DUNC BOARD OF TRUSTEES

EXTERNAL RELATIONS COMMITTEE

March 28, 2018, 3:20PM Chancellor's Ballroom West, Carolina Inn

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 Kevin Guskiewicz, Dean of the College of Arts and Sciences

*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 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



• the CAMPAIGN for CAROLINA•

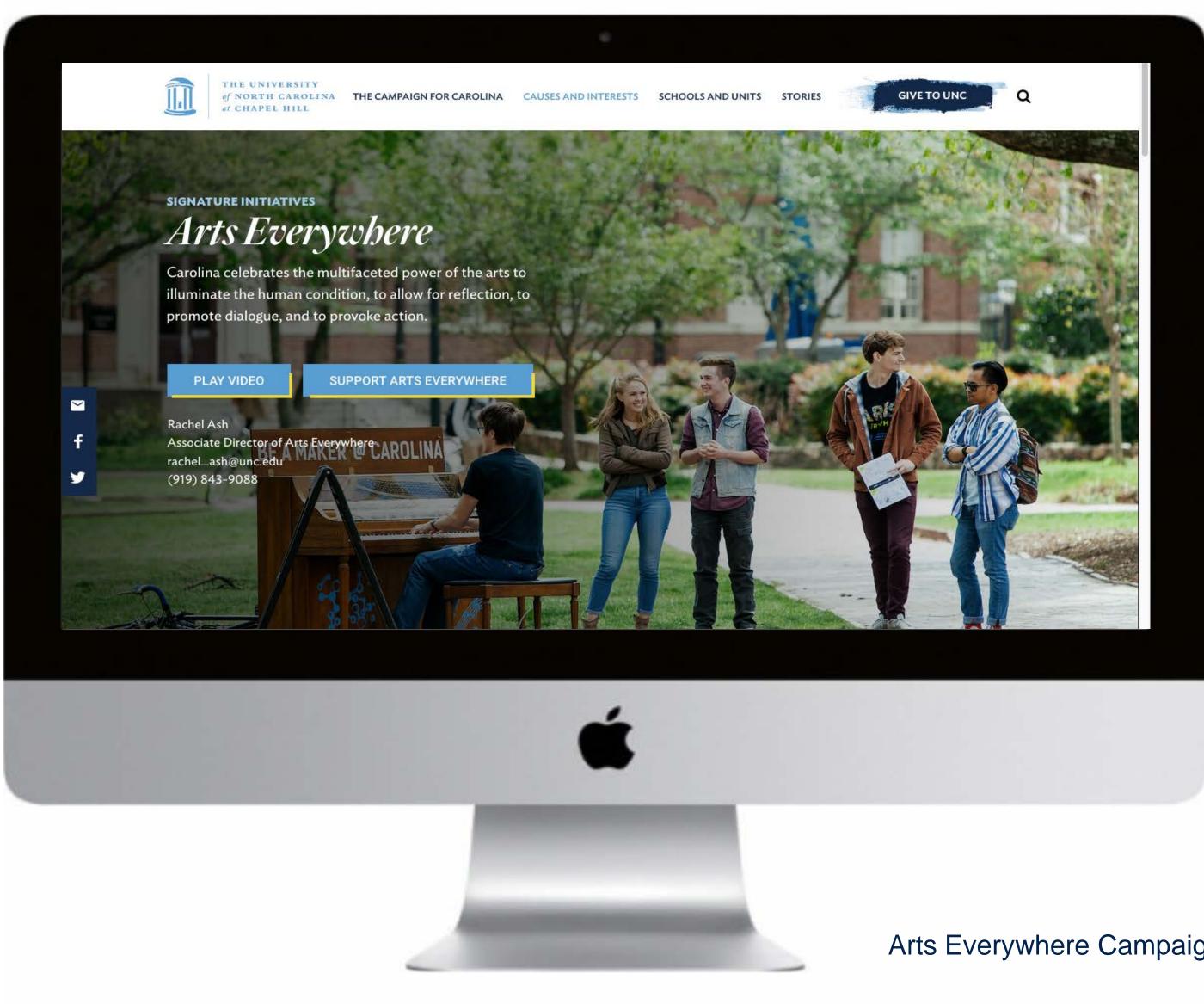
David S. Routh, Vice Chancellor for Development

