

July 14, 2021, 3:40PM

Chancellor's Ballroom, 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. Public Affairs Update
Clayton Somers, Vice Chancellor for Public Affairs & Secretary of the University
3. Name, Image, and Likeness in College Athletics
Bubba Cunningham, Director of Athletics
4. Campaign for Carolina – Overview and Update
David Routh, Vice Chancellor for Development

*Some of the business to be conducted is authorized by the N.C. Open Meetings Law to be conducted in closed session.

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



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Board of Trustees

University Communications

Joel Curran, Vice Chancellor of Communications

July 14, 2021

Our Team



**INTERNAL
COMMUNICATIONS**



**EXECUTIVE
COMMUNICATIONS**



SOCIAL MEDIA



CONTENT



**STRATEGIC
RESOURCES**



**ISSUES
MANAGEMENT**



**STRATEGIC
PLANNING**



MEDIA RELATIONS



PUBLIC RECORDS



**COMMUNITY
RELATIONS**



VISITORS CENTER



UNC CREATIVE



UNIVERSITY
COMMUNICATIONS

Our Campus Partners

Three interlocking gears of different shades of blue. The left gear is light blue and contains the text "Office of University Communications". The middle gear is a medium blue and contains the text "Carolina Communications Council" followed by a list of campus units. The right gear is a darker blue and contains the text "Carolina Communications Cabinet" followed by "Senior Campus Leadership".

**Office of University
Communications**

**Carolina
Communications
Council**

Schools, Departments,
Centers, Institutes,
Units, Athletics,
UNC Health

**Carolina
Communications
Cabinet**
Senior Campus
Leadership

CONTENT TEAM

Telling Carolina's Stories

unc.edu: **9.3M+** page views, **214** feature stories

CAMPUS LIFE

#GDTBATH: Sarah Paschal

Rising junior Sarah Paschal has spent the past two years training and performing with Carolina Jump Rope. The group competes against other universities and jump rope clubs from around the country and dazzles crowds with spins and flips.



Driving Engagement

843,700 followers across all platforms



 The University of North Carolina at Chapel Hill

After 33 seasons as a head coach, 903 wins and three national championships, #UNC men's basketball head coach Roy Williams is retiring. We can't thank Coach Roy enough for his years of leadership, generosity and passion for Tar Heels on and off the court

<https://unc.live/3slvrBa>



Catherine Ringo Pierce and 6.4K others


201 Comments 1K Shares


Like Comment Share

View previous comments


Martha Miller
Rock Chalk, Coach Williams! Enjoy yourself.

Like Reply 14w



 UNC-Chapel Hill

This weekend, Drs. Anthony Fauci and Kizzmekia Corbett will virtually deliver the Class of 2021's Commencement address. #UNC alumna and Hillsborough native @KizzyPhD says, "I'm a scientist because I started being a scientist at UNC and a moment like this is a full circle for me."



21.6K views

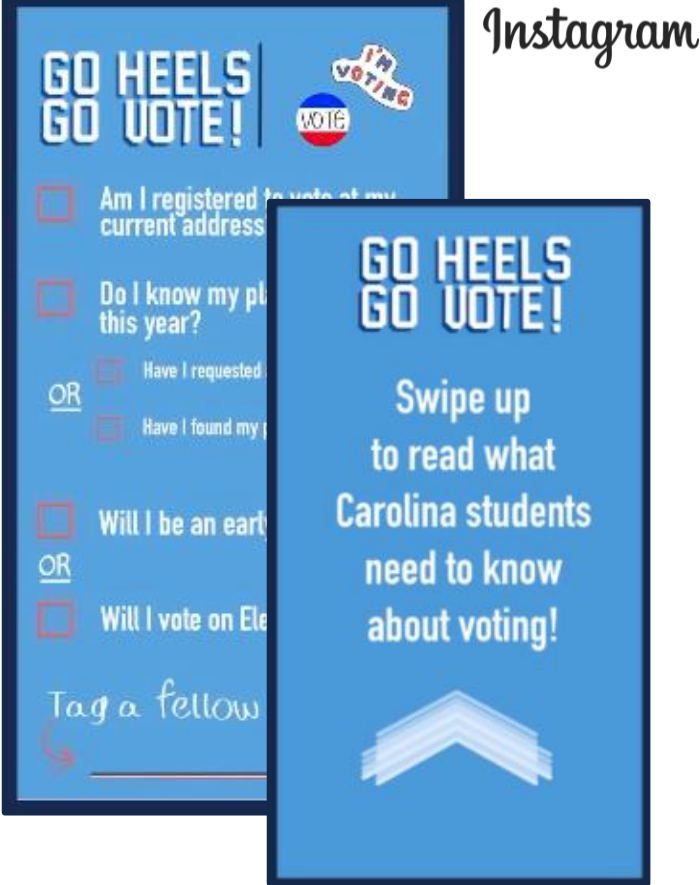
A full-circle moment

Dr. Kizzmekia Corbett ('14 Ph.D.), along with Dr. Anthony Fauci, is delivering a Commencement address to the Carolina Class of 2021

11:10 AM · May 13, 2021 · Twitter Media Studio

160 Retweets 54 Quote Tweets 797 Likes

Instagram



GO HEELS GO VOTE!

Am I registered to vote at my current address?

Do I know my poll location this year?

OR

Have I requested a ballot?

Have I found my polling location?

Will I be an early voter?

OR

Will I vote on Election Day?

Tag a fellow voter

Swipe up to read what Carolina students need to know about voting!

Promoting Carolina

200%+ increase in major national publication placements year over year

The News&Observer

Education



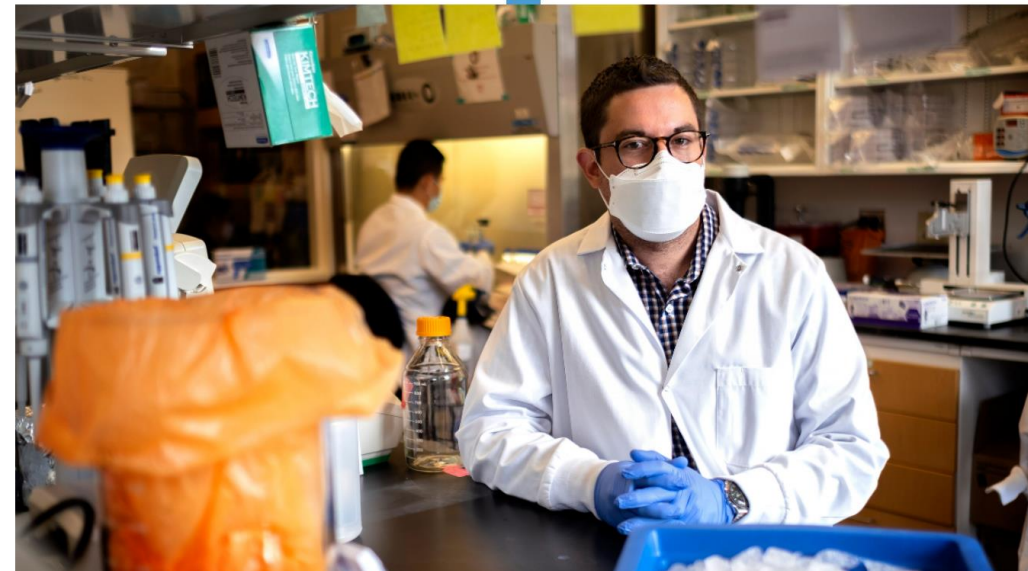
Dr. Kizzmekia Corbett addresses graduates at UNC commencement

BY UNC MAY 14, 2021, 5:34 PM

Dr. Kizzmekia Corbett speaks to members of the graduating class and parents at the University of North Carolina commencement exercises Friday, May 14, 2021.

New universal coronavirus vaccine could prevent future pandemics

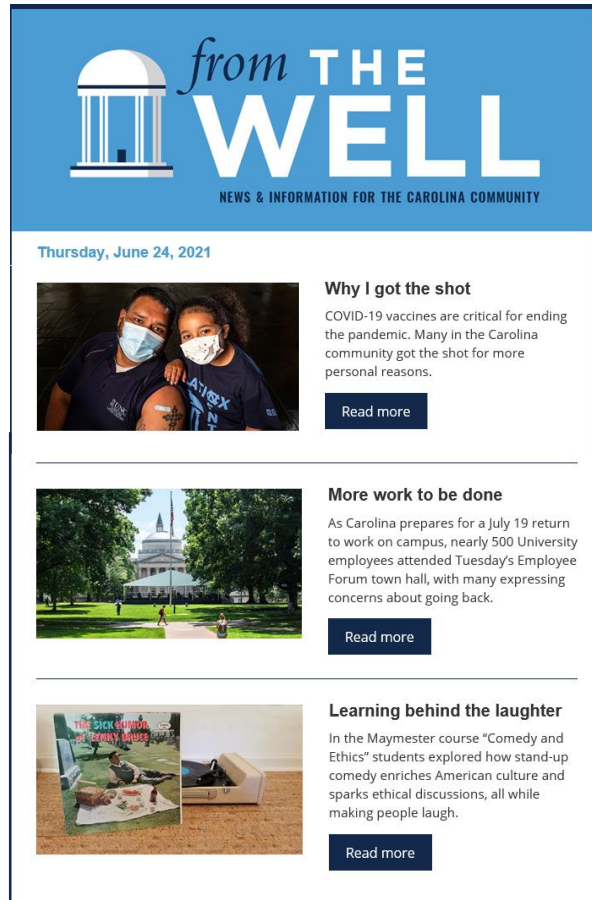
Study from University of North Carolina at Chapel Hill shows a vaccine could be effective against COVID-19, its variants – and future coronavirus pandemics



David R. Martinez in the lab on the University of North Carolina at Chapel Hill campus. Photo by Jon Gardiner at UNC-Chapel Hill.

Communicating to Our Campus

Page views up **300%**



We're still here: Keeping Carolina beautiful



Ryan Talley dumps a load of mulch around a cherry tree near by Manning Hall. Talley and three other groundskeepers have worked in the historic area of campus throughout the pandemic. "To say that I enjoyed it would be wrong," Talley said. "I wish the coronavirus had never happened, but it was nice at times to do my own thing. I had Polk Place, and that's enough to do there with maintenance and upkeep." (Photo by Jon Gardiner/UNC-Chapel Hill)

Reimagining Campus Visits

2,780 guests have visited since in-person operations resumed in late February '21

