



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

BOARD OF TRUSTEES
EXTERNAL RELATIONS COMMITTEE
NOVEMBER 15, 2017, 3:20PM
CHANCELLOR'S BALLROOM WEST,
CAROLINA INN

OPEN SESSION

FOR INFORMATION ONLY

(No formal action is requested at this time)

1. Public Affairs Update
Clayton Somers, Vice Chancellor for Public Affairs & Secretary of the University
2. [Development Update](#)
David Routh, Vice Chancellor for University Development
3. [Communications Update](#)
Joel Curran, Vice Chancellor for Communications
4. [Habitat for Humanity of Orange County](#)
Jennifer Player, Associate Executive Director

*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 17, 2017
Spring Commencement - Sunday, May 13, 2018

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



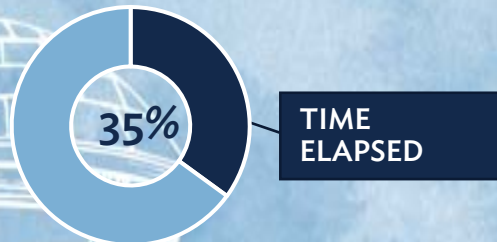
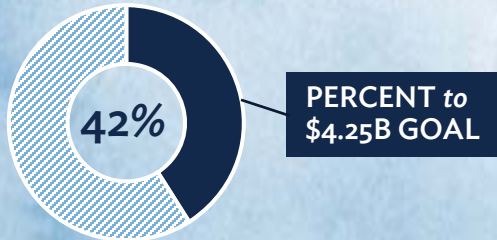
Development Update

David S. Routh, Vice Chancellor for Development

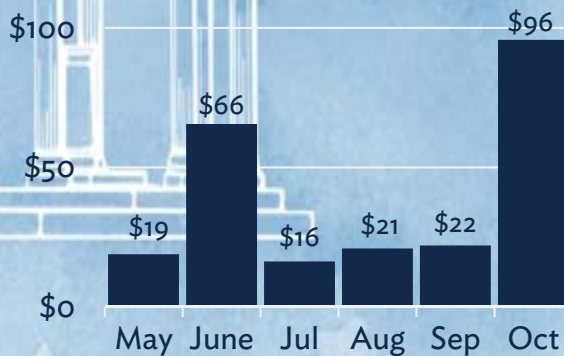
Board of Trustees Meeting: External Relations Committee

the CAMPAIGN for CAROLINA
Campaign Dashboard

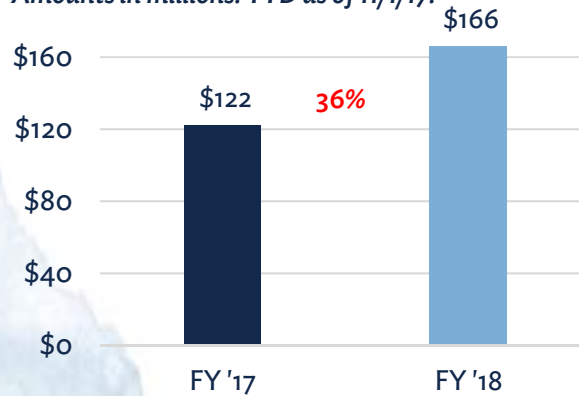
TOTAL CAMPAIGN ACTIVITY **\$1,780,814,354**



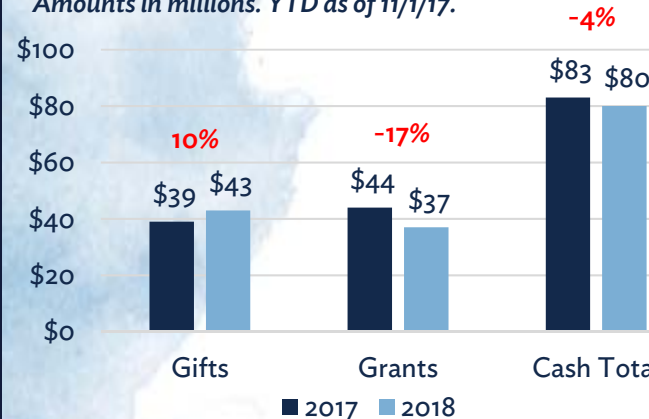
Value of Presented Gift Proposals
Amounts in millions.