External Relations Committee



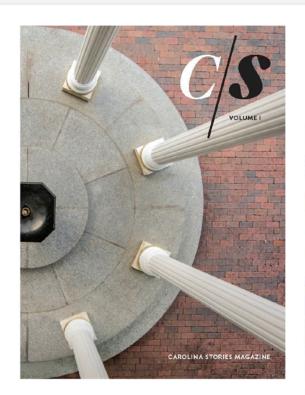


Development Marketing Spotlight: Arts Everywhere Signature Initiative



Arts Everywhere Campaign Web Presence

Carolina Stories Magazine October 2017, Spread





arts everywhere

Ten student-painted pianos — from Morehead Planetarium to the Genetic Medicine Research Building and everywhere in between — for all to play. A mural wall. Live music pop-ups. Larger-than-life puppets. Outdoor art installations. A Carolina Blue snake pendulum inspired by science. Performances by the UNC Opera and the UNC Baroque Ensemble.

The arts left the classroom, studio and gallery, and were in full bloom outside throughout the Carolina campus on April 7, 2017. The day marked the beginning of a campus-wide initiative — Arts Everywhere — aimed at embedding the arts into the University's teaching, research and service. "Thi am Cha ligh stin a hi Witt and rev Em arts tair witt 21st

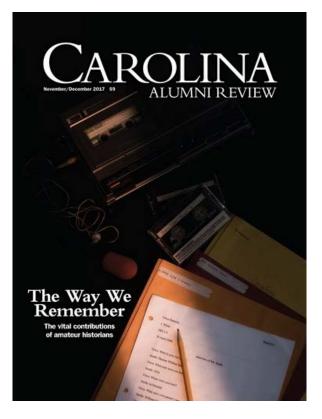
For more Carolina Stories, visit **stories.unc.edu** To request printed copies of Carolina Stories magazine or to submit a story, please email mycarolinastory@unc.edu "This is our opportunity to really celebrate the arts, the fundamental role of the arts in higher education and in society," said Chancellor Carol L. Folt. "And in the process of doing it, highlight both the making of art, the learning from art, the aesthetic stimulation from the arts and really try to take that to a higher level here at Carolina."

With the belief that the arts are an essential tool for learning and engaging communities, Folt created Arts Everywhere to revolutionize academics and enhance public service at Carolina.

Emil Kang, Carolina's special assistant to the chancellor for the arts, drives this long-term strategic initiative to invest in sustained creative practice, arts learning and live arts experiences, with the goal of making Carolina a leader in transforming the 21st-century liberal arts education. Students engaged with large-scale trompos—spinning tops (LEFT), assembled outdoor artworks (CENTER) and brought music to campus (RIGHT) as part of Arts Everywhere Day.

Carolina Alumni Review

Nov/Dec 2017; May/June 2018 to come with Mobile App Promotion



LEADING FOR ALL KIND MEANS THAT HUMANITY DRIVES EVERYTHING WE DO. WITH OUR NEWEST AND BOLDEST FUNDRAISING CAMPAIGN, WE ARE POISED TO LEAD SOCIETY CLOSER TO THE KIND OF WORLD WE WANT TO LIVE IN-ONE WHERE OPPORTUNITY IS OFFERED FOR ALL KIND, AND ALL KIND PROSPER.

FOR A CURE WITHIN REACH

Ranked among the top to AIDS specialty grograms, UNC has spent the last p5 years honing HIV/AIDS treatments that save lives. Now, with a first-of-its-kind partnership with GSX, we've focused on the next step. finding a cure

FOR AN END TO BREAST CANCER

UNC Lineberger's breast program has planeared cancer research, with its fargest and longest running trials dating back to 1993 Devoted to accessible care acress North Carolina and around the world, we're fighting to eliminate cancer once and for all

FOR A NOVEL APPROACH

As one of the top ranked mutitutions in the world for autism research, the UNC Autism Research Center production this complex condition in a way that unifies artments and disciplines, and empowers pat teachers, caretakers and communities on a personalized level.

