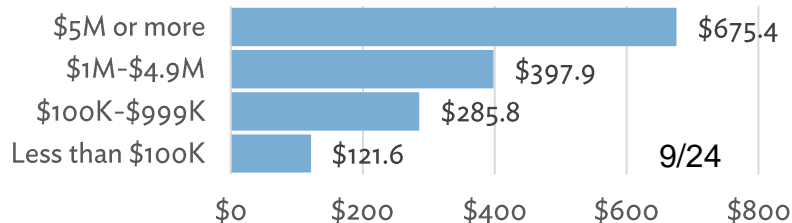
Campaign Commitments

All amounts in millions

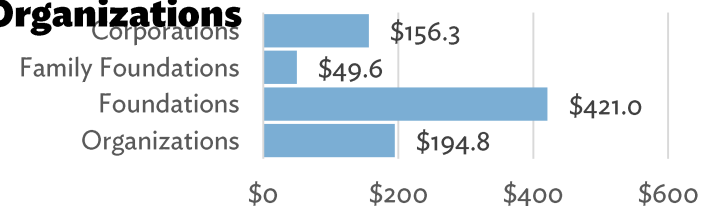
By Donor Type - Individuals



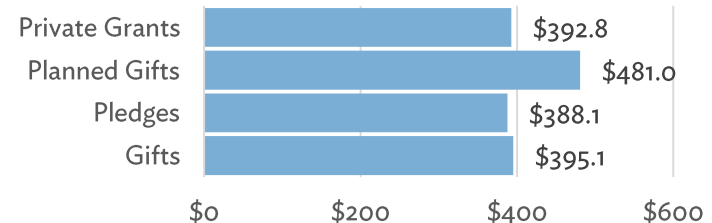
By Gift Amounts



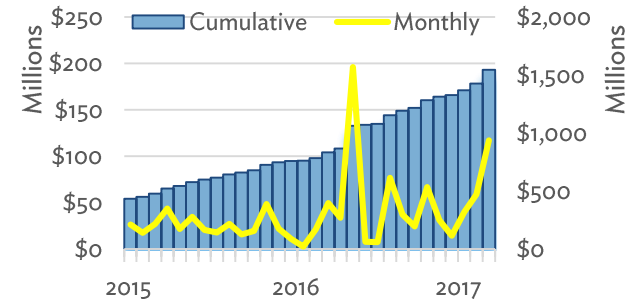
By Donor Type - Organizations



By Gift Type

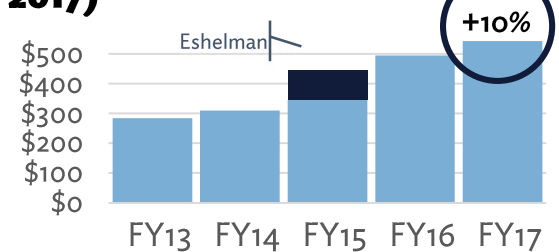


Total Campaign New Cash & Commitments



Year-to-Date Comparison (FYE 2017)

Amounts in millions



Campaign Facts

72

**DAYS to
LAUNCH**

As of July 26, 2017

OCTOBER						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**Chancellor's
Philanthropic
Council**

114
MEMBERS

Raised towards \$20M
Give for Good goal

\$20.4M

Around-the-World Launch Events



Save-The-Dates mailed for
Chapel Hill launch event

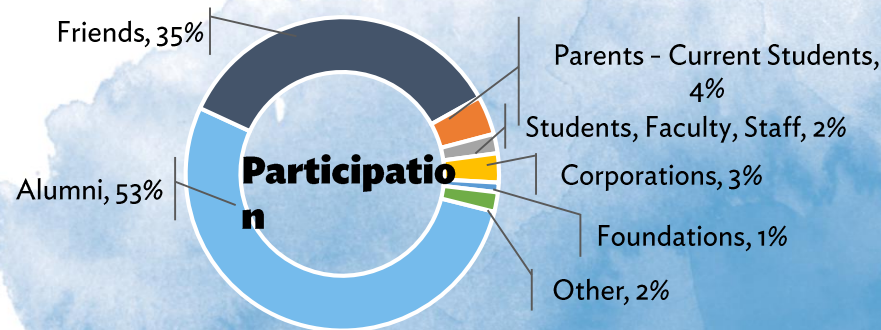


EVENTS PLANNED

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

CULTIVATIONS
ACTIVE
3,575

Total Donors
125,309



Rated Donor Prospects

Gift Range	As of Dec 2015	Current	Increase
\$100 M	9	18	+ 9
\$50 M	10	15	+ 5
\$25 M	12	21	+ 9
\$10M	16	38	+ 22
\$5M	249	296	+ 47