New interactive Zoom tour hosted tour guests from **14 countries**



EXPLORE CAROLINA: TAKE A SENSE OF PLACE TOUR

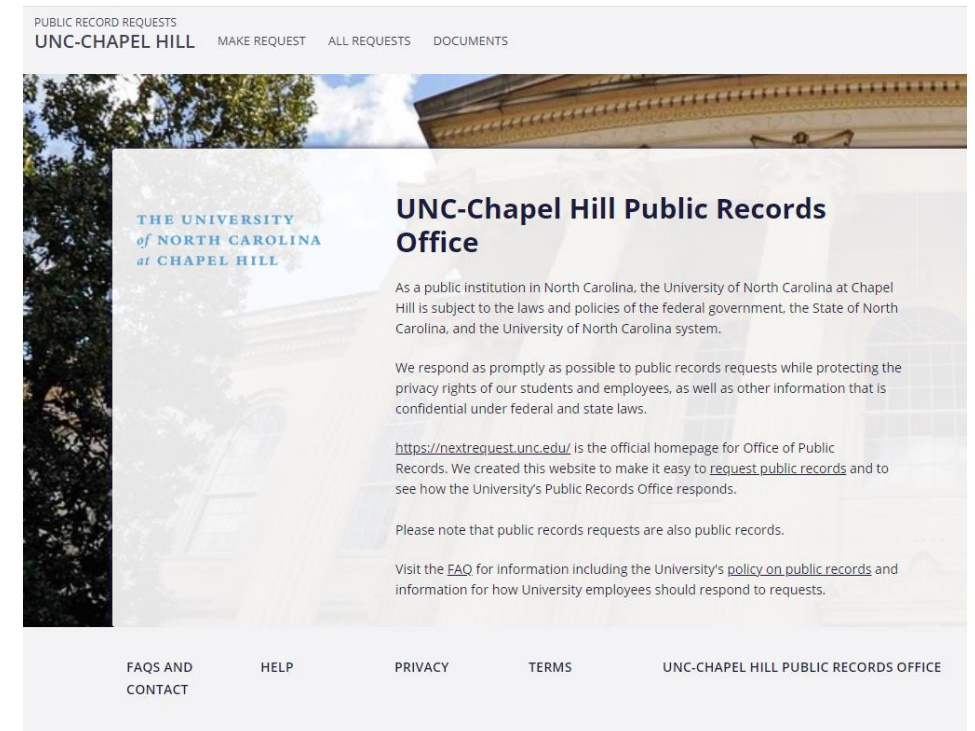
Welcome to Carolina! The UNC Visitors Center is excited to offer its new Sense of Place Zoom tour. This 45-minute tour is presented via Zoom and offers a live host welcoming guests to campus, a recorded video of our popular Sense of Place tour that introduces campus history and traditions as well as some of the University's current endeavors in research and innovation. There are also four live question and answer sessions with fun



Closing Public Records

598 requests closed in 2020

- Median response time to close a request fell from 13 days in 2019 to 11 days in 2020, the average time fell from 29 days in 2019 to 24.5 days in 2020
- During peak of the University's handling of COVID-19 – the University received an unprecedented amount of new requests
- In the last two weeks of August alone, the University received 70 requests, or the equivalent of two average months



COMMUNITY RELATIONS

Building Community Connections

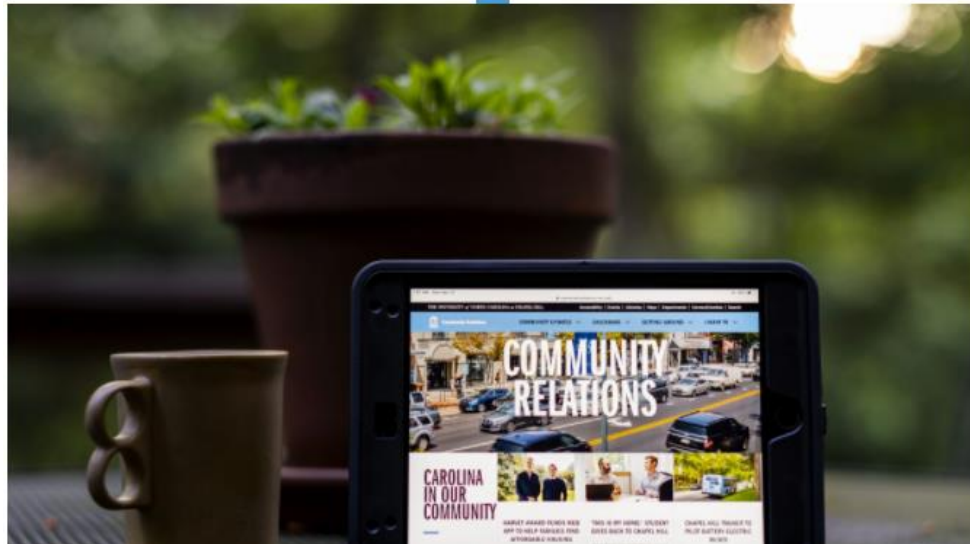
Attended **256** community meetings; launched new website

CAMPUS NEWS

New community website helps build digital relationships

A new website serves as a one-stop-shop for neighbors and community members to easily find information about campus.

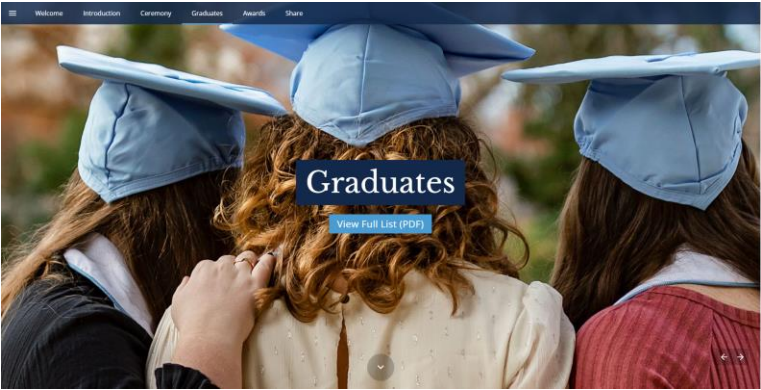
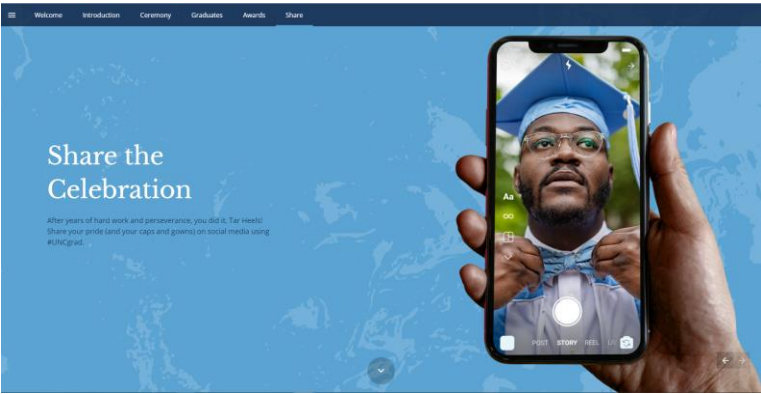
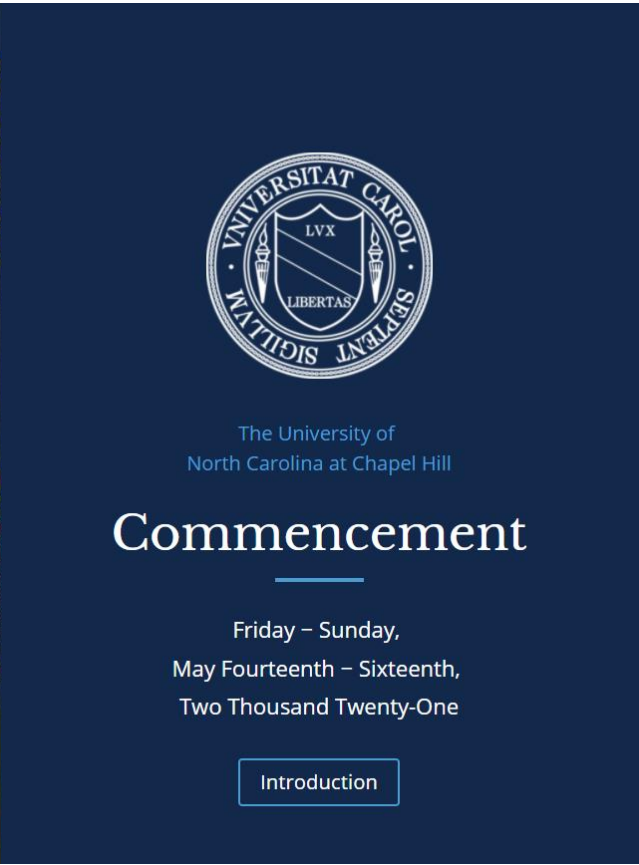
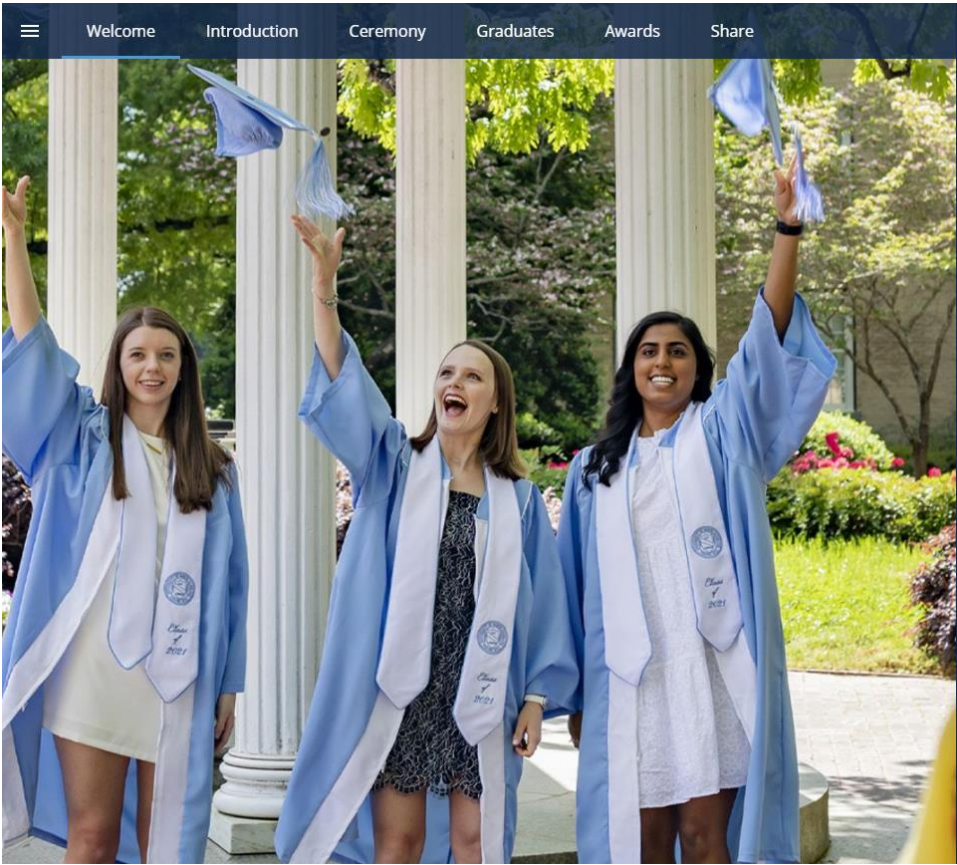
Jane Calloway, Monday, April 27th, 2020



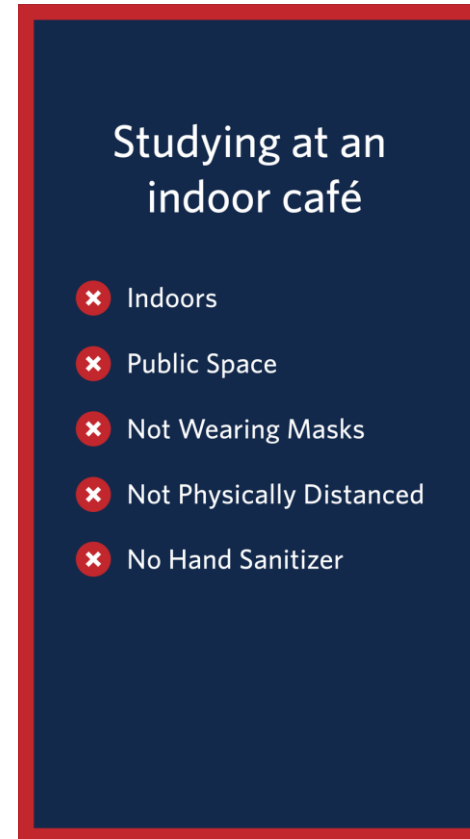
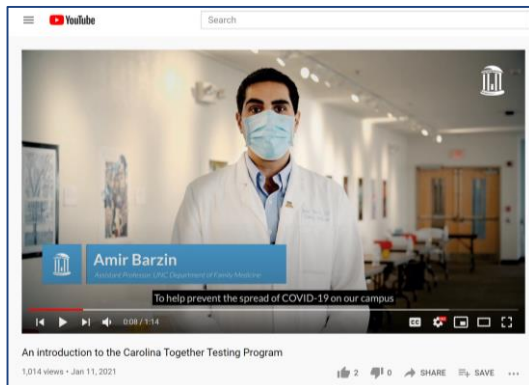
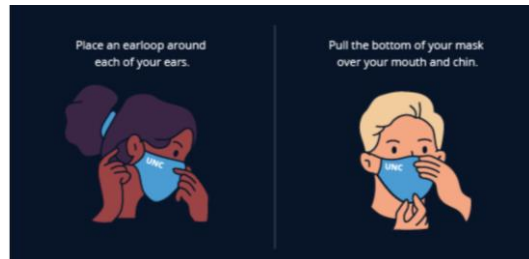
UNC CREATIVE

