



September 22, 2021, 3:40PM
Chancellor's Ballroom, Carolina Inn

OPEN SESSION

FOR ACTION

1. Election of Members to the Board of Directors of WUNC Public Radio Attachment A

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. Carolina's COVID-19 Communications
Beth Keith, Associate Vice Chancellor, Strategic Communications
Tanya Moore, Associate Vice Chancellor, Campus & Community Communications
3. The Campaign for Carolina
David Routh, Vice Chancellor for Development
Leslie Nelson-Bernier, Associate Dean for Development, UNC School of Medicine
4. Board of Visitors Update
Reyna Walters-Morgan, BOV Chair 2019-2021

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

COMMITTEE MEMBERS

Alle Ray McCullen, Chair

Ramsey White, Vice Chair

Dave Boliek, ex-officio

Rob Bryan

Ralph Meekins

Gene Davis

Vinay Patel

Marty Kotis

Lamar Richards

Administrative Liaisons:

Joel Curran, Vice Chancellor for Communications

Clayton Somers, Vice Chancellor for Public Affairs & Secretary of the University

ATTACHMENT A

ELECTION OF MEMBERS TO THE BOARD OF DIRECTORS OF WUNC PUBLIC RADIO, LLC.

Section 3.2 of the Operating Agreement of WUNC Public Radio, LLC requires that the Board of Trustees elect certain members of the WUNC Public Radio, LLC's Board of Directors. Attached is a chart showing the names and terms of the current WUNC Public Radio, LLC Directors. The nominees are shown in bold on the chart.

RECOMMENDED ACTION

A motion to elect Allie Ray McCullen, John Hood, Hannah Gage, and Michael Schoenfeld to the Board of Directors of WUNC Public Radio, LLC pursuant to Section 3.2 of the LLC Operating Agreement for the terms set forth in the attached list.

THE BOARD OF DIRECTORS OF WUNC PUBLIC RADIO, LLC
MEMBERSHIP – 9 DIRECTORS

Nora Casper, General Manager of WUNC-FM	(Ex-Officio)
Joel Curran, Vice Chancellor of Communications	(Ex-Officio)
Teresa Artis Neal	2023
Susan King	2023
Alexia Fields	2023
Michael Schoenfeld <i>(For the unexpired term of James Moeser)</i>	2023
Allie Ray McCullen	2024
John Hood	2024
Hannah Gage	2024

* Individuals are eligible for appointment for up to three (3) consecutive three (3) year terms; all board members listed are eligible for reappointment upon expiration of stated term

BOARD OF TRUSTEES

Carolina's COVID-19 Communications

Beth Keith and Tanya Moore



THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

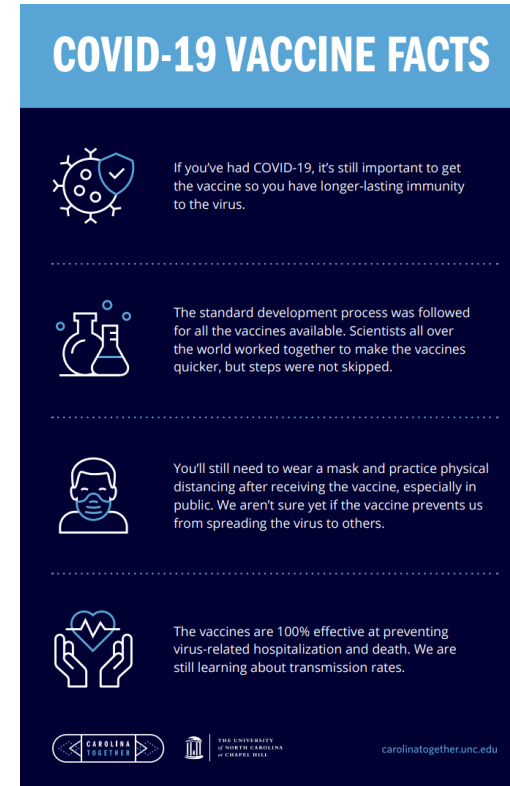
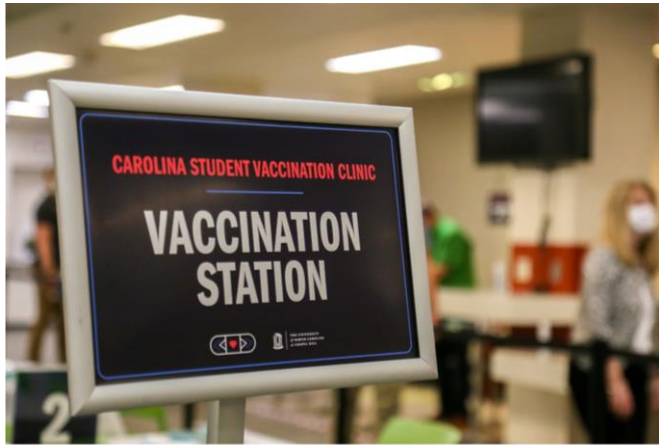
Public Health Education Working Group