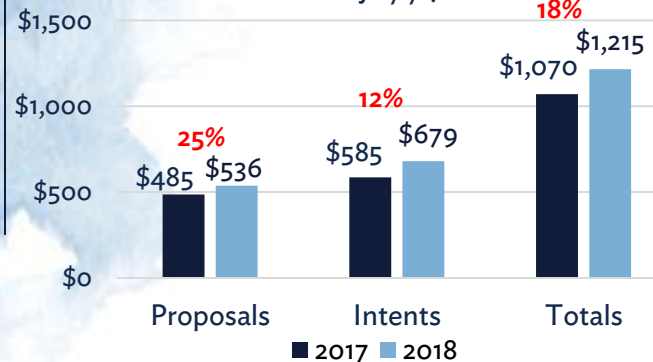
New Cash & Commitment Totals
Amounts in millions. YTD as of 11/1/17.



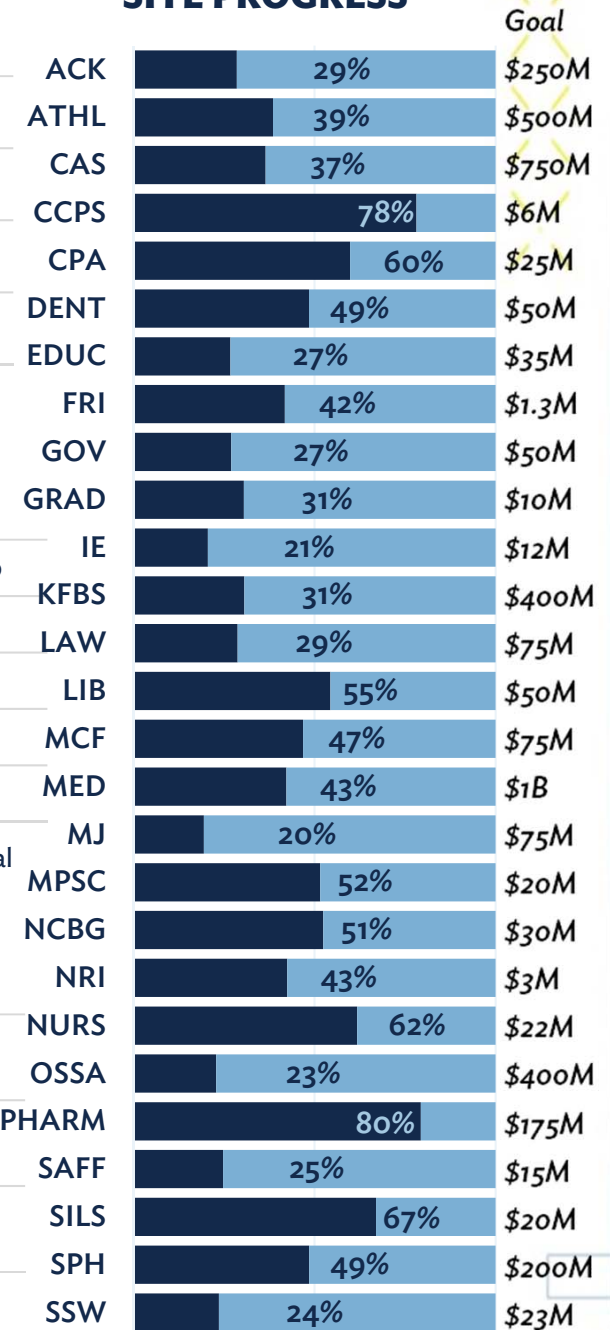
Cash Totals
Amounts in millions. YTD as of 11/1/17.