21.4%

**ALUMNI
PARTICIPATION**

10/24

7.8M MARKETING IMPRESSIONS

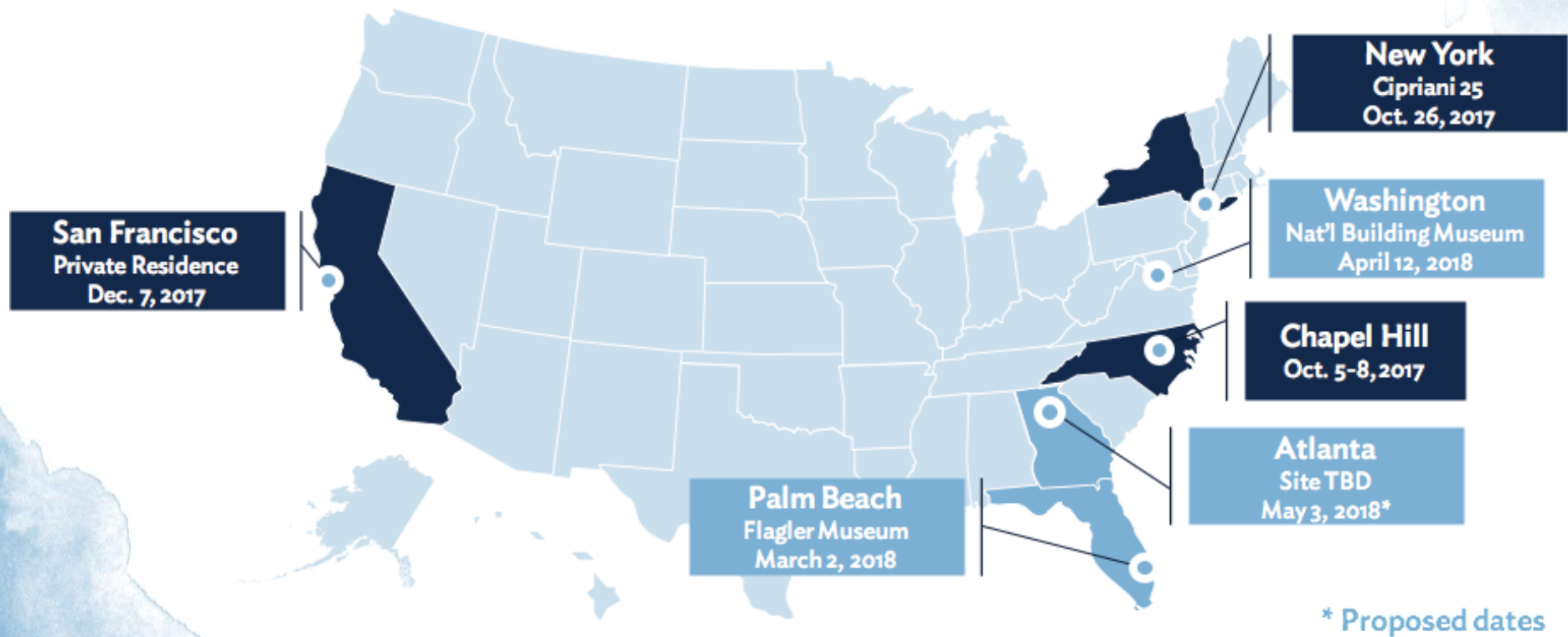
\$468,683,207

Value of Submitted
Proposals

900+

Participants in
Creative Town Halls

Launch Dates and Locations



Chapel Hill Launch Weekend Schedule

THURSDAY, 10/5

- **CPC Meeting**
- *Cold Mountain Dinner*

FRIDAY, 10/6

- **10:00a Launch Media Announcement**
- **12:30p-2:00p Special Gift Announcements**
- **6:00p Gala Event**