FOR THE CULTURE AROUND US

The arts spark wonder and curiusity, leading us to ask questions and explore new ideas. Arts Everywhere environs campus with unique experiences, installations and co-creative opportunities that embed the arts and creative expression into daily life.

TO HELP THE STATE ADVANCE IN IMPORTANT WAYS, TOGETHER WE'LL MAKE ADVANCEMENTS THAT BENEFIT US ALL.

FOR A STRONGER NORTH CAROLINA

The UNC School of Government serves public officials throughout North Carolina through nonpartisan training, advising and publications. Together we've building a stronger state, creating more viable communities and more prospersos economies for future generations.

Carolina Alumni Review Nov/Dec 2017; May/June 2018 to come with Mobile App Promotion



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Time Magazine *December 2017, Back Cover*





Arts Everywhere proves that creativity thrives when it surrounds us.

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THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL

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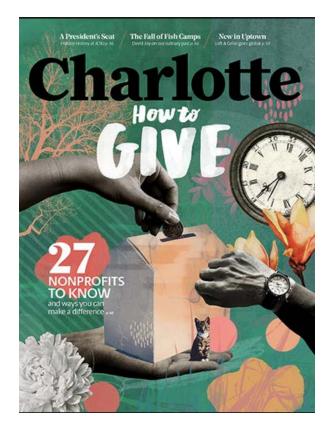
om pioneering Autism research, to dreaming up new game plans on the isketball court, creative thinking is essential to everything we do. With this in ind, UNC's Arts Everywhere initiative collaborates with diverse partners to issure that the arts are available to the entire Carolina community. We believe at the arts are for everyone and provide a unique frame for understanding inselves and others. The arts create and share new meaning. They spark onder and curiosity, leading us to ask questions and explore new ideas. From anklin Street to the Dean Smith Center, Arts Everywhere enlivens campus th unique experiences, installations and co-creative opportunities that nbed the arts and creative expression into daily life. Because the best ideas ten come from unexpected places, Carolina makes the arts indispensable.

Inc.edu to learn more.



Charlotte Magazine

November 2017, Inside Front Cover Gatefold



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Charlotte Magazine November 2017, Inside Front Cover Gatefold

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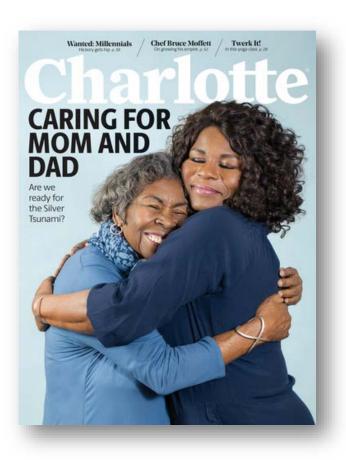
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Charlotte Magazine

February 2018, Spread Mobile App Promotion



STRIVING FOR A STATE OF EXCELLENCE



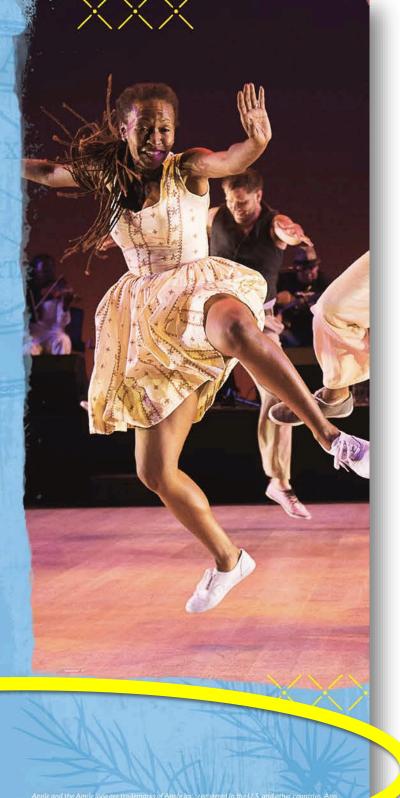
FOR OPENING EYES AND ENRICHING LIVES

Carolina's Arts Everywhere is cultivating the creative spark in everyone.