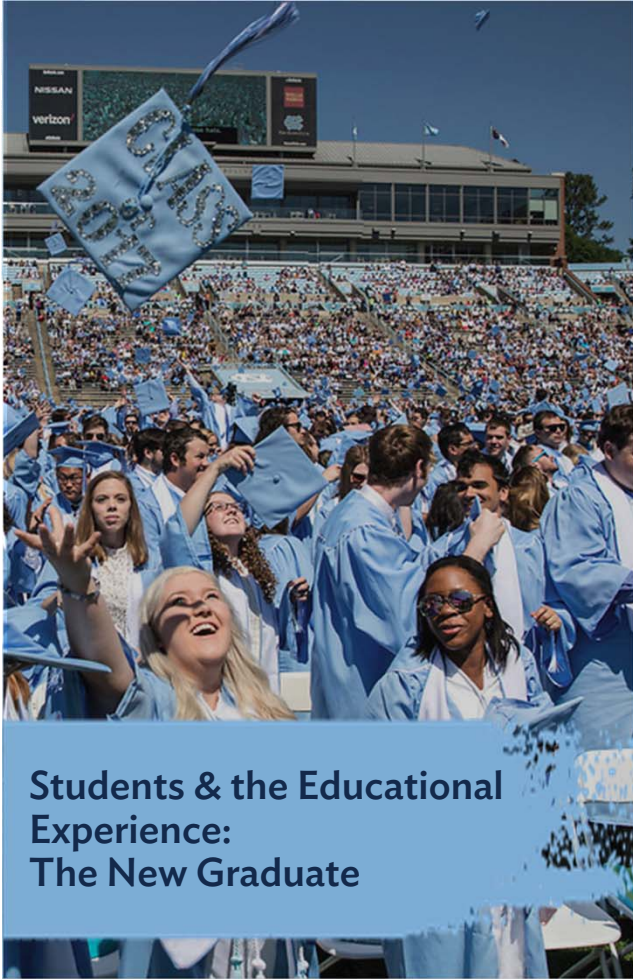
The Pipeline
Amounts in millions. YTD as of 11/1/17.



SITE PROGRESS



CAMPAIGN PILLARS



**Students & the Educational Experience:
The New Graduate**



**Faculty and Scholarship:
The 21st Century Professoriate**



**Innovation & Impact:
The Culture of Innovation**

SIGNATURE INITIATIVES



THE CAROLINA EDGE

Recruiting the very best students

THE INSTITUTE *for* CONVERGENT SCIENCE

Translating research into impact



ARTS EVERYWHERE

Bringing the arts to everyone



• *the* CAMPAIGN *for* CAROLINA •

CHAPEL HILL LAUNCH

























Launch ROI

Projected value of open opportunities
for all attendees

Chapel Hill

\$190,595,133

Number of open opportunities
for all attendees

NEW 359 NEXT

Value of new* funding opportunities

\$48,705,203

Number of new opportunities

66

New interactions

411

New proposals presented

21

New gifts closed

13

Attendee giving July 1-Sept. 30

\$60,138,806

Attendee giving Oct. 1-Nov. 5

\$15,418,793

* "New" indicates since Oct. 1

Launch ROI

Marketing Impressions by Category: Oct. 2017

Digital communications <i>(e-blasts, web impressions, etc.)</i>	243,207
Social media	547,900
Print communications <i>Carolina Stories</i>	203,540
Video/commercial spot <i>For All Kind Anthemic video</i>	4,535,800
Ancillary/campaign collateral <i>(banners, t-shirts, bags, etc.)</i>	2,262,800
Total	7,793,247