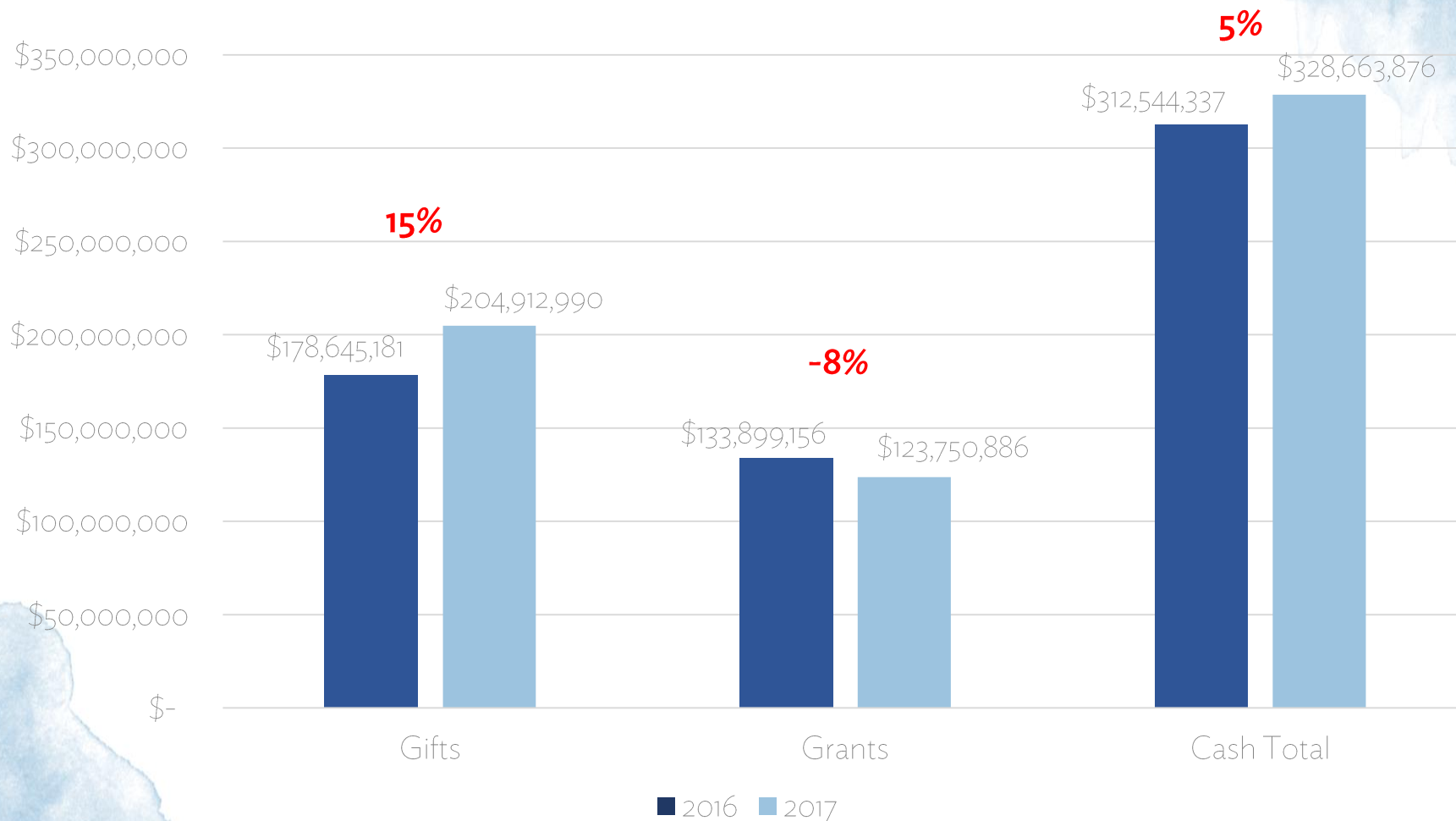
SATURDAY, 10/7

- **Time TBD Pre-game Reception**
- **Time TBD Carolina vs. Notre Dame Football**