Innovating New Design Solutions

6,024 billable hours 182 projects completed

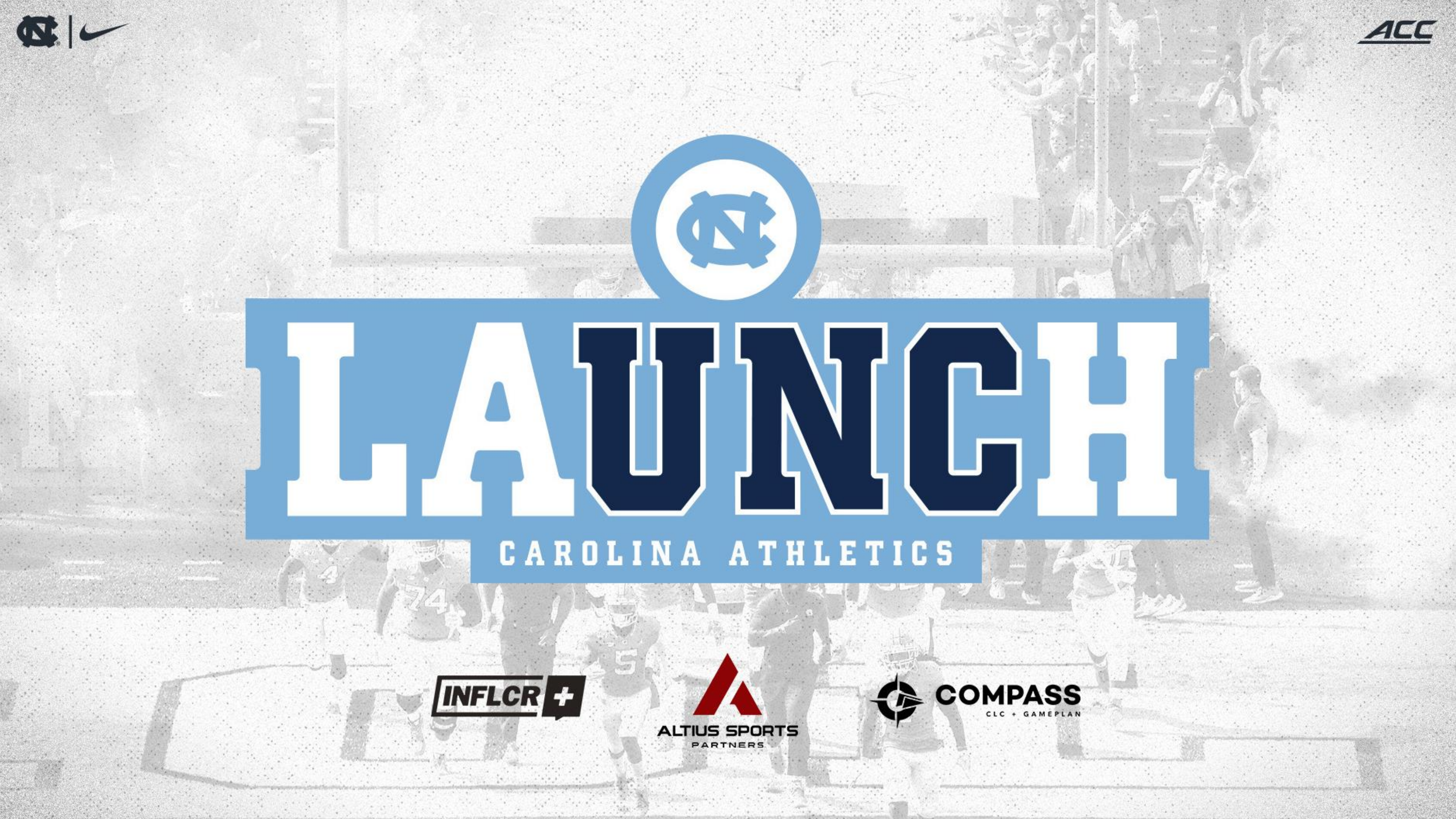


Communicating Public Health Information





THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



LAUNCH

CAROLINA ATHLETICS



Carolina Athletics' Values & Priorities:

- Education: provide exceptional educational experiences while students compete athletically at the highest level.
- Opportunities: maximize the number of opportunities for students to participate in intercollegiate athletics.
- Choices: provide choices to meet the needs of our students – including the choice to play on national teams, to play professionally, and to return to UNC to finish a degree.
- Commercial Activity: Fairly grow and share the revenue to provide opportunities to participate in a broad-based athletics program.



NAME, IMAGE and LIKENESS (NIL)

What is it? When can I do it?

- Any activity where your name, image, likeness, or personal appearance is used for promotional purposes

Effective July 1, 2021

- You CAN be paid (e.g., cash, product, or another benefit) or it can be uncompensated for your name, image, likeness, or personal appearance
- You CAN hire an agent to represent you in Name, Image, and Likeness activities. You must pay the going rate for services
- You CAN reference your status as a student-athlete at UNC



NAME, IMAGE and LIKENESS

Effective July 1, 2021:

- No pay for play
- NCAA extra benefit and related rules still apply
- Agents for only NIL Activities are permissible



NAME, IMAGE and LIKENESS

What you can do:



Tweet

 **Anthony Davis** ✓
@AntDavis23

last weekend @Mobil1 and I hung out (virtually) with some fans. Shout out to Josh, Rene, Vincent, and Josh for the good times and thanks to everyone who entered the contest!

AUTOGRAPH SIGNING SERIES


ELI APPLE

NEW YORK FOOTBALL

GET A FREE AUTOGRAPH TICKET!!

Visit [CRAVETHEAUTO.COM/EVENTS](https://cravetheauto.com/events) for special link, tickets & details!

OFFER EXPIRES ON SEPTEMBER 19TH 2017, AT 5:00PM EST!



juju • It's the Trick-shot for Me @teamdiverge 43w

glo_angel_300 @fazeclan 39w

431,316 views
AUGUST 30, 2020

Comments on this post have been limited.

FOR A VIRTUAL MEET & GREET

0:28 139.5K views



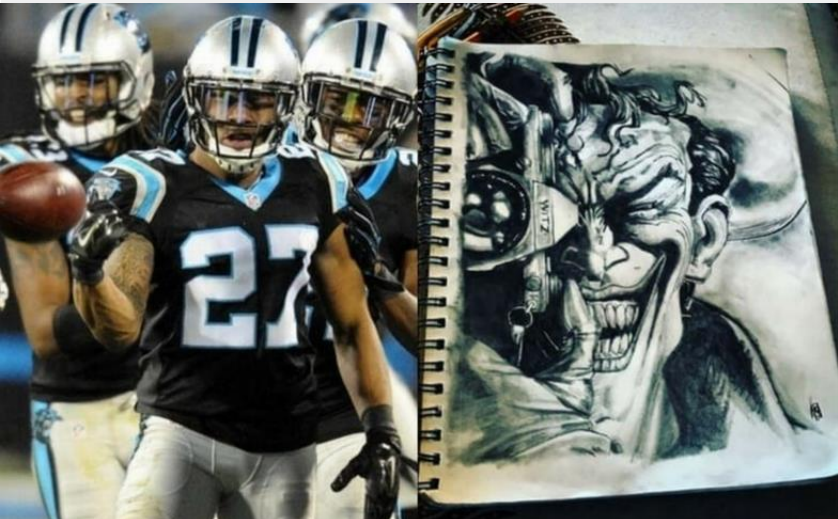
gronk • Gronk-Approved, baby!

What's better than a big, juicy burger?! A year of FREE big, juicy burgers! Enter to win FREE AUSSIE GRILL FOR A YEAR (including my secret menu item, The Gronk). Like this giveaway post, follow Aussie Grill (@aussiegrillbyoutback) then tag all of your friends below!

Make sure to visit my new favorite spot, Aussie Grill, for the best burger of your life! You won't regret it.

#aussiegrill #TheGronk #tasteadventure #devourmoredaringly #HellYeah #GronkApproved #LetsGooooooo #Tampa #ad

Liked by c_rabbit24 and 122,916 others



NAME, IMAGE and LIKENESS

- You can have an agent represent you for NIL activity



NCAA NIL

- Bylaw 12: Prohibit pay-for-play and improper recruiting inducements
 - For institutions in states without NIL law, executive actions, NIL laws, or executive actions, if a student-athlete elects to engage in NIL activity, their intercollegiate athletic eligibility will NOT be affected
- Will continue its normal regulatory operation but will not monitor compliance with state law
- Individual student-athletes should report NIL activities consistent with state law and/or institutional requirements



Carolina

LAUNCH

will :

Develop

Educate

Connect

Student- Athletes

can

Brand like a Pro :

Build Integrate Stories

Create fanbases

Foster brand partnerships



800
Student-Athletes
across
28 teams

LAUNCH

ALTIUS

Strategic guidance

COMPASS by CLC

Education and compliance solution

INFLCR

Build the student-athlete brand

BRANDR

Licensing for former student-athletes

Jeremy Darlow

Blueprint 919





LAUNCH

CAROLINA ATHLETICS



We Educate and Inspire Through Athletics



FUNDRAISING@CAROLINA

David S. Routh

Vice Chancellor for Development

Overview

- **Structure & Definitions**
- **Results**
- **The Campaign for Carolina**
- **Return on Investment**





STRUCTURE & DEFINITIONS



DAVID ROUTH
Vice Chancellor
for Development

OFFICE OF UNIVERSITY DEVELOPMENT

Annual Giving	Principal Gifts	Corporate & Fdn. Relations	Donor Relations
Campaign	Regional Programs	Industry Relations	Events
Constituent Programs	Prospect Mgmt., Research & Analytics	Training & Talent Management	Information & Technology Services
Gift Planning	Student Aid & Access		Marketing & Communications
Parents Giving	Volunteer Management		Revenue Management

SCHOOLS, UNITS, CENTERS AND FOUNDATIONS

ACKLAND ART MUSEUM	THE GRADUATE SCHOOL	SCHOLARSHIPS, STUDENT AID & ACCESS	UNC GLOBAL
THE BOTANICAL GARDEN FOUNDATION, INC.	INSTITUTE FOR THE ENVIRONMENT	SCHOOL OF EDUCATION	UNC LAW FOUNDATION OF NORTH CAROLINA
CAROLINA COLLEGE ADVISING CORPS	KENAN-FLAGLER BUSINESS SCHOOL FOUNDATION	SCHOOL OF GOVERNMENT FDN, INC.	THE UNC-CH ARTS & SCIENCES FOUNDATION
CAROLINA FOR KIBERA	UNC HEALTH FOUNDATION	SCHOOL OF INFO. AND LIBRARY SCIENCES	THE UNC-CH PUBLIC HEALTH FOUNDATION, INC.
CAROLINA PERFORMING ARTS	MOREHEAD-CAIN SCHOLARSHIP FUND	SCHOOL OF MEDIA AND JOURNALISM FDN OF NC	THE UNC SCHOOL OF NURSING FOUNDATION
DENTAL FOUNDATION OF NORTH CAROLINA	MOREHEAD PLANETARIUM AND SCIENCE CENTER	THE SCHOOL OF SOCIAL WORK FOUNDATION	UNIVERSITY LIBRARIES
THE EDUCATIONAL FOUNDATION, INC.	NUTRITION RESEARCH INSTITUTE	THE SONYA HAYNES STONE CENTER	WUNC RADIO
FRANK PORTER GRAHAM CHILD DEVELOPMENT INSTITUTE	PHARMACY FOUNDATION OF NC, INC.	STUDENT AFFAIRS	Outline indicates member of Carolina Leadership Council (CLC).