Launch ROI

Marketing Impressions: Monthly View

Aug 2017	334,253
Sep 2017	487,031
Oct 2017	7,793,247

Marketing Impressions: Cumulative

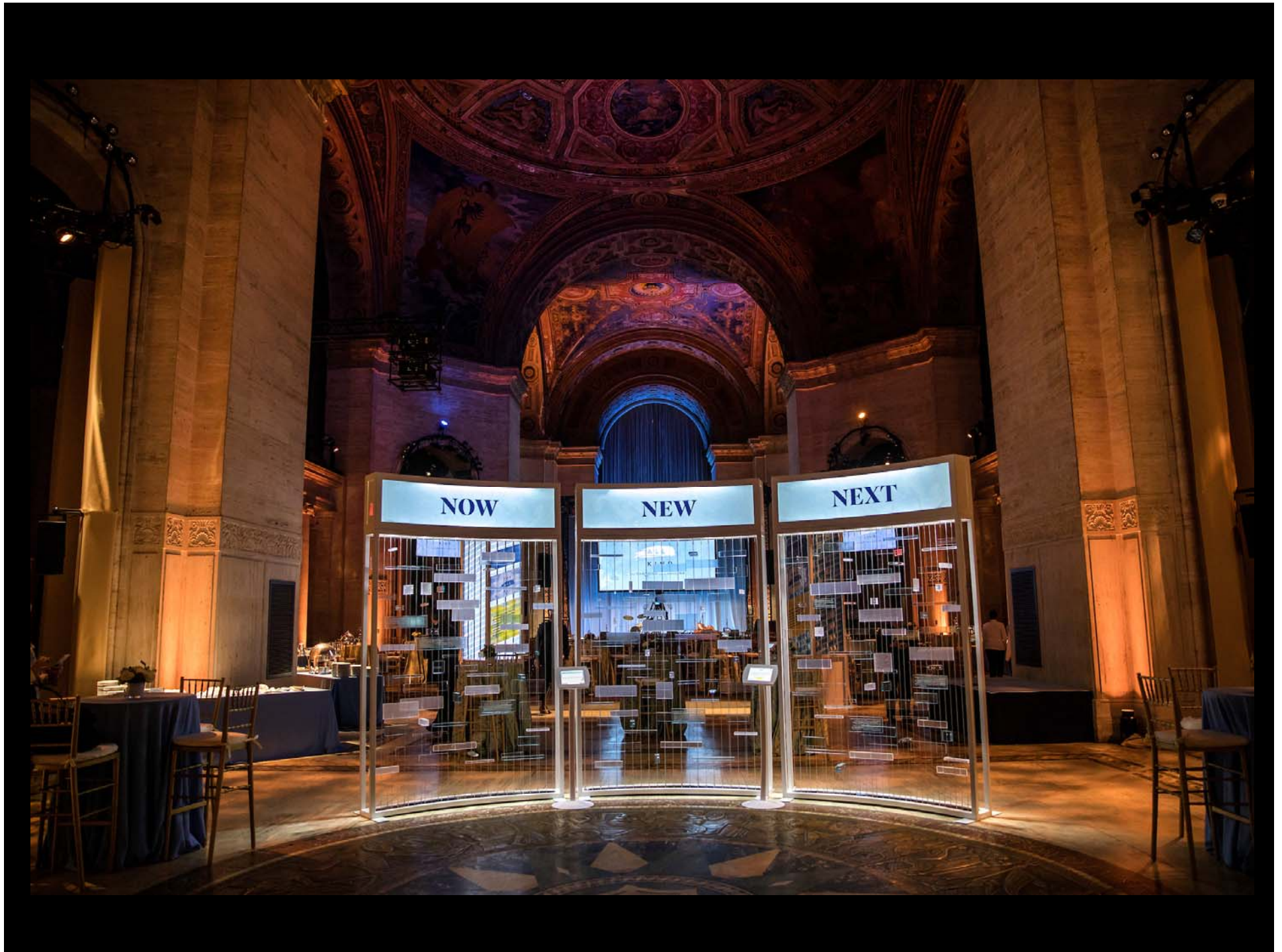
Through Oct 2017	16,923,932
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• *the* CAMPAIGN *for* CAROLINA •