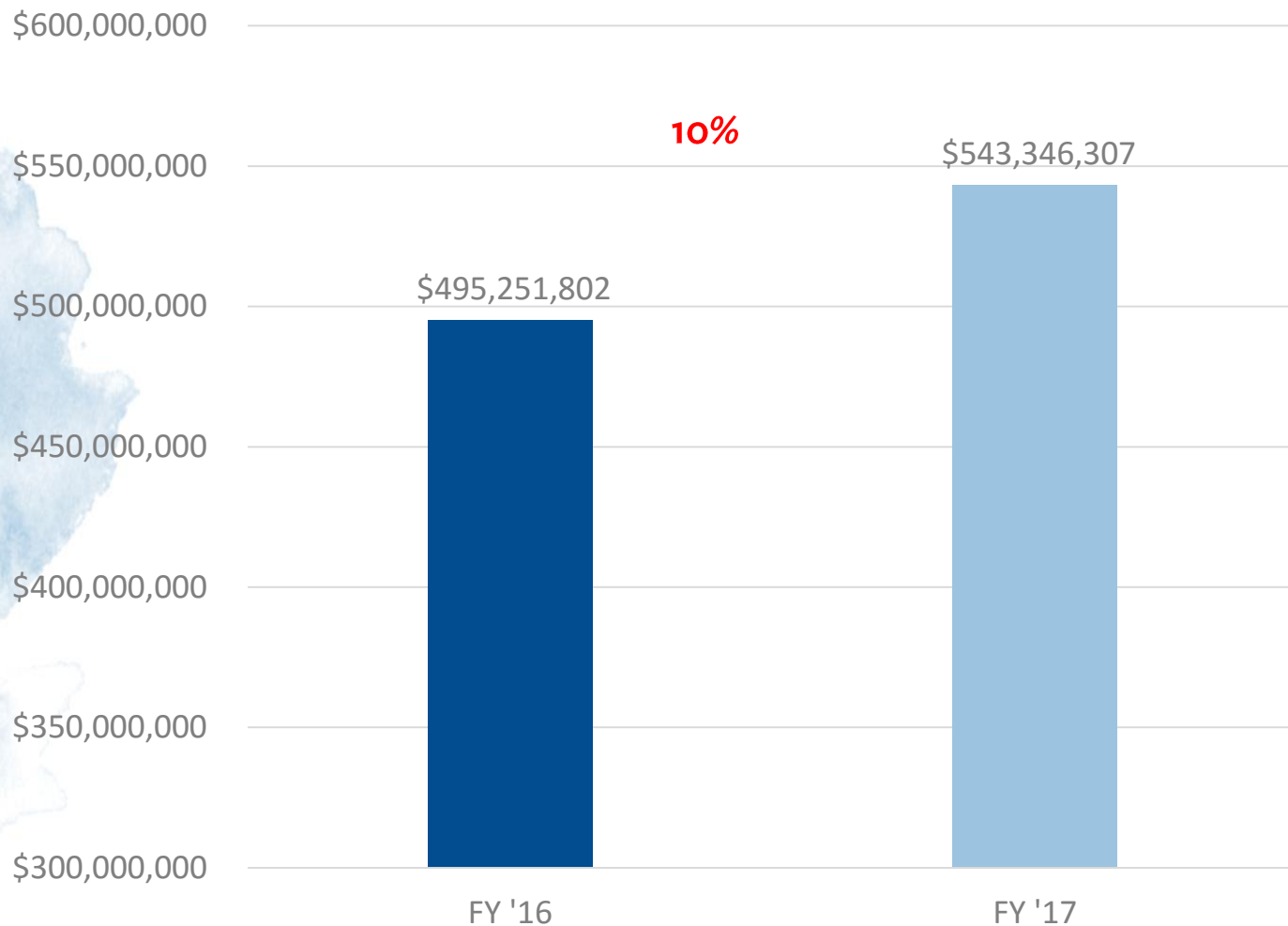
Cash & Commitments Report

Cash Totals



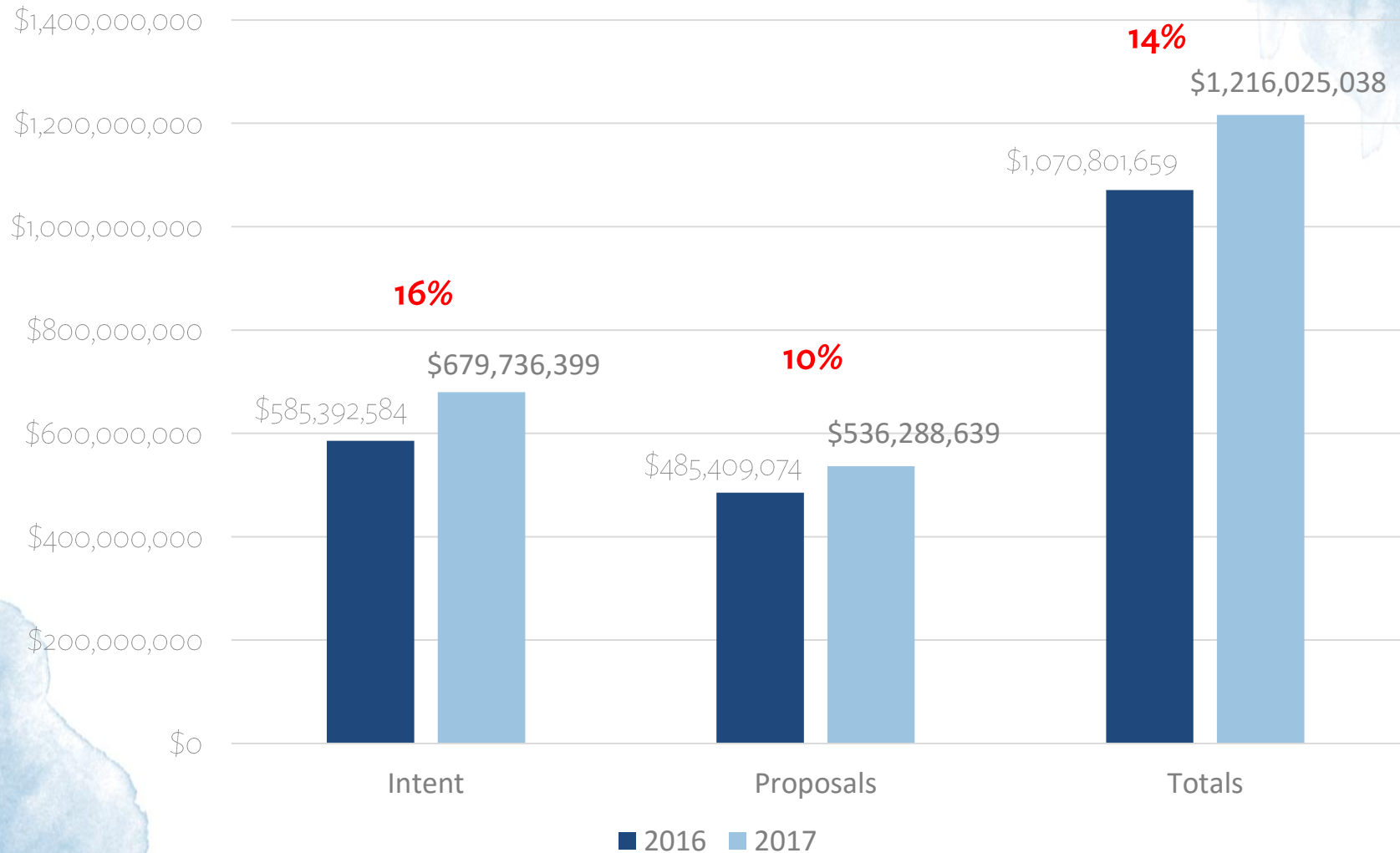
YTD comparison as of 6/30/17. Gifts through 6/30/17, and Ed Foundation through 6/30/17.

New Cash & Commitments Totals



YTD comparison as of 6/30/17. Gr 15/24 through 6/30/17, and Ed Foundation through 6/30/17.

The Pipeline



YTD comparison as of 6/30/17. G 16/24 through 6/30/17, and Ed Foundation through 6/30/17.



Development Update

David S. Routh, Vice Chancellor for Development

Board of Trustees Meeting: External Relations Committee



THE UNIVERSITY
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Office of Public Affairs

State Legislative Session Review

Clayton Somers, Vice Chancellor for Public Affairs
and Secretary of the University
Wednesday, July 26, 2017

2017 Long Session Overview

- Significant Session Laws Affecting UNC
- Overview of Budget Session Law
- Ratified Bills Pending Governor Action



Significant Session Laws Affecting UNC

- S.L. 2017-1 Amend UNC Board of Governors
- S.L. 2017-4 Reset of HB2