- Established in June 2020
- Goal is to clearly communicate expectations regarding our COVID-19 Community Standards to students, faculty and staff for the return to campus
- Faculty experts and researchers from epidemiology, HIV prevention, smoking cessation, change behavior communications; Student representatives

Priorities for Fall Semester

- **Vaccine Encouragement**
- **Community Standards**
 - Testing / Masking / Safer Socializing
- **Care and Wellness**
 - Quarantine & Isolation
 - Caring for yourself and others
 - Community Responsibility / Collective Good

Vaccine Education and Encouragement



Safer socializing



Studying at an indoor café

▼

RISKIER SAFER

Studying at an indoor café

- ✗ Indoors
- ✗ Public Space
- ✗ Not Wearing Masks
- ✗ Not Physically Distanced
- ✗ No Hand Sanitizer



Attending a backyard bonfire

▼

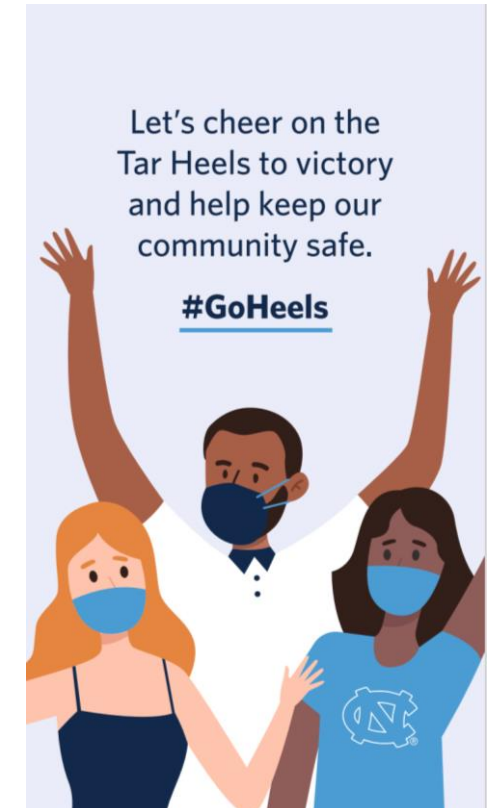
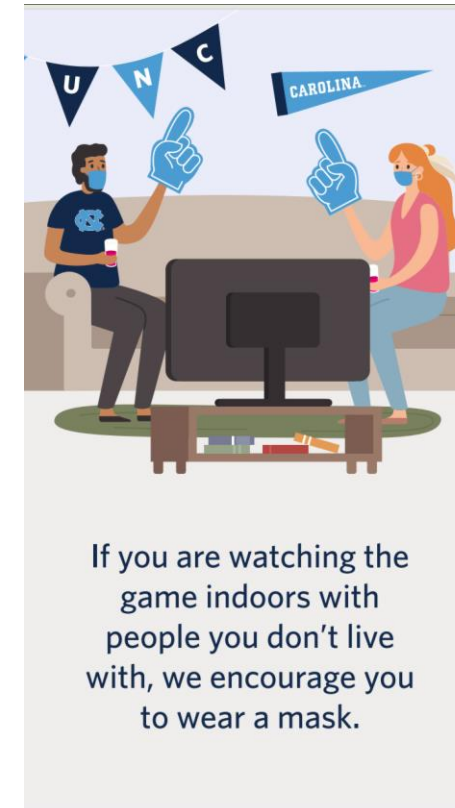
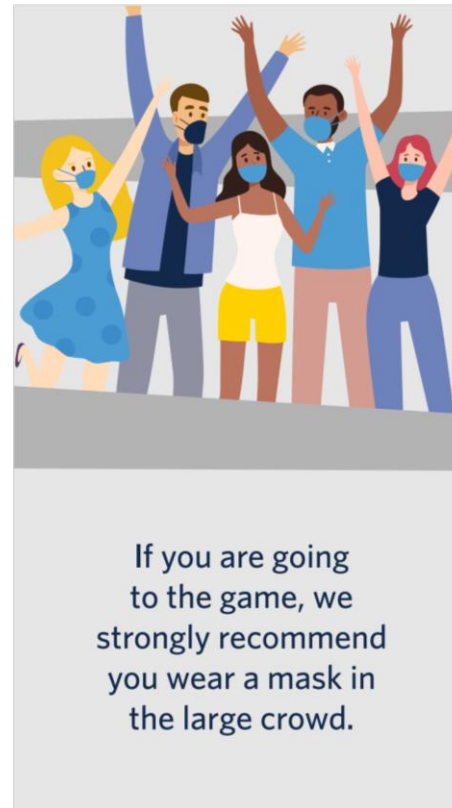
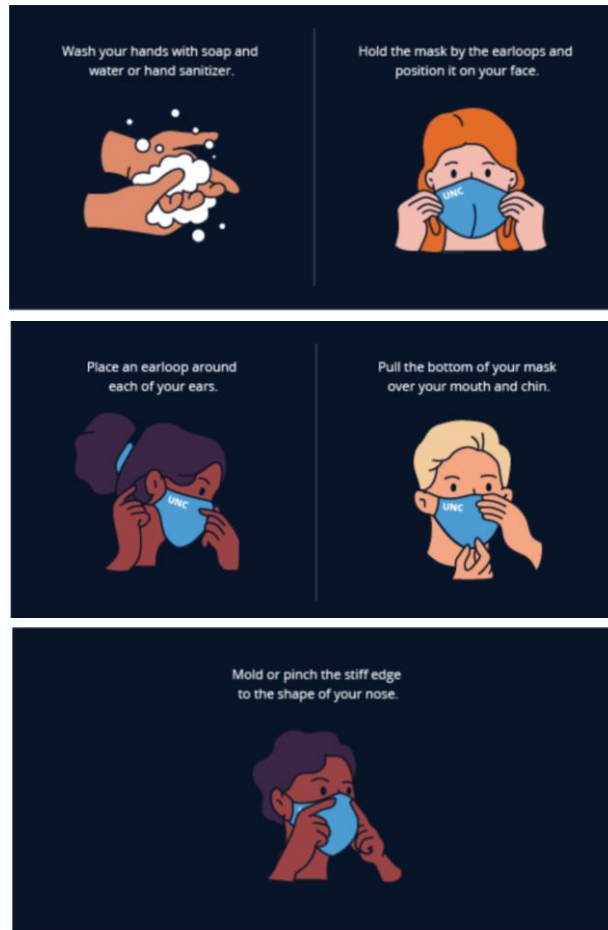
RISKIER SAFER