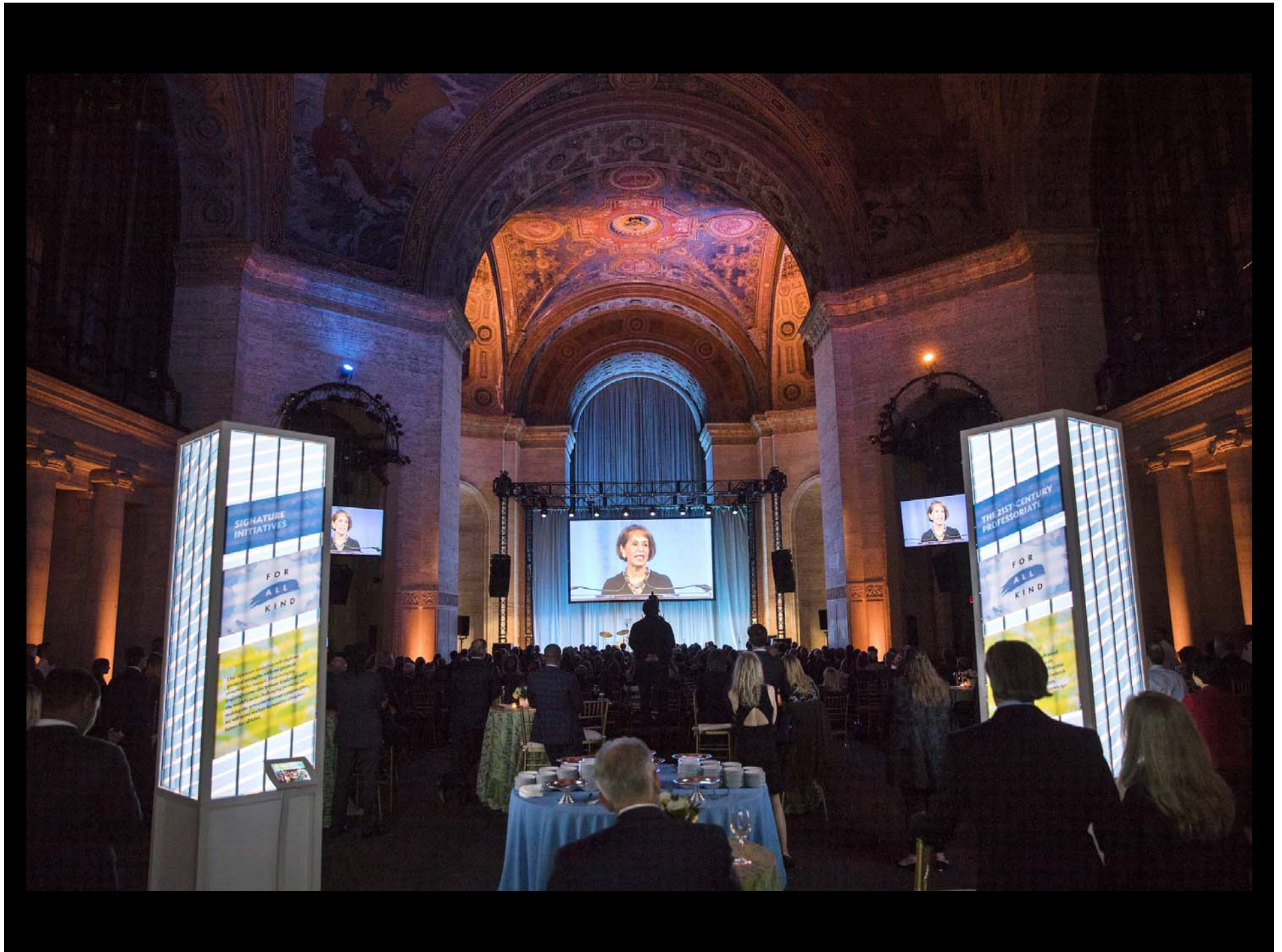
NEW YORK LAUNCH









































Development Update

David S. Routh, Vice Chancellor for Development

Board of Trustees Meeting: External Relations Committee

Board of Trustees

External Relations Committee

November 15, 2017





CONTENT



Research Starts with Curiosity



'For All Kind' Campaign Launch



Tar Heel Bikes



SOCIAL MEDIA



ACC Champs and NYC Marathon winner



Homecoming 2017



Rameses celebrates UNC's 224th



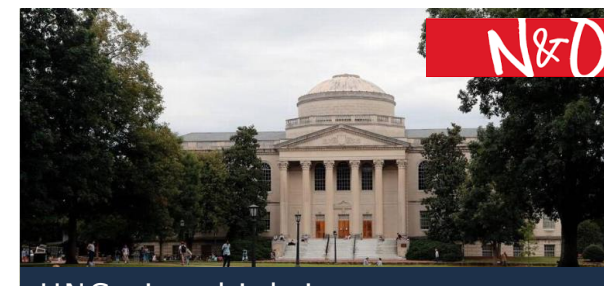
MEDIA RELATIONS



MacArthur Foundation Names 'Genius Grant' Winners for 2017



'Monster Surge' Irma Causes Less Flooding than expected



UNC aims high in new fundraising campaign



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Habitat for Humanity and UNC



Jennifer Player and Sarah Renfro



every one

In orange county deserves a
decent place to live.

Who we are



563

New homes and repairs since 1984

Who we serve

Live or work in
Orange County
for 1 year

30-60% of Area
Median Income

Unsafe,
substandard,
overcrowded
conditions

Willingness to
partner

Ability to pay



What is the need?