Two Reporting Methods

NEW CASH & COMMITMENTS
(New Commitments)

CASH
(This Year's Revenue)

Two Reporting Methods

NEW CASH & COMMITMENTS *(New Commitments)*

CASH *(This Year's Revenue)*

- New cash committed
- New multi-year pledges
- New deferred estate commitments

- Pledge payments paid
- Grant payments paid
- Realized estate gifts paid

Two Reporting Methods

NEW CASH & COMMITMENTS

(New Commitments)

CASH

(This Year's Revenue)

- New cash committed
- New multi-year pledges
- New deferred estate commitments

- New gifts paid
- New private grants paid

- Pledge payments paid
- Grant payments paid
- Realized estate gifts paid



NEW CASH & COMMITMENTS

(New Commitments)

FY20 | \$564.6 million

- New cash committed and paid
- New multi-year pledges
- New private grants paid
- New deferred estate commitments

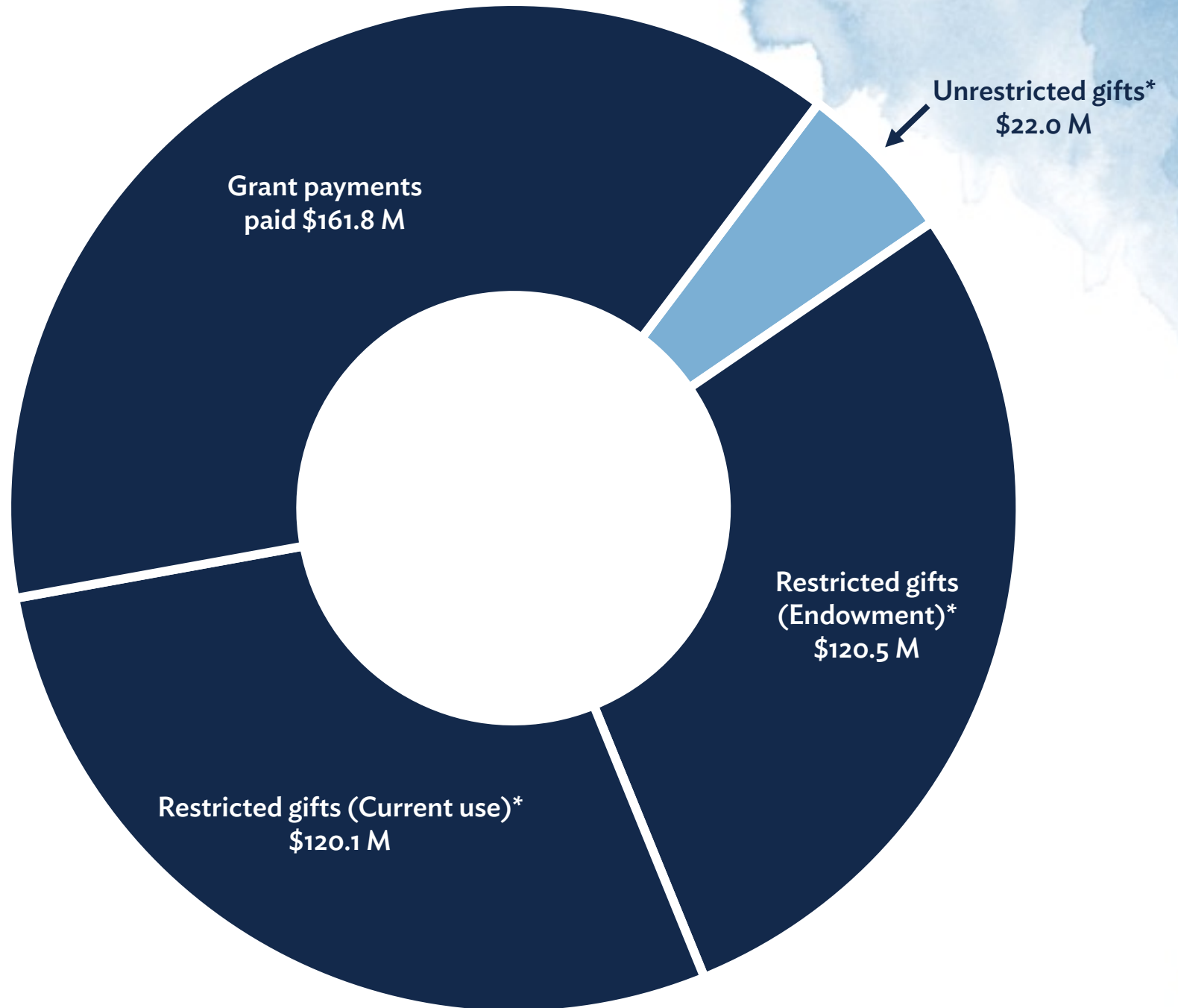
* UDO tracks fundraising within these 30 schools/units ranging from UNC Health \$142.1M down to Graduate School at \$204K. One of those units is “University Wide,” which contains additional units that do not have dedicated fundraising staff.

UNC HEALTH \$142.1 M	ATHLETICS \$81.2 M				KENAN - FLAGLER BUSINESS SCHOOL \$41.0 M											
	SCHOLARSHIP & STUDENT AID \$38.2 M	MCF \$19.8 M		PHARM \$17.9 M		ACKLAND \$15.3 M										
		WUNC-FM \$14.0 M	LAW \$8.5 M		SILS \$7.5 M		LIBRAR... \$7.3 M									
			FPG \$6.4 M		UDO \$ 4 . 9 M		EDUC \$3.7 M		GOV \$3.4 M							
COLLEGE OF ARTS & SCIENCES \$82.8 M	PUBLIC HEALTH \$33.0 M	UNIV WIDE \$11.3 M	DENT \$6.2 M		MP... \$ 4 . 1 M		JO... \$2...	 G...		IE			

CASH
(This Year's Revenue)

FY20 | \$424.3 million

- New gifts paid
- Pledge payments paid
- Grant payments paid
- Realized estate gifts paid