- S.L. 2017-75 2017 Appointments Bill
- S.L. 2017-141 UNC Self-Liquidating Bill
- S.L. 2017-175 UNC Public Records



Overview of Budget Session Law

- Enrollment Growth Fully Funded
- Cuts Avoided and Mitigated
 - \$0 UNC System Management Flex Cut
 - \$0 UNC Centers and Institutes Cut
 - \$0 UNC System Vacant Positions Elimination Cut
 - \$0 UNC System Savings from Personnel Turnover
 - \$0 UNC System F&A Receipts
 - \$500k UNC Law School Cut (reduced from \$4m)



Overview of Budget Session Law

- Campus Projects Funded in Budget
 - Business School Advance Planning Funds: \$1m
 - UNCCH School of Medicine Student Expansion: \$1m
 - CryoEM Equipment: \$525,000
 - UNCCH Craniofacial Center: \$250,000
 - ROTC Excellence Fund: \$240,000
- Repair and Reserve: \$125m with UNC System receiving 50% share



Ratified Bills Pending on Governor's Desk

- HB 527 Restore/Preserve Campus Free Speech
- HB 528 Budget Technical Corrections
 - » Non-reversion and clarifying use of funds to repair and renovate Department of Applied Physical Sciences laboratories



Office of Public Affairs