Median home price in
Orange County

• \$294,197

Yearly gross income needed
to afford median home price

• \$94,000

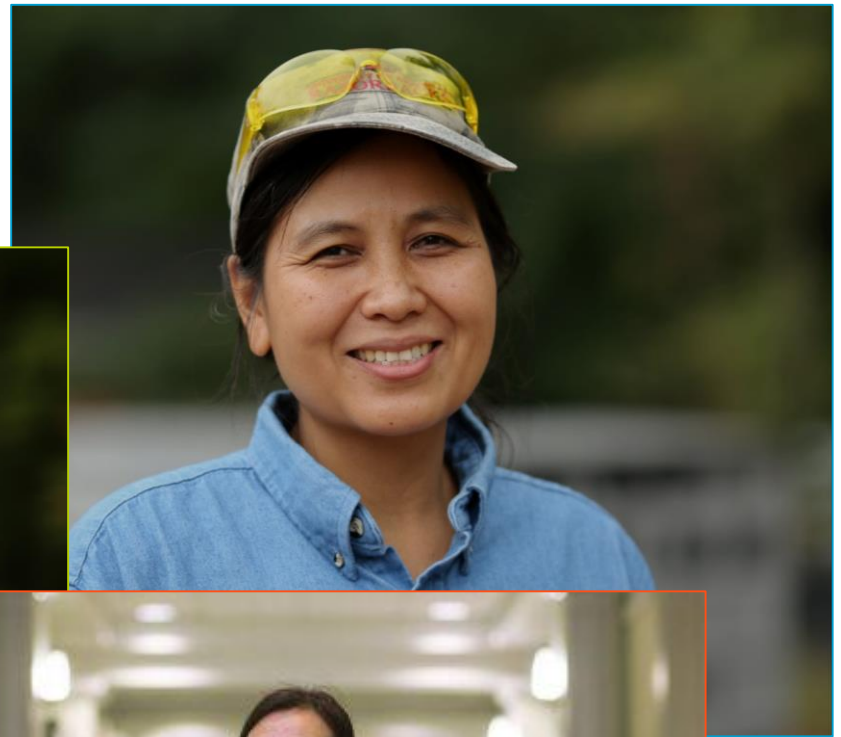
Median Orange County
income

• \$57,261

Median Orange Habitat
homeowner income

• \$33,000

San San Lwin



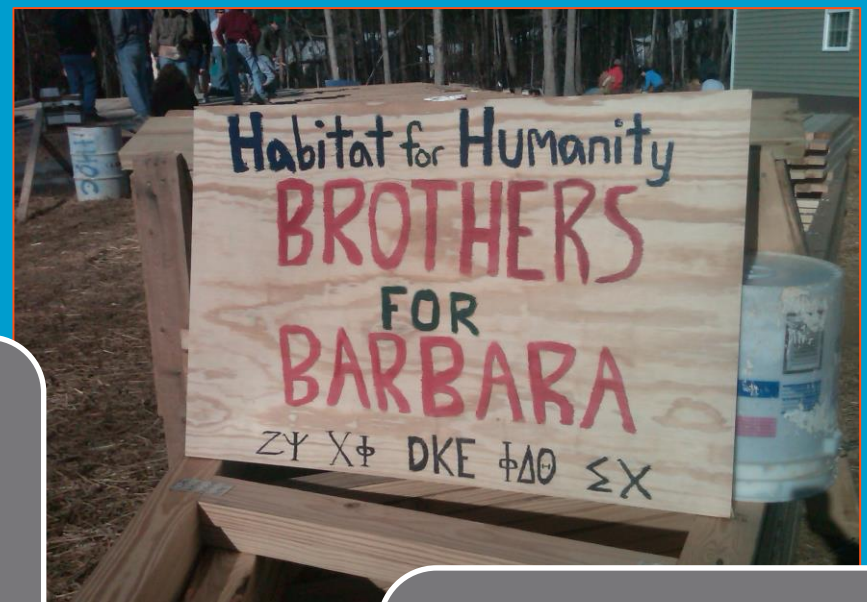
Recognized with UNC's 2017 Knox Massey Award