Creation is a transformative process and one that all should experience. As the University of North Carolina at Chapel Hill's first-ever combined arts campaign, Arts Everywhere covers the full scope of the visual, literary and performing arts — and the Carolina campus. A Signature Initiative of *the Campaign for Carolina*, Arts Everywhere brings to life performances, installations and collaborative opportunities across residence halls, research labs and all ten arts departments and units at Carolina. By nurturing inspiration, expression and exploration, we spark dialogue and understanding throughout our University and state. Help us inspire students, faculty and the greater Carolina community with the power of the arts and

You can now find out about all UNC-Chapel Hill Arts events in one place with the free **Arts Everywhere app**, available on the App Store and on Google Play.





News & Observer and Herald Sun

December 2017, Full Page

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THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL ×××



for CAROLINA

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News & Observer and Herald Sun

February 2018, Full Page Mobile App Promotion

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🗳 App Store 📔 🌽 Google Play



THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL





Facebook

January 22, Mobile App Launch Day

Carolina Development's Post

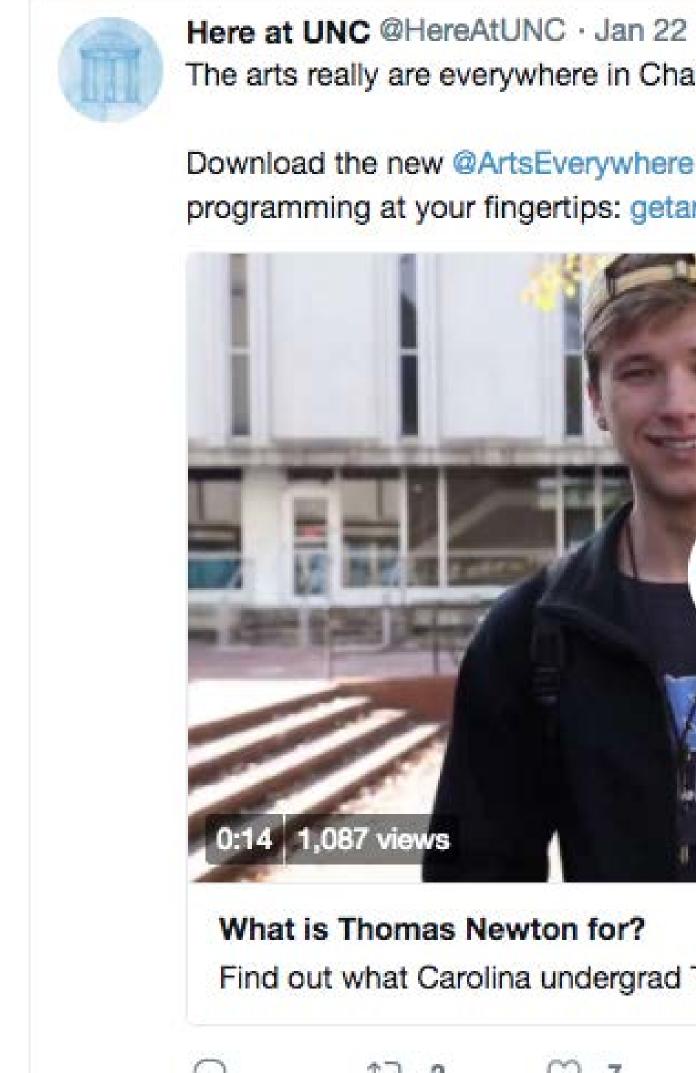


The arts really are everywhere in Chapel Hill — including on your phone!

Download the new Arts Everywhere app to have all of Carolina's arts programming at your fingertips: getartseverywhere.com

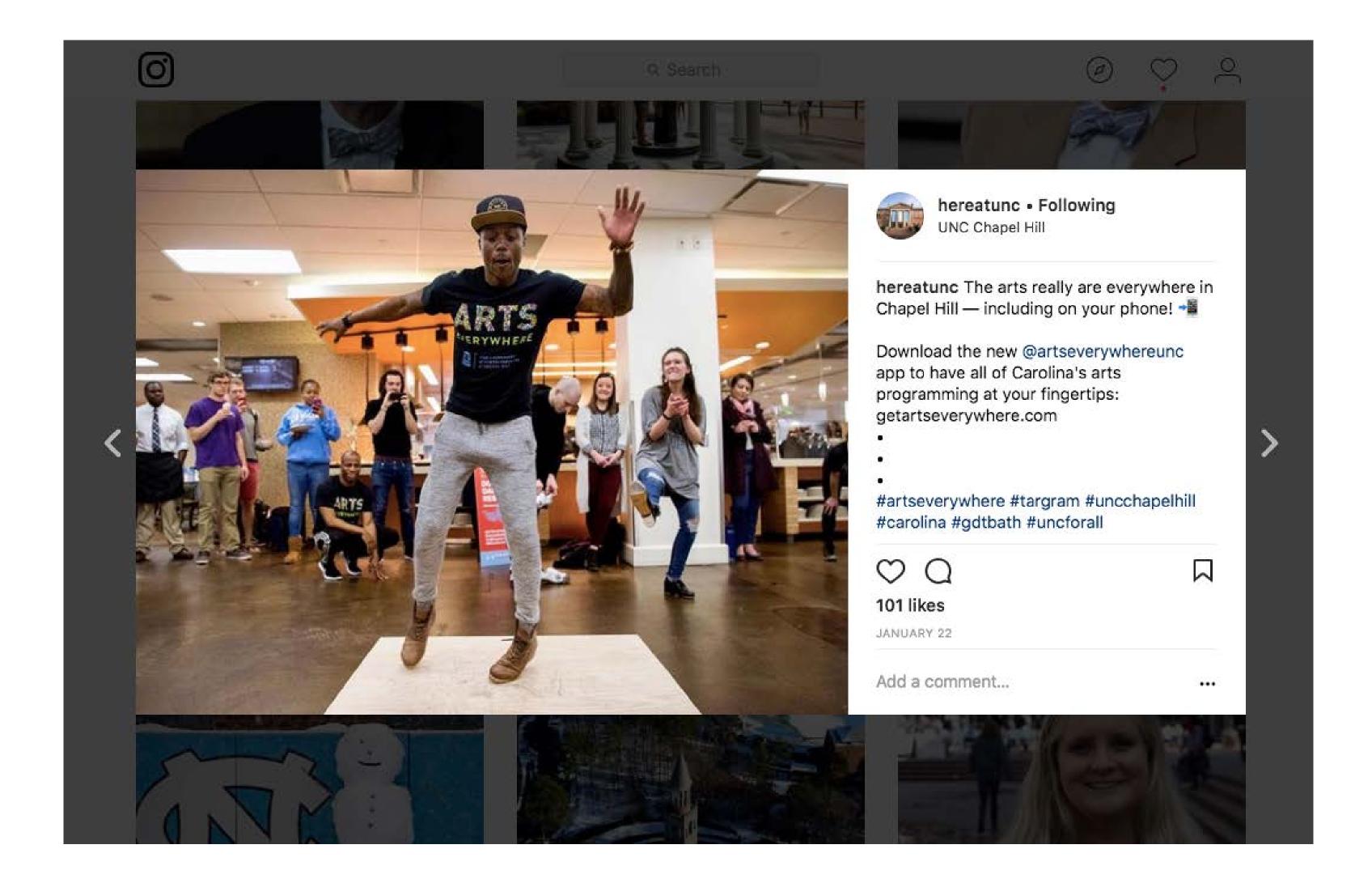


Twitter January 22, Mobile App Launch Day





Instagram January 22, Mobile App Launch Day





• the CAMPAIGN for CAROLINA•

David S. Routh, Vice Chancellor for Development

External Relations Committee