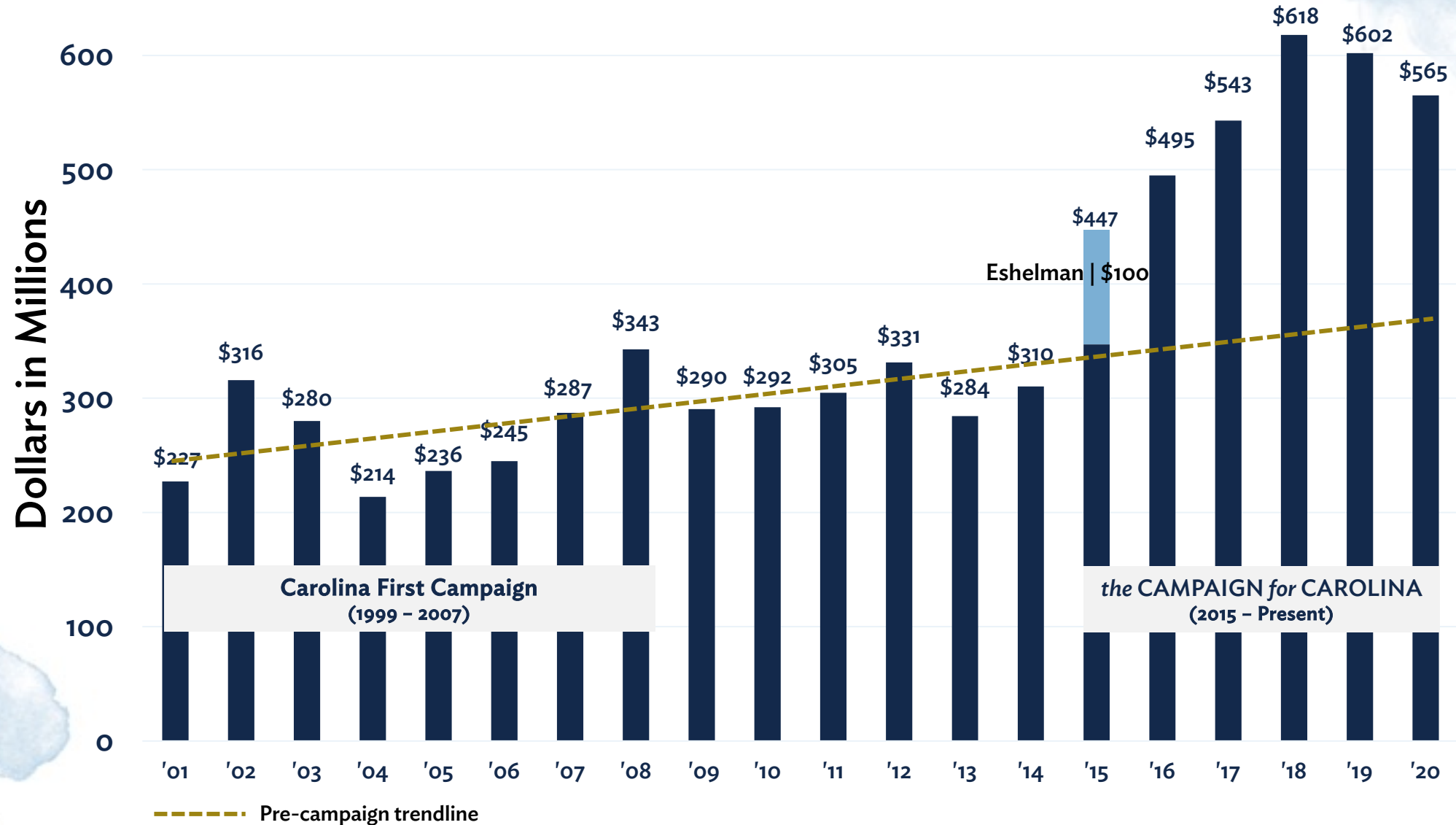


** Includes mix of new gifts paid, pledge payments paid and realized estate gift paid*

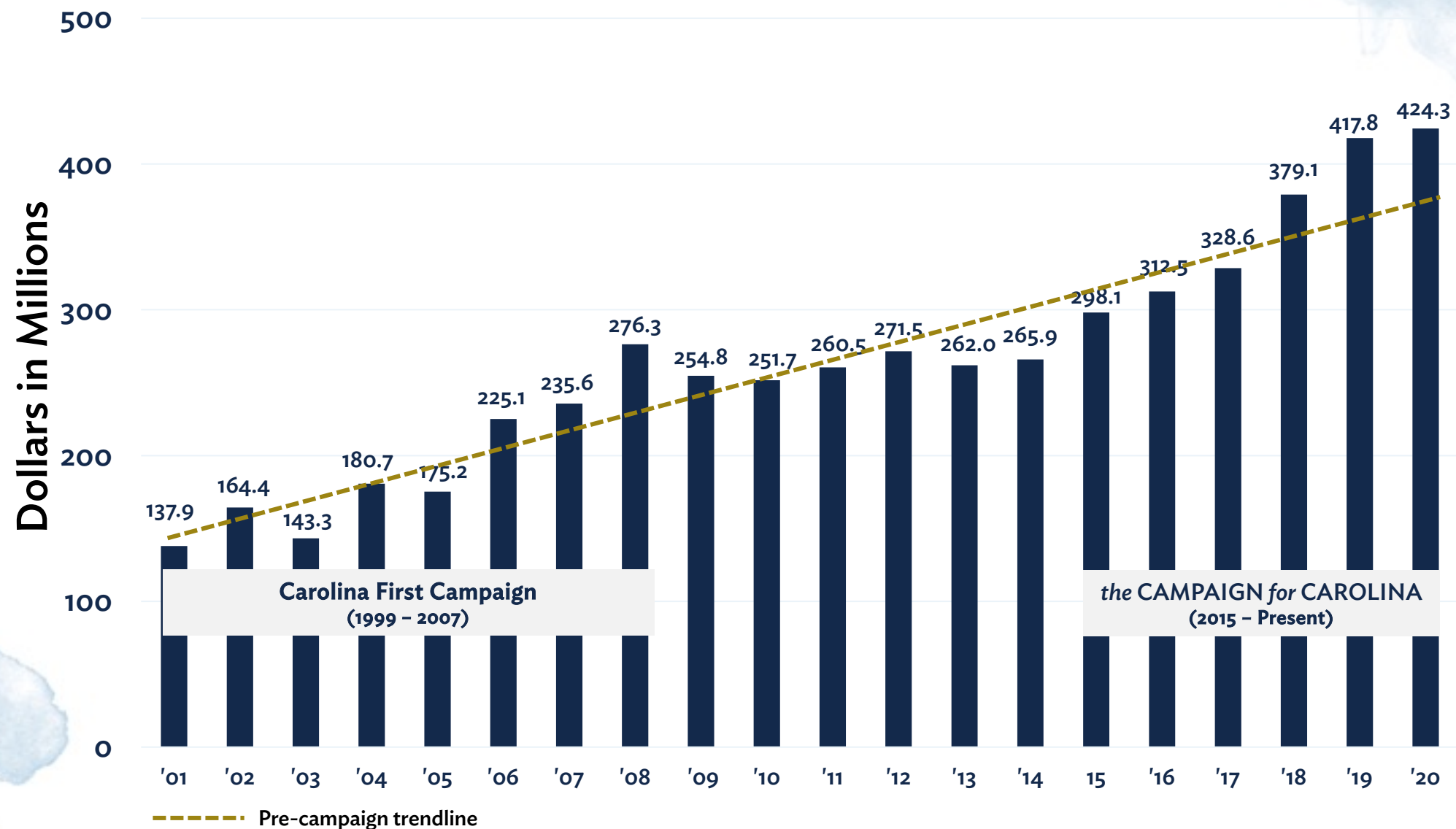


FUNDRAISING**RESULTS**

CAROLINA'S NEW CASH AND COMMITMENTS



CAROLINA CASH



Strategies for Success

Increase focus on high net worth individuals

- Principal gifts program
- Reconstituted regional gifts team
- Non-alumni donors
- Planned giving initiative
- Prospect management
- Engagement events

Invest in fundraising infrastructure

- OneCarolina staff investments
- Talent management
- Technology
- Data analytics
- Communications & marketing

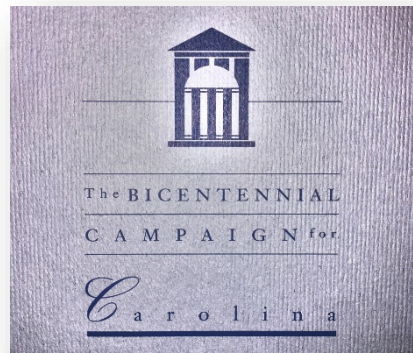
Optimize all aspects of Carolina fundraising

- Stewardship
- UDO, school, unit partnerships
- Annual giving to broaden donor base
- Development officer job satisfaction
- Streamline administrative hurdles



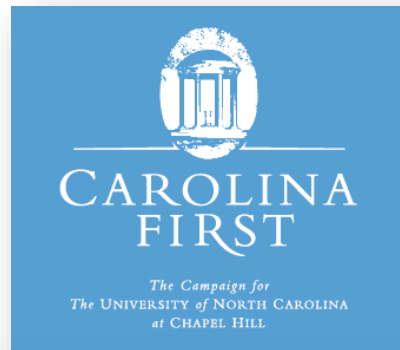
• *the* CAMPAIGN *for* CAROLINA •

CAROLINA'S CAMPAIGN HISTORY



1989-1995

\$440 million



1999-2007

\$2.38 billion

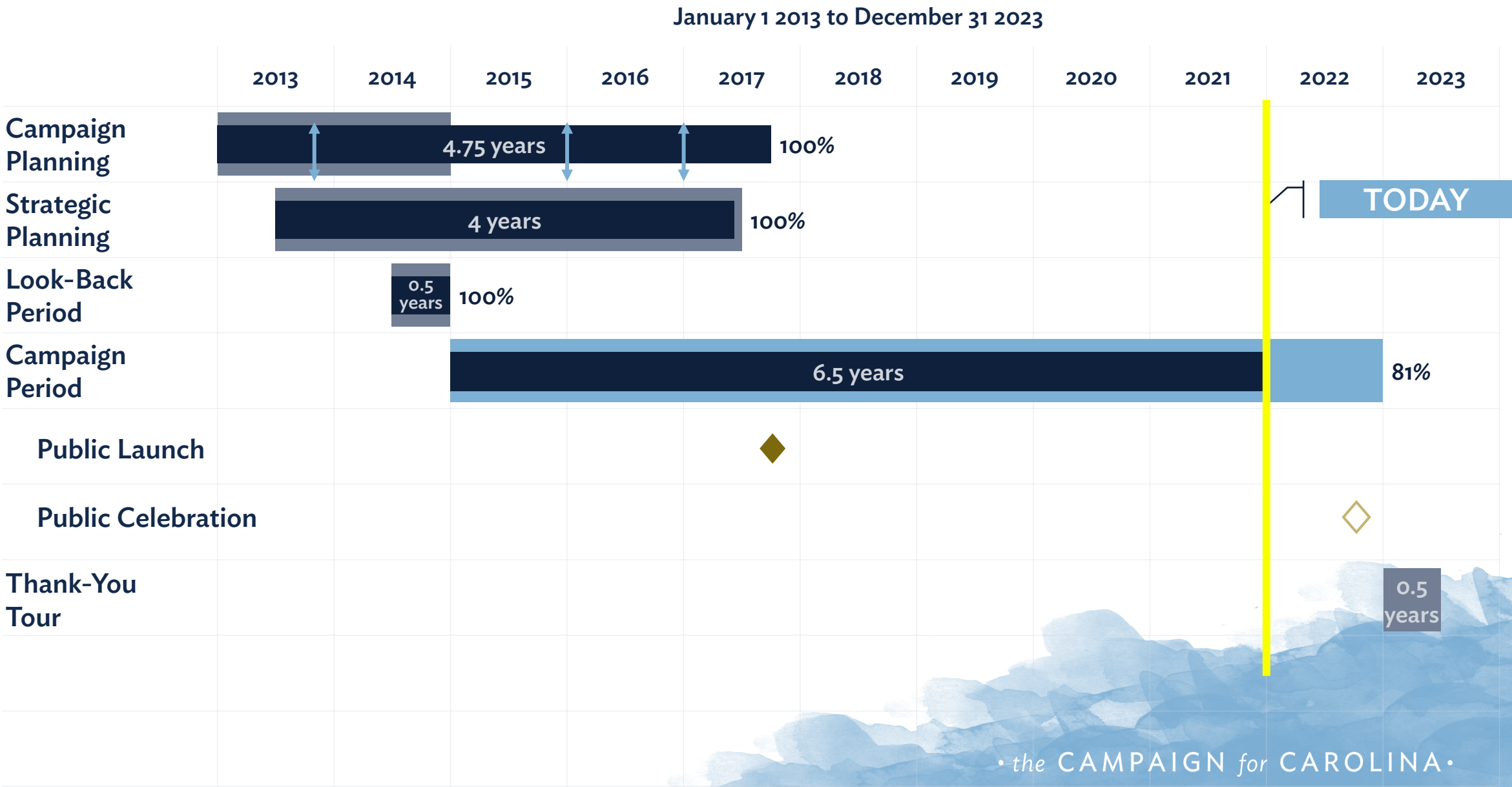


2008-2014

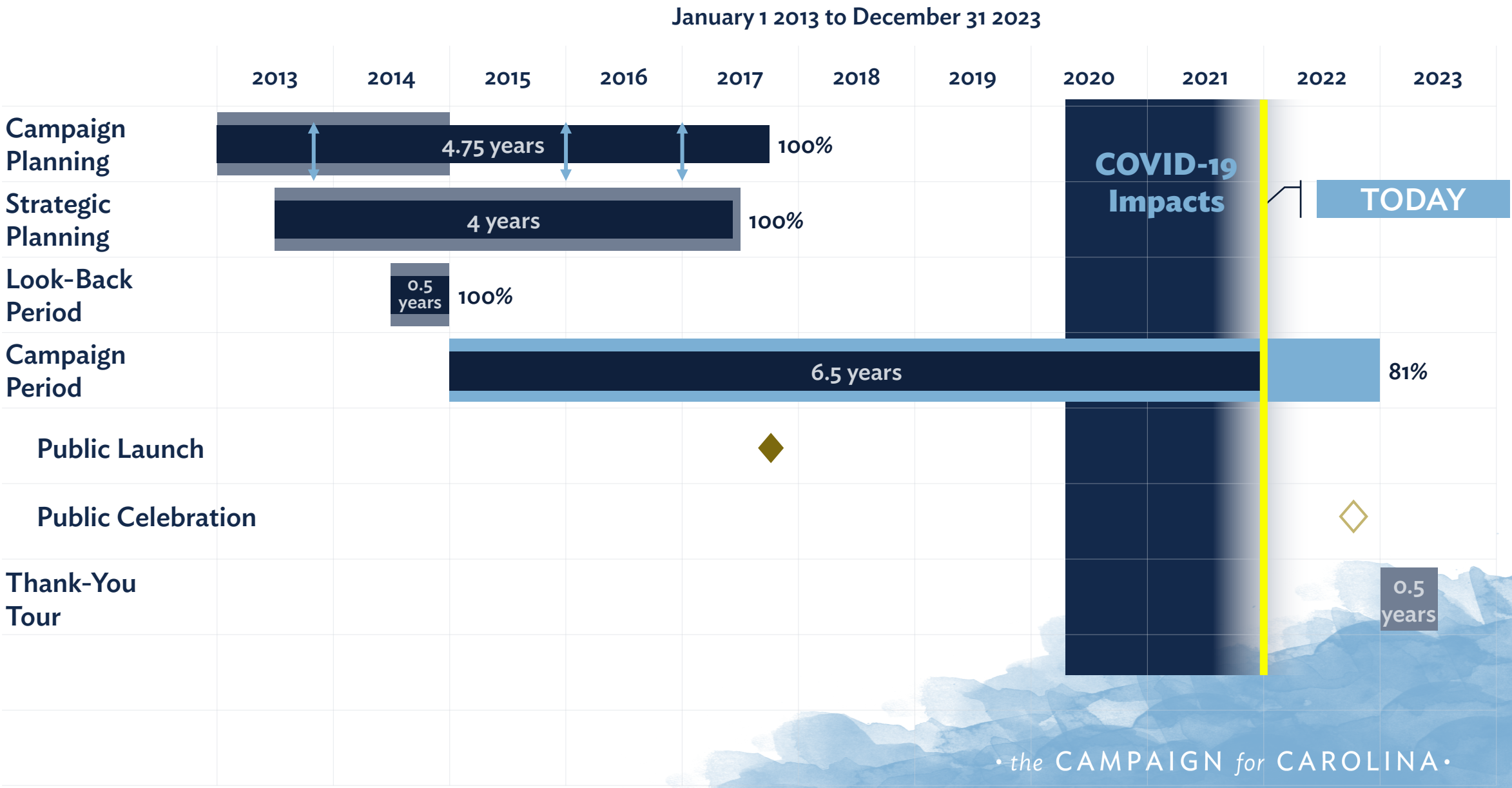
2015-2022

\$4.25 billion (goal)
\$3.9 billion (through 6.30.21)

CAMPAIGN TIMELINE



CAMPAIGN TIMELINE



LEADERSHIP MODEL

CAMPAIGN STEERING COMMITTEE

Leadership Phase Co-Chairs

John L.
Townsend III



Barbara Rosser
Hyde



Roger L.
Perry Sr.