Habitat neighborhoods

Where we work



Phoenix Place

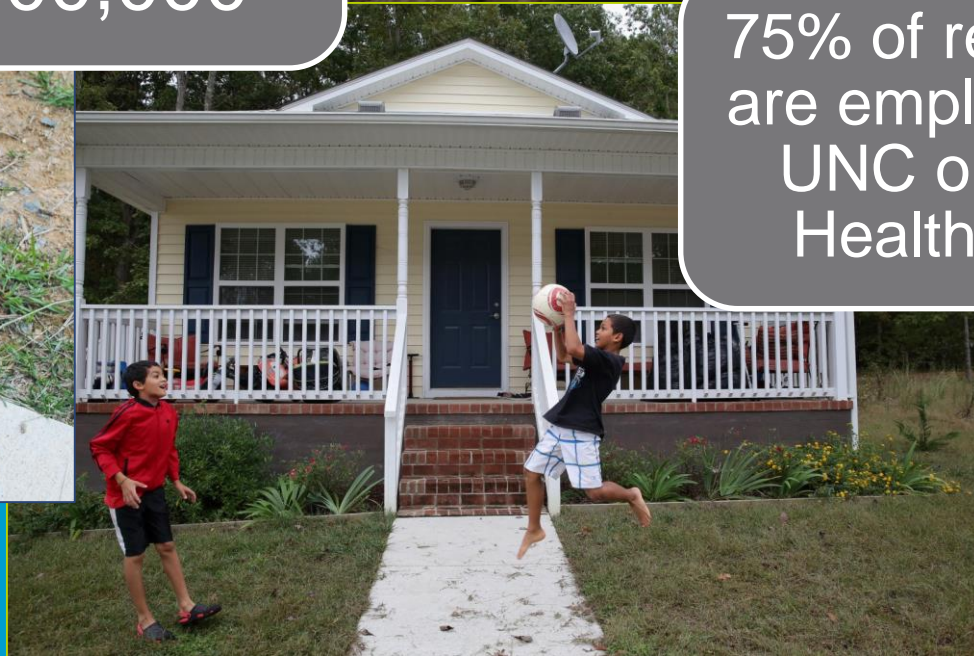


Project
raised over
\$300,000

75% of residents
are employed by
UNC or UNC
Health Care



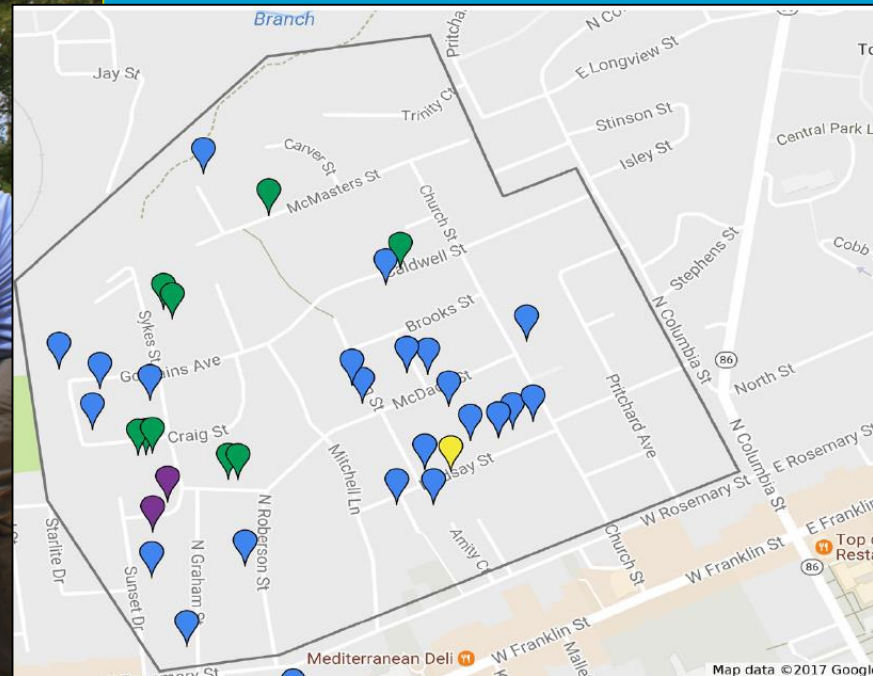
Over 100
children in the
community



Northside



Northside Neighborhood Initiative





UNC Habitat Chapter



Started in
1992

Over 400
volunteers
each year

Built 45
homes

Raised
over
\$200,000





Heels for Homes



How can you help?

Donate!

Support the students and help them meet their \$20,000 match!

www.orangehabitat.org/give

Save the Date!

**Mixed Concrete Art
Auction**

Friday, February 23, 2018
Top Of The Hill

**Carolina Blueprint
“Shack-A-Thon”**

April 8-14, 2018
The Pit

Thank you!

Jennifer Player

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Sarah Renfro

sarah@email.unc.edu

