OPEN SESSION

FOR ACTION

1. Amendment to Trustees’ Regulation on Honorary Degrees
   Gene Davis, Committee Chair
   Attachment A

2. Resolution of Appreciation
   Gene Davis, Committee Chair
   Attachment B

3. Resolution of Pin Design Adoption
   Dave Boliek, Committee Vice Chair
   Attachment C

FOR INFORMATION ONLY
(No formal action is requested at this time)

1. Communications Update
   Joel Curran, Vice Chancellor for Communications

2. 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.

COMMITTEE MEMBERS
R. Gene Davis, Jr., Chair
David L. Boliek, Jr., Vice Chair
Richard Y. Stevens, ex-officio
Teresa Artis Neal    Kelly Matthews Hopkins
E. Reeves Moseley   Ralph W. Meekins, Sr.
Allie Ray McCullen  John P. Preyer

Administrative Liaisons:
Joel Curran, Vice Chancellor for Communications
Clayton Somers, Vice Chancellor for Public Affairs & Secretary of the University
ATTACHMENT B

AMENDMENT TO TRUSTEES’ REGULATION ON HONORARY DEGREES

The Board of Trustees is responsible for approving all honorary degrees and other honorary or memorial distinctions conferred by UNC-Chapel Hill, subject to such policies as may be established by the Board of Governors and the current Trustees’ Regulation on Honorary Degrees originally adopted on November 18, 1972 and amended July 26, 1980, October 26, 1990, and March 21, 1997. The Board wishes to consider amending the Regulation as summarized below and fully stated in the attached Resolution:

“5. **With the exception of Item 6 below,** in the event that an honorary degree or other honorary or memorial distinction is offered to a person who for any reason does not appear at or participate in the Commencement or other stated occasion at which the award is to be conferred, that award shall lapse; and any later consideration of that person for an honorary or memorial distinction shall be initiated *de novo.*

6. **In the event that an honorary degree or other honorary distinction is offered to a living person who then dies prior to the Commencement or other stated occasion at which the award is to be conferred, that award shall nonetheless be awarded posthumously.**”

RECOMMENDED ACTION

A motion to adopt the attached Resolution amending the Trustees’ Regulation on Honorary Degrees.
Trustees’ Regulation on Honorary Degrees


BE IT RESOLVED that the Board of Trustees of The University of North Carolina at Chapel Hill, in the exercise of its authority to approve "the names of all individuals on whom it is proposed that an honorary degree or other honorary or memorial distinction be conferred by the institution," will consider only such names as are proposed in accordance with the following specifications of procedure and policy:

1. Honorary degrees to be awarded by The University of North Carolina at Chapel Hill shall be Doctor of Laws (LL.D.), Doctor of Letters (Litt.D.), Doctor of Science (D.Sci.), and Doctor of Divinity (D.D.). Only in exceptional circumstances shall a more specialized honorary degree be conferred.

2. Honorary degrees and other honorary or memorial distinctions shall be conferred only on those deemed deserving of such awards by reason of eminent achievement in scholarship or in public affairs or in service to the University or the State or the nation through activities recognized as significant in the educational world.

3. Initiation of nominations for honorary degrees or other honorary or memorial distinctions shall be the prerogative of the faculty, which is authorized to establish its own procedures for such initiation.

4. Only in exceptional circumstances, such as the celebration of an anniversary, shall honorary degrees be conferred on more than six persons in any one year and Distinguished Alumnus or Alumna Awards on more than five in any one year.

5. With the exception of Item 6 below, in the event that an honorary degree or other honorary or memorial distinction is offered to a person who for any reason does not appear at or participate in the Commencement or other stated occasion at which the award is to be conferred, that award shall lapse; and any later consideration of that person for an honorary or memorial distinction shall be initiated de novo.

6. In the event that an honorary degree or other honorary distinction is offered to a living person who then dies prior to the Commencement or other stated occasion at which the award is to be conferred, that award shall nonetheless be awarded posthumously.

7. No person shall be eligible to be awarded an honorary degree by the University at Chapel Hill while that person is serving as a member of the Board of Trustees of The University of North Carolina at Chapel Hill, as a member of the Board of Governors of The University of North Carolina, or as a member of the faculty, staff, or administration of The University of North Carolina or of any one of its constituent institutions; and no such person shall be eligible for such an award earlier than at the second Commencement after the termination of any such relationship with The University of North Carolina and/or any one of its constituent institutions.
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Resolution

The Board of Trustees adopts for its members’ use a lapel pin signifying membership on the Board of Trustees at the University of North Carolina at Chapel Hill.

The pin does not carry any significance for use with respect to entry into University events or otherwise, but it may be worn by members as a source of pride in being Board Members at the University.

The pin was designed by the University of North Carolina at Chapel Hill Communications Department and conforms to any and all branding requirements established by the University for official insignia.

The Assistant Secretary of the University shall keep pins in stock and Board Members may request additional pins from time to time as necessary.
Board of Trustees
Special Project
PRODUCTION SPECIFICATIONS

Quantity: 40
Size: .955" Diameter
Material: Hard Enamel
Color: Carolina Blue (PMS 542 C) & Silver Metal
Pin Back: Magnetic
Optional: Backstamp
QUESTIONS?
We would be happy to chat!

If you have any questions about branding or would like to schedule a time to discuss a new project please let us know.