Public Launch Phase Co-Chairs

W. Lowry
Caudill



John G. B.
Ellison Jr.



Julia Sprunt
Grumbles



Closing Phase Co-Chairs

Vicki
Craver



Jen Halsey
Evans



Michael D.
Kennedy



C. Austin
Stephens



CHANCELLOR'S PHILANTHROPIC COUNCIL

Includes the Leadership Emeriti Committee

Strategy Committees

- Carolina Women's Campaign Cabinet
- Diversity Strategy Committee
- Global Leadership Council
- Next Generation Strategy Committee
- Real Estate Strategy Committee
- Carolina Pride Alumni Network
- Private Asset Gift Strategy Committee

Regional Networks

North Carolina

- Charlotte
- Central NC
- Eastern NC
- Western NC

Major Markets

- Atlanta
- Florida
- New York
- San Francisco
- Washington

School/Unit Committees

- Dedicated campaign committees
- Foundation boards
- Foundation development committees
- Advisory boards



CAMPAIGN PILLAR

THE NEW GRADUATE

Students & the Educational Experience

A man and a woman are standing outdoors in front of a large, modern building with a glass facade. The man is wearing a white shirt and a yellow bow tie. The woman is wearing a white lab coat with a UNC logo. They are both smiling. The background shows a brick walkway, green grass, and trees. The building behind them has a sign that says "MEXICO HALL".

THE 21st CENTURY PROFESSORiate

Faculty & Scholarship

CAMPAIGN PILLAR

A man with dark hair and a beard, wearing a light blue button-down shirt, is smiling and looking at a young boy with blonde hair, also wearing a blue shirt. They are both focused on a project on a wooden table. In the background, there are shelves with yellow and green storage bins and some books.

CAMPAIGN PILLAR

A CULTURE OF INNOVATION

Innovation & Impact



CAMPAIGN PILLAR

SIGNATURE INITIATIVES

Priority Multi-disciplinary Programs

A group of students in a classroom setting, with two students in the foreground looking at a laptop. The laptop has a 'SPOON' sticker and a circular logo with 'AI' and a silhouette of a person.

THE CAROLINA EDGE

Scholarships and financial aid

CONVERGENT SCIENCE

Translational research with impact

A woman is interacting with a large, complex digital display or wall of data. The display features various colors and patterns, including the word 'WHITE' in large letters.

ARTS EVERYWHERE

Arts for everyone

A GLOBAL MINDSET

Carolina's connections to the world



Campaign Dashboard

DATA AS OF July 4, 2021. Does not include final FY21 data

\$3,907,172,747

TOTAL CAMPAIGN ACTIVITY

PERCENT TO
GOAL

92%

TIME
ELAPSED

81%

MONTHS
AHEAD

10.26

TOTAL
DONORS

199,392

ALUMNI
PARTICIPATION

25%

Campaign Pillars



\$1.37B

THE NEW
GRADUATE

\$542M

THE 21ST C.
PROFESSORiate

\$1.99B

A CULTURE
OF INNOVATION

\$1.66B

SIGNATURE
INITIATIVES

Unit Progress

		Goal
ACK	40%	\$250M
ASD	109%	\$70M
ATHL	81%	\$500M
CAS	82%	\$750M
CCPS	118%	\$6M
CPA	113%	\$25M
EDU	61%	\$35M
ESOP	102%	\$175M
GOV	74%	\$50M
GRAD	120%	\$10M
GSGPH	110%	\$200M
HEALTH	104%	\$1B
HSJM	109%	\$75M
IE	78%	\$12M
KFBS	84%	\$400M
LAW	86%	\$75M
LIB	90%	\$50M
MCF	106%	\$75M
MPSC	98%	\$20M
NCBG	85%	\$30M
NRI	142%	\$3M
NURS	123%	\$22M
OSSA	49%	\$400M
SAFF	73%	\$15M
SILS	128%	\$20M
SSW	69%	\$23M

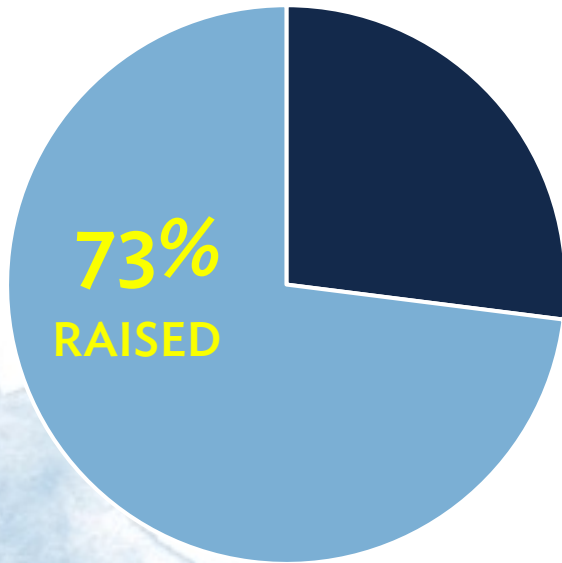
▶ Has met goal.

Acronyms key available online at:
<https://unc.live/acronyms>

Signature Initiatives

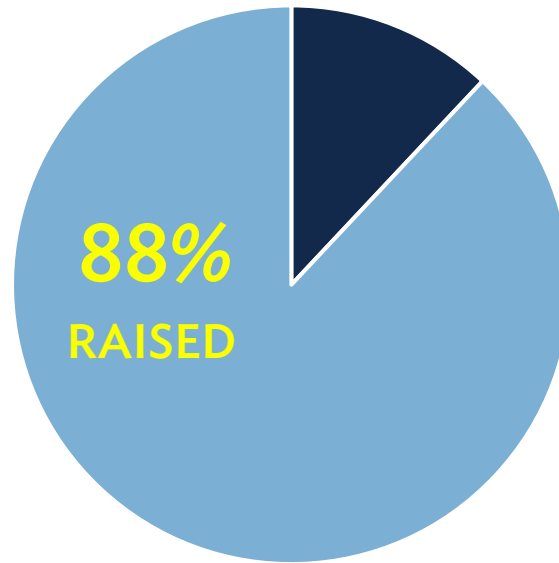
PROGRESS TO GOAL as of 7.4.2021. Does not include final FY21 data.

CAROLINA
EDGE



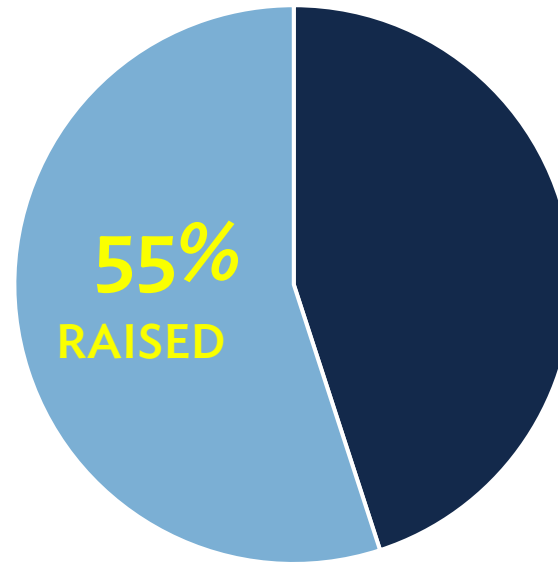
\$1B GOAL

CONVERGENT
SCIENCE



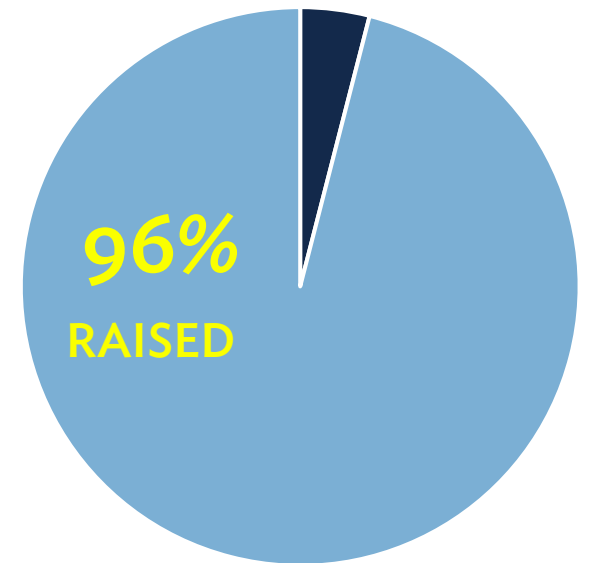
\$350M GOAL

ARTS
EVERYWHERE



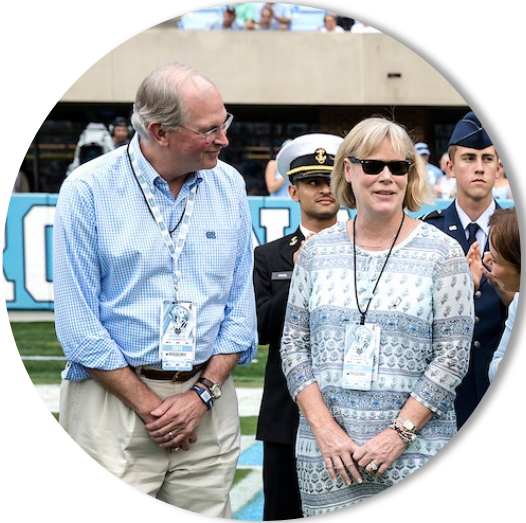
\$350M GOAL

GLOBAL
MINDSET



\$300M GOAL

Campaign Highlights



SUPPORT
for
military families



LAUNCH
of
Blue Sky Scholars



SUCCESS
of
GiveUNC

Campaign Highlights



GROWTH
in
women's philanthropy

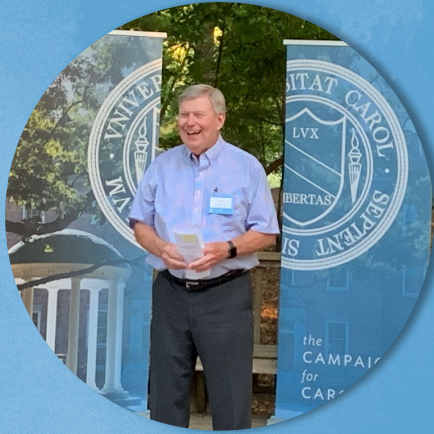


EXPANSION
of capacity
to handle complex assets



INTRODUCTION
of
marketing automation

School & Unit Impact



UNC HEALTH

*Groundbreaking
immunotherapy
treatments*



COLLEGE OF ARTS & SCIENCES

*Chancellor's
Science Scholars*



KENAN-FLAGLER BUSINESS SCHOOL

*New building to
allow expansion of
undergraduate
program*



UNC ATHLETICS

*Facilities and
student-athlete
support*



ESHELMAN SCHOOL OF PHARMACY

*Eshelman gift to
create innovation
labs*



FUNDRAISING**RETURNS**

A Strong Return On Investment

\$1 INVESTED



A Strong Return On Investment

FY2020

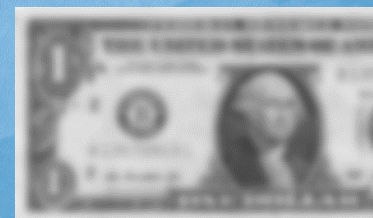
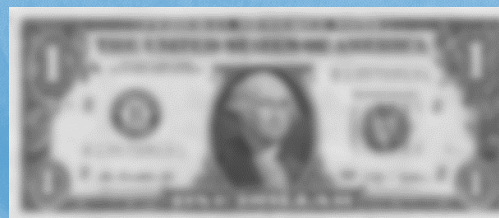
\$1 INVESTED = **\$10.71 RETURN** (*New Cash & Commitments*)



A Strong Return On Investment

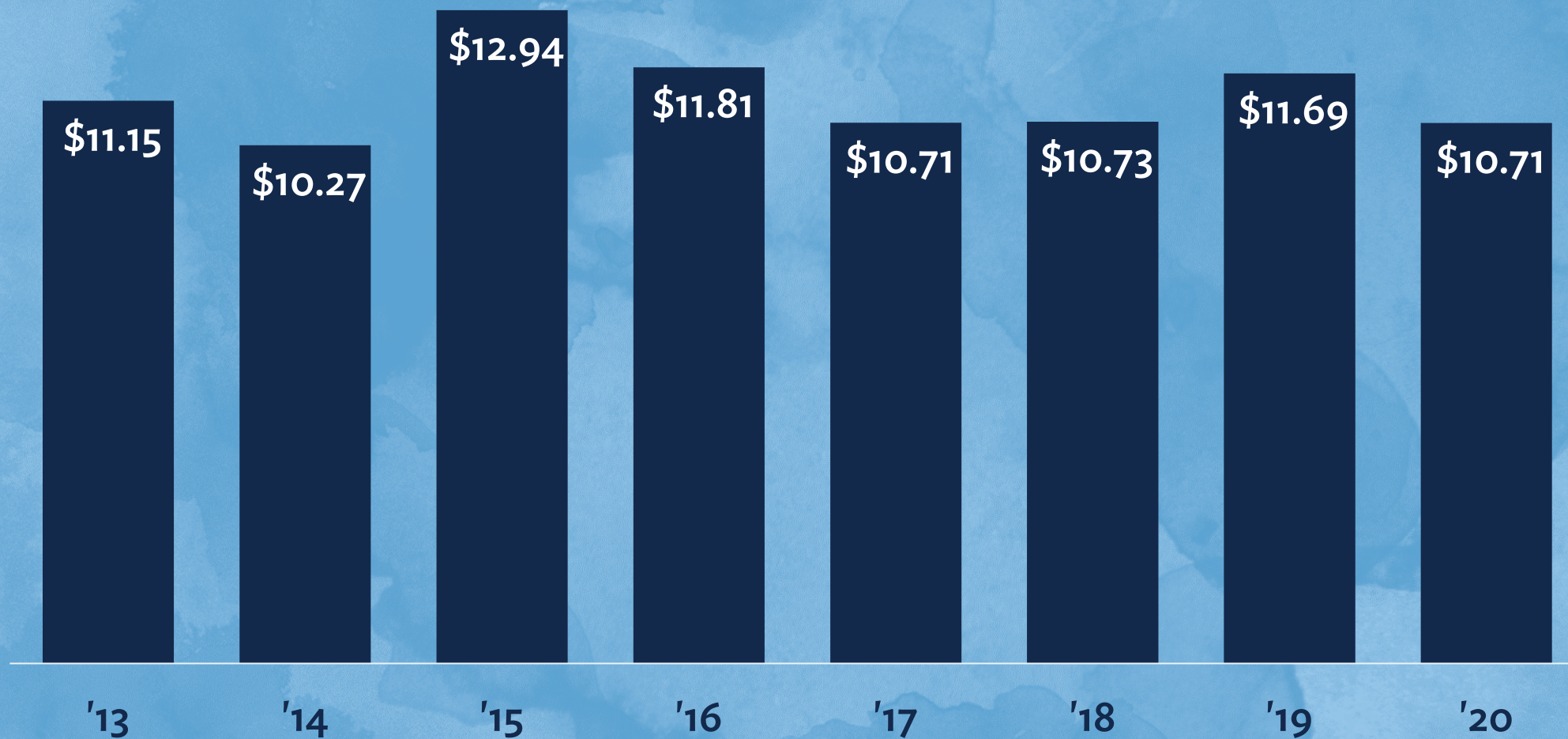
FY2020

\$1 INVESTED = \$8.87 RETURN (Cash)



A Strong Return On Investment

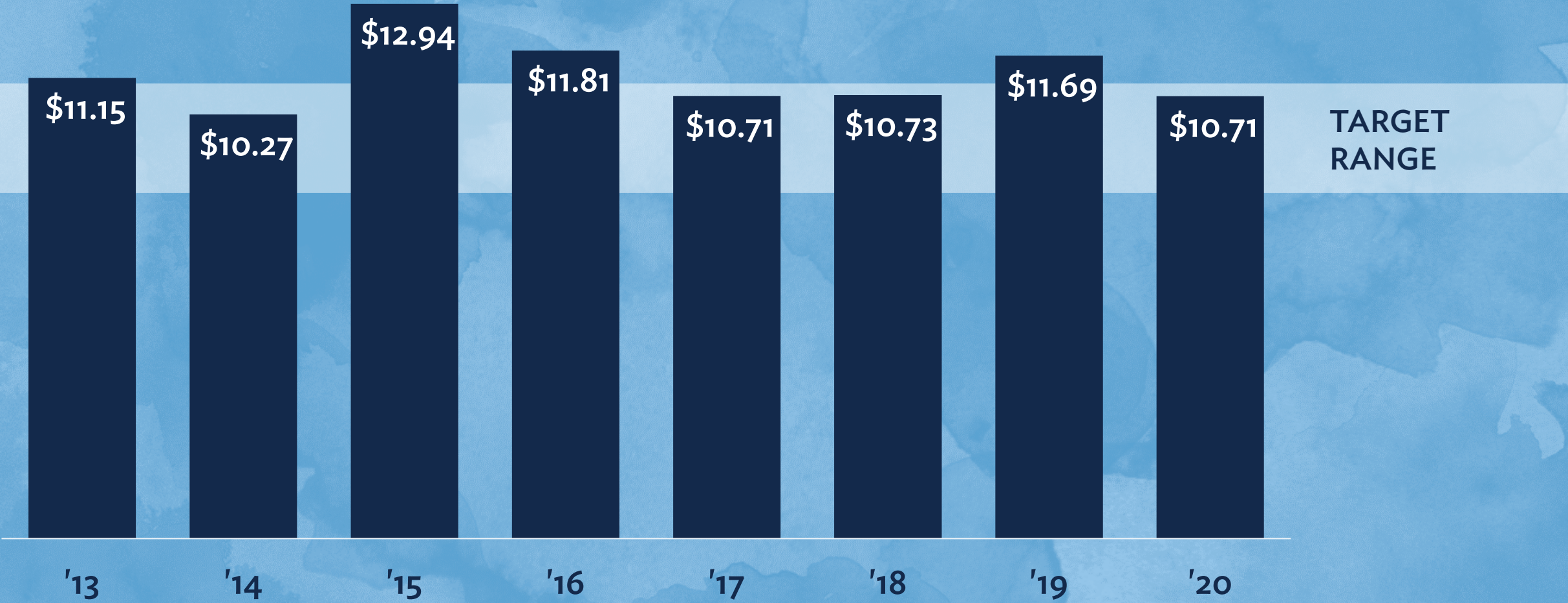
NEW COMMITMENTS PER \$1 INVESTED. DATA BY FY



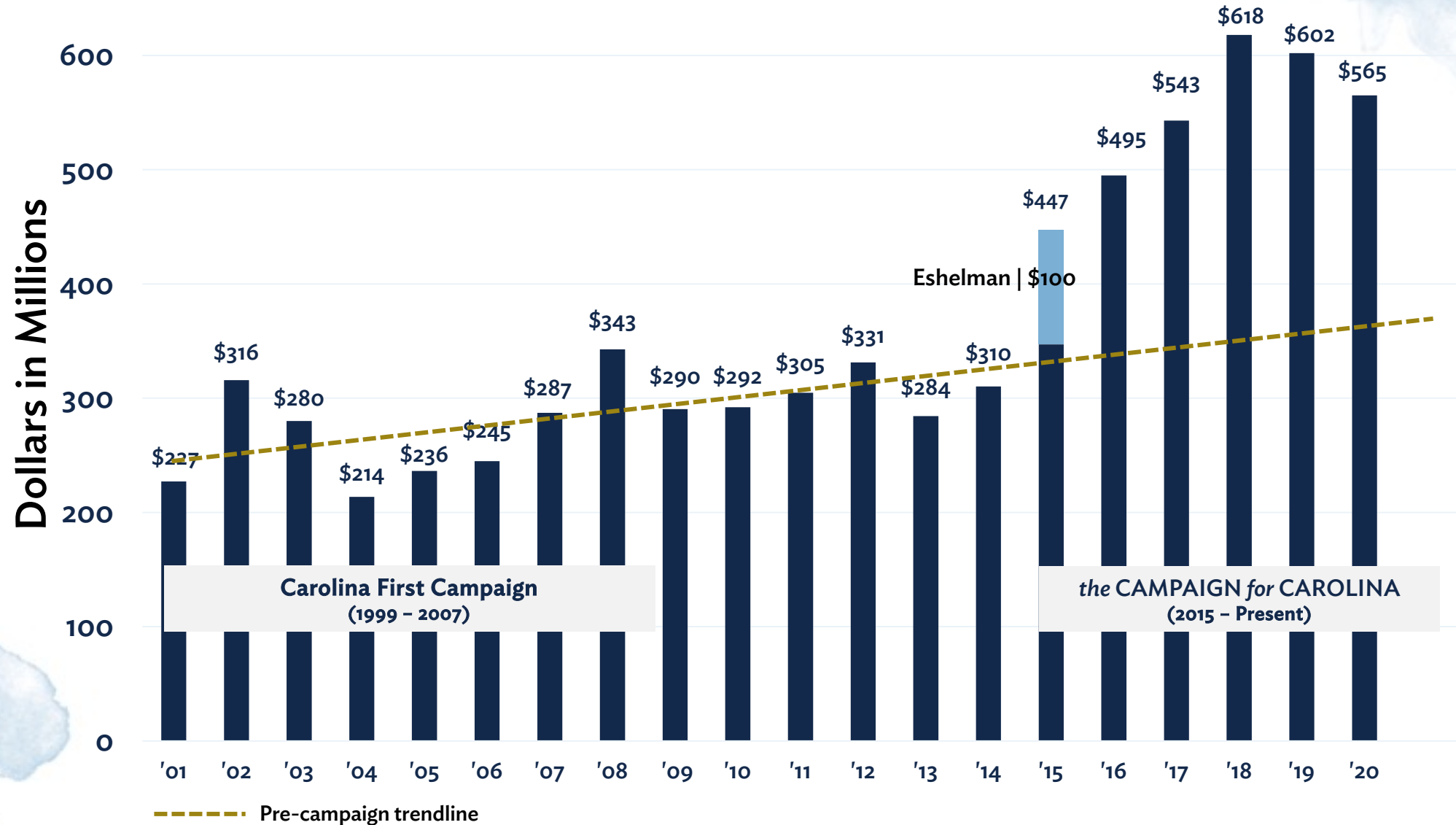


A Strong Return On Investment

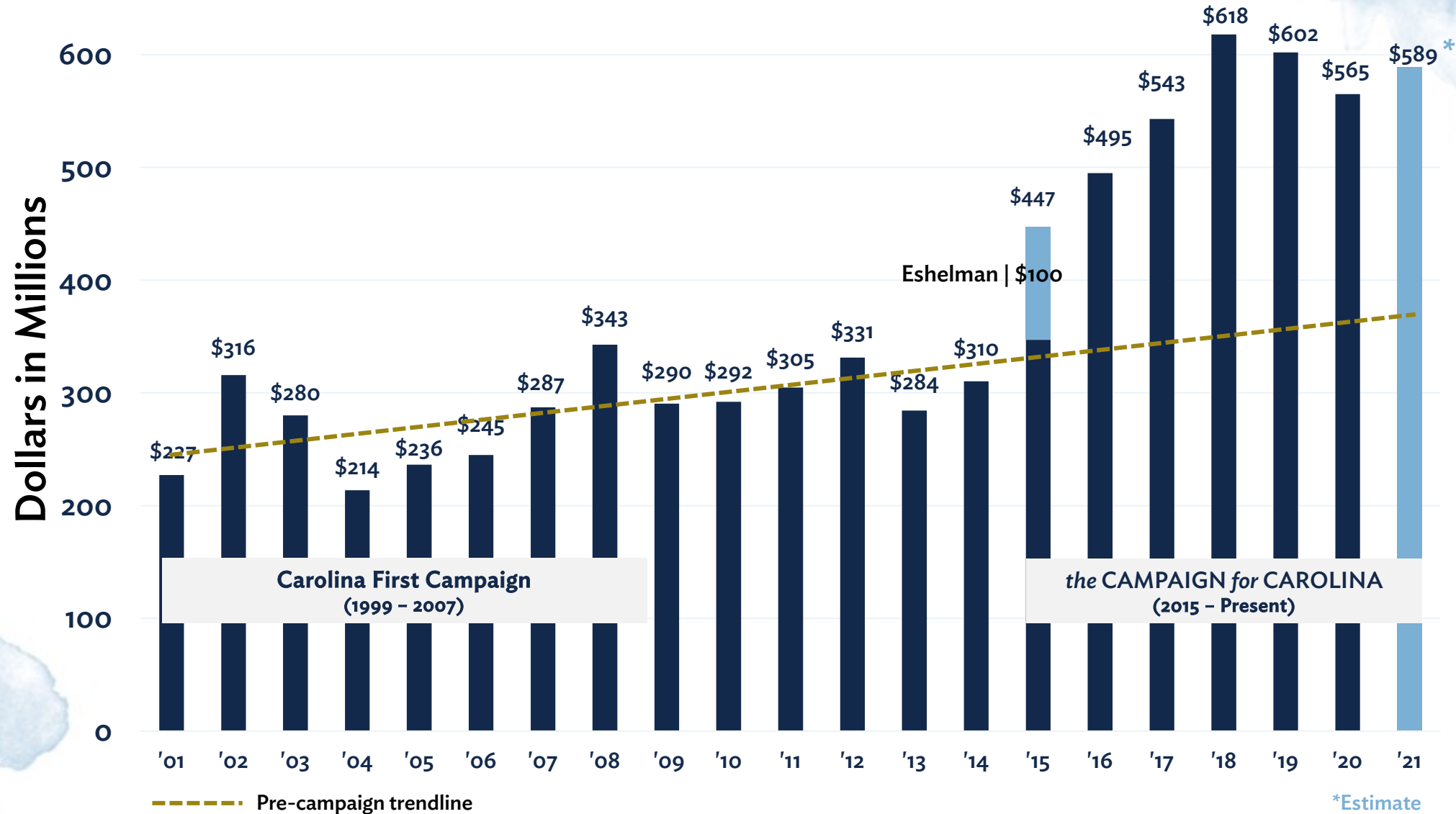
NEW COMMITMENTS PER \$1 INVESTED. DATA BY FY.



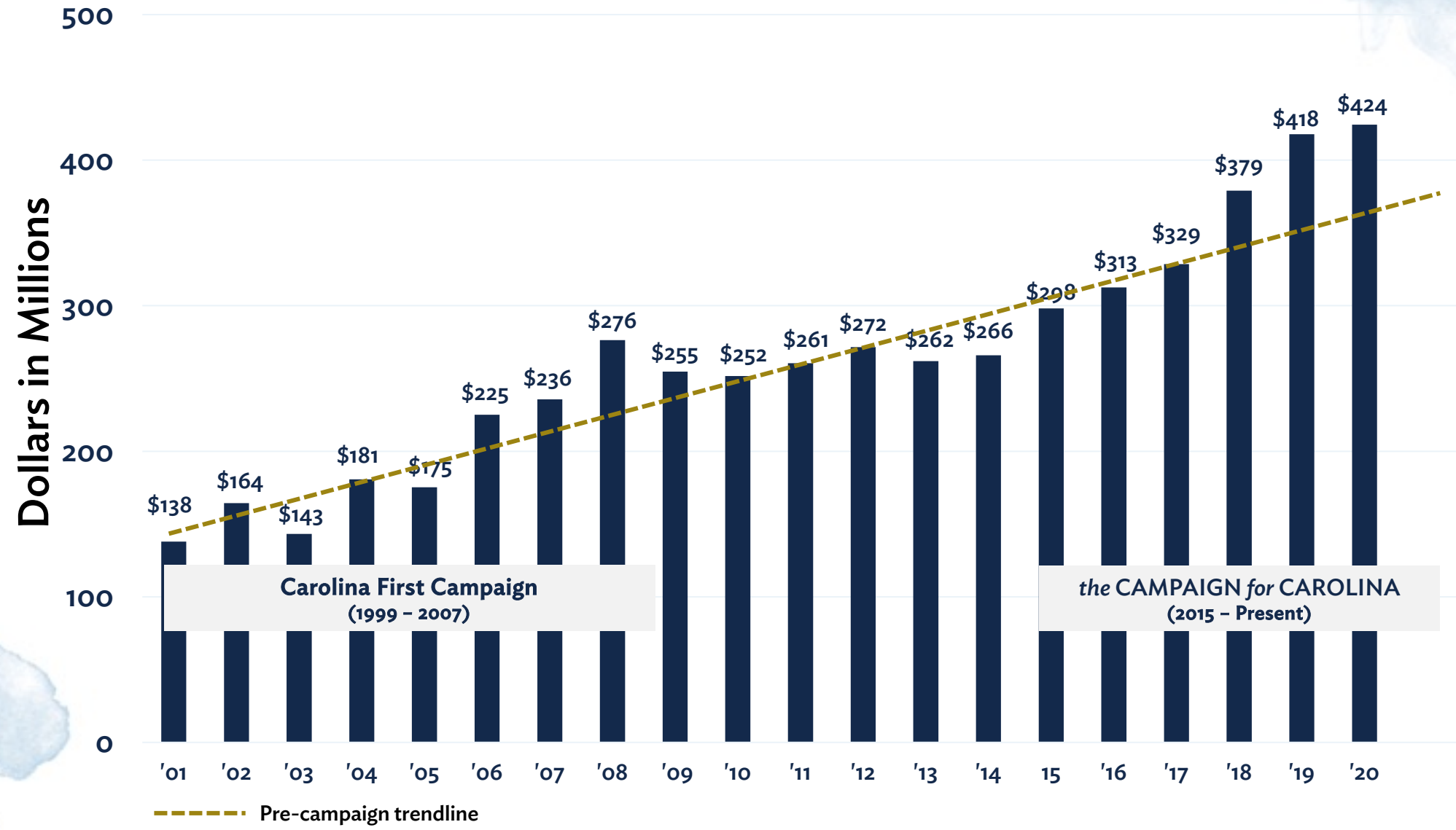
CAROLINA'S NEW CASH AND COMMITMENTS



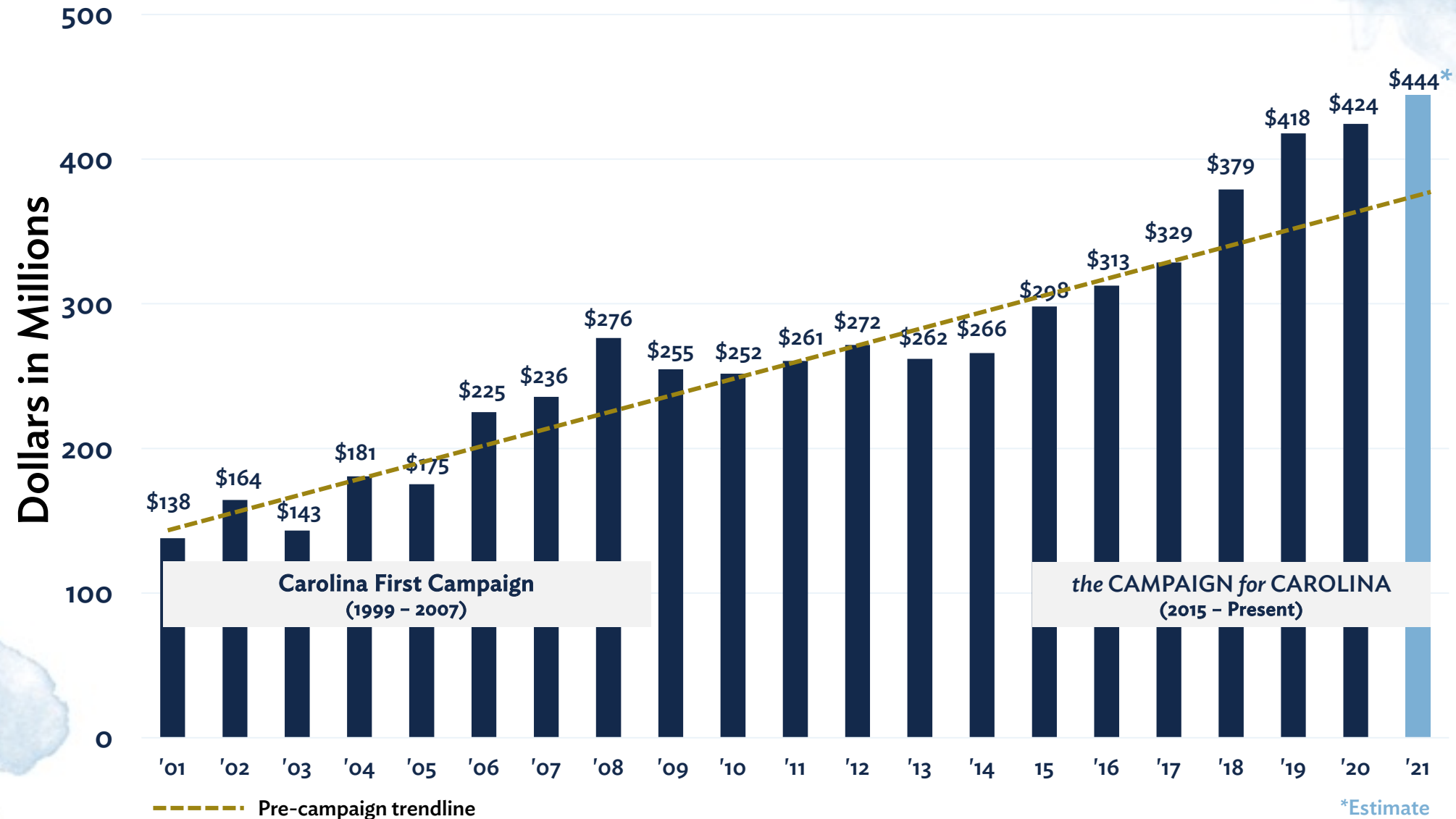
CAROLINA'S NEW CASH AND COMMITMENTS



CAROLINA CASH



CAROLINA CASH





FUNDRAISING@CAROLINA

David S. Routh

Vice Chancellor for Development