Attending a backyard bonfire

- ✓ Outside
- ✓ Physically Distanced
- ✓ Private and Controlled Setting
- ✗ Not Wearing Masks

COMMUNICATING WITH STUDENTS

Fall Semester Reminders



Covering the campus response



How Carolina built a frontline defense

University faculty and staff worked tirelessly to build a state-of-the-art COVID-19 testing program, even taking efficiency cues from fast-food drive-through experts.

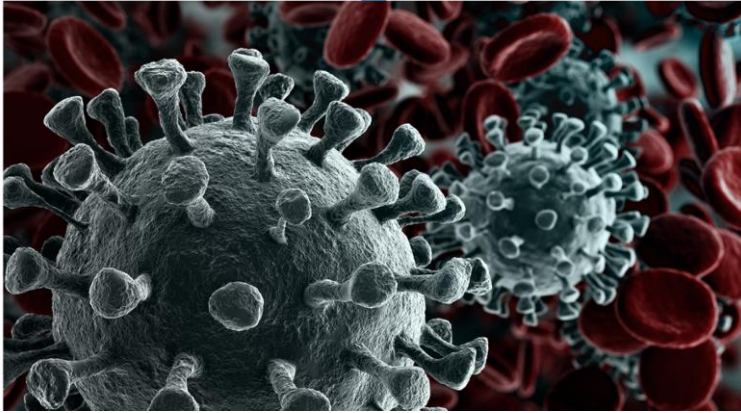
“Doing our very best”

Teams across the University are working tirelessly to prepare for the return to campus.

Communicating a crisis

When communicators needed to get lifesaving messages out to students and employees, they called on the University’s top experts in public health education.

Vaccine encouragement



Vaccinations can stop delta variant

With delta driving more than 85% of COVID-19 cases in the U.S., vaccinations are the best path for ending the pandemic, says Carolina virologist David R. Martinez.



Why I got the shot

COVID-19 vaccines are critical for ending the pandemic. Many in the Carolina community got the shot for more personal reasons.



Delta variant underscores need for COVID-19 Community Standards

Public health expert Kurt Ribisl explains the COVID-19 Community Standards, including the importance of registering your vaccine and wearing a mask while indoors.

Building Community



‘In the red zone’

Meredith Tozzer thought the shutdown would last a few weeks. She had no idea of the challenges she and her family would face.



‘I think I’m losing my mind’

Bernard Bell survived a bout with COVID-19. Six weeks later the real trouble began.



Fair winds and following seas,
Capt. Chapman
For Faculty Chair Mimi Chapman, the hardest part of dealing with her father’s death was not being able to say goodbye to him.

COMMUNITY RELATIONS

Carolina and Community



The Good Neighbor Initiative educates students living off-campus for the first time about issues like trash, noise and getting to know your neighbors. This was especially important during the pandemic when residents were concerned about the impact of off-campus students on our local community health.



All Together banners were hung in the Town of Chapel Hill as a reminder that our campus is part of the larger community. We are better when we work together.



The Town of Chapel Hill used assets designed by our Creative team to remind students, visitors and riders about wearing a mask on Chapel Hill Transit and the Tar Heel Express.



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



• *the* CAMPAIGN *for* CAROLINA •

David S. Routh

Vice Chancellor for Development



478

DAYS REMAINING IN CAMPAIGN

As of September 9, 2021

• the CAMPAIGN for CAROLINA •

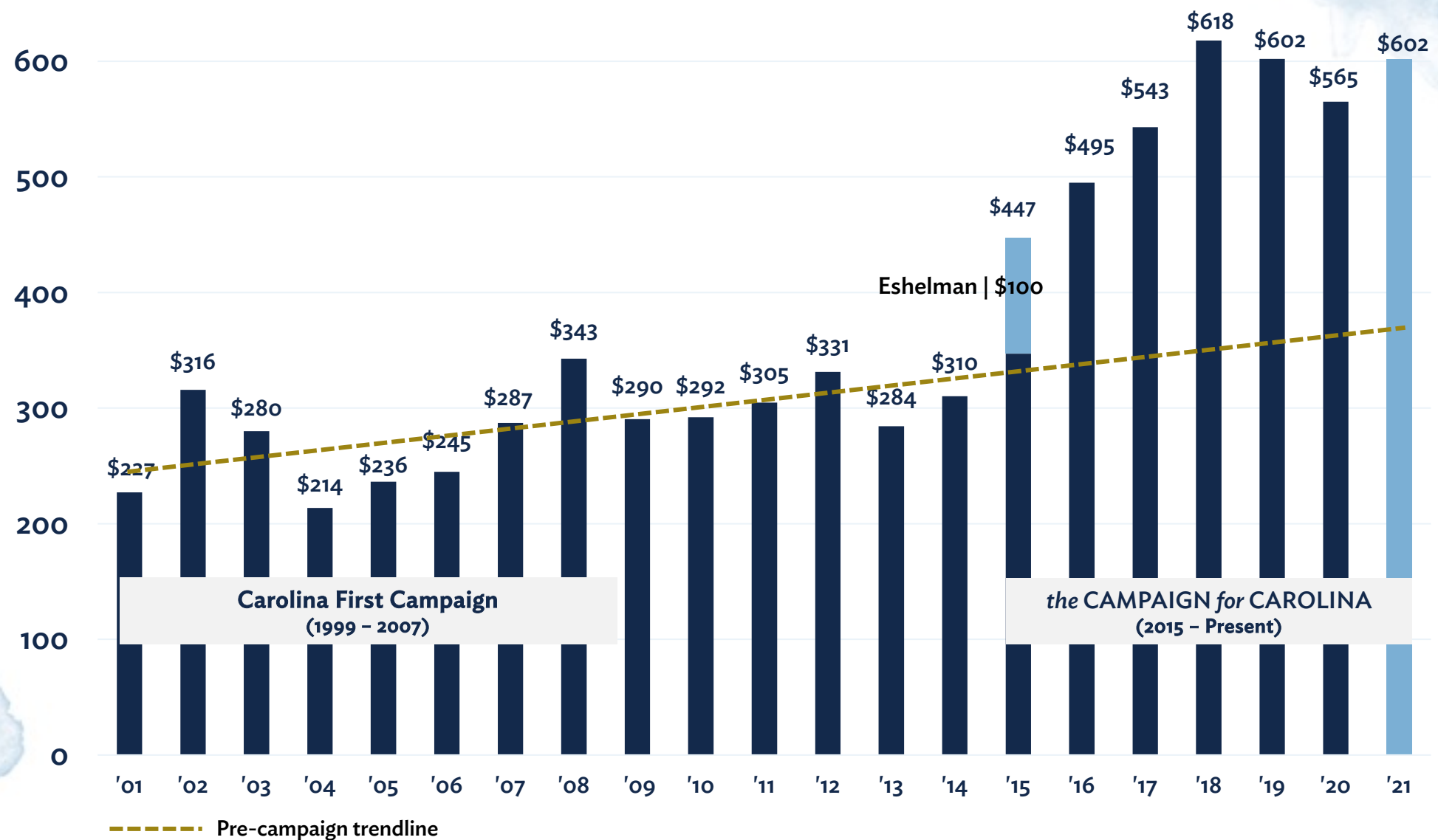


\$601,736,075

FY 21 | TOTAL COMMITMENTS

CAROLINA'S NEW CASH AND COMMITMENTS

Dollars in Millions