UNC Creative
agarcia@unc.edu
Carr Mill Mall | Campus Box 6200
200 North Greensboro Street | Suite D3 | Carrboro, NC 27599-6200
creative.unc.edu
Board of Trustees Meeting
March 24, 2021

Presentation by:
Joel Curran, Vice Chancellor
Media inquiries managed related to news across the University

Media Pitches:
- Total ideas pitched to media: 95
- Total stories placed from pitches: 96

JANUARY 1 – MARCH 15

TOTAL MEDIA INTERACTIONS

526
Researchers say drug tested at UNC was found to effectively treat and prevent COVID-19 in mice.

Can mouthwash be a tool to fight COVID? UNC Dental school wants to find out.
UNC study: Teachers want more -- testing, training, support, safety -- before return to the classroom

Big gift for UNC from Roy Williams

UNC men’s basketball head coach Roy Williams and his wife, Wanda, are giving a big gift to the school. (Photo by Sara D. Davis, theACC.com)
unc.edu

TOP FIVE STORIES – JANUARY | FEBRUARY 2021

Carolina receives 31,940 applications for its first-year early action admission deadline | UNC-Chapel Hill 16,834

How to make friends during a pandemic | UNC-Chapel Hill 10,862

Message from University leaders on last night and in-person undergraduate classes | UNC-Chapel Hill 9,467

Carolina clinical trial tests effectiveness of mouthwash to kill coronavirus | UNC-Chapel Hill 5,438

New year, new goals | UNC-Chapel Hill 3,129
Can COVID-19 be transmitted through food?

University’s frontline essential workers next in vaccine line

Employee testing guidance

Get outdoors on Carolina’s hiking trails

University leaders announce plan to address budget challenges

Page Views

5,085

4,177

3,604

2,872

2,597
Top Social Posts

**JANUARY 2021**
- 77,548 impressions
- 7,000 likes
- 31 comments
- 61 shares

**FEBRUARY 2021**
- 45,000 impressions
- 827 engagements
- 193 link clicks

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**SHOULD YOU WEAR 2 MASKS?**

There’s a lot of talk about whether wearing two masks helps better protect against the spread of COVID-19, especially with new variants of the virus.
Top Social Posts

JANUARY 2021

- 29,590 impressions
- 585 reactions
- 132 shares
- 25 comments

The University of North Carolina at Chapel Hill
January 28
The first snow of 2021 in Chapel Hill calls for a special sounds of Carolina! Play the full hourlong video in the background while you study or work and enjoy a snow day at #UNC 🌨️❤️ 바랍니다 https://unc.live/3ptysD

FEBRUARY 2021

- 30,824 impressions
- 435 reactions
- 14 comments
- 20 shares

The University of North Carolina at Chapel Hill
February 1
Carolina scientists are finding solutions not only for the COVID-19 pandemic, but also preparing for when the next virus emerges. See how a collaboration between researchers at UNC School of Medicine, UNC Gillings School of Global Public Health and UNC Eshelman School of Pharmacy is tackling this challenge #UNC

UNC.EDU
READDI, not reactive | UNC-Chapel Hill
The Rapidly Emerging Antiviral Drug Discovery Initiative (READDI) is not only finding solutions to the COVID-19 pandemic, but also drugs and...
Top Social Posts

**JANUARY 2021**
- 163,566 impressions
- 132 retweets
- 590 likes

*UNC-Chapel Hill @UNC*

Congratulations and welcome #UNC25 to the Tar Heel family! 🏀❤️️/Graphics #UNC

**FEBRUARY 2021**
- 55,939 impressions
- 194 likes
- 40 retweets
- 7,482 video views

*UNC-Chapel Hill @UNC*

In Kinston, North Carolina sits a perfectly-sized replica of the Old Well in honor of Harvey Beech — one of UNC’s first Black students. Learn more about the Carolina trailblazer: unc.live/3uBYPdy

**THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL**
Top Social Posts

**JANUARY 2021**
- 42,603 impressions
- 938 reactions
- 25 shares
- 22 comments

![University of North Carolina at Chapel Hill](image)

Two donors have contributed $1.1 million to launch a new scholarship for first-generation students from low- and middle-income families. The Stephen Farmer First-Generation Scholarship Fund honors Carolina’s former vice provost and his legacy of improving accessibility and affordability at #UNC

**FEBRUARY 2021**
- 49,667 impressions
- 1,081 reactions
- 62 comments
- 34 shares

![University of North Carolina at Chapel Hill](image)

National champions once again! Congratulations to the #UNC men’s tennis team on its second title. Sunday night’s victory makes UNC the first university since 2000 to win both the men’s and women’s ITA Indoor Championships in the same year

![Carolina men’s tennis captures second ITA Indoor National Championship title](image)
Behind the Numbers is a series that takes an in-depth look at the figures and policies that make up Carolina’s finances. We aim to shed light on the University’s financial situation, how various financial buckets fit together and what policies guide decision-making.

UNDERSTANDING CAROLINA’S BUDGET

With Carolina facing a projected $300 million budget shortfall, it’s never been more important to understand University finances.

CAROLINA’S MONEY: WHERE WE GET IT; HOW WE SPEND IT

The University’s revenue sources vary, but nearly all have restrictions, while the University’s largest expense goes to salaries and benefits for its employees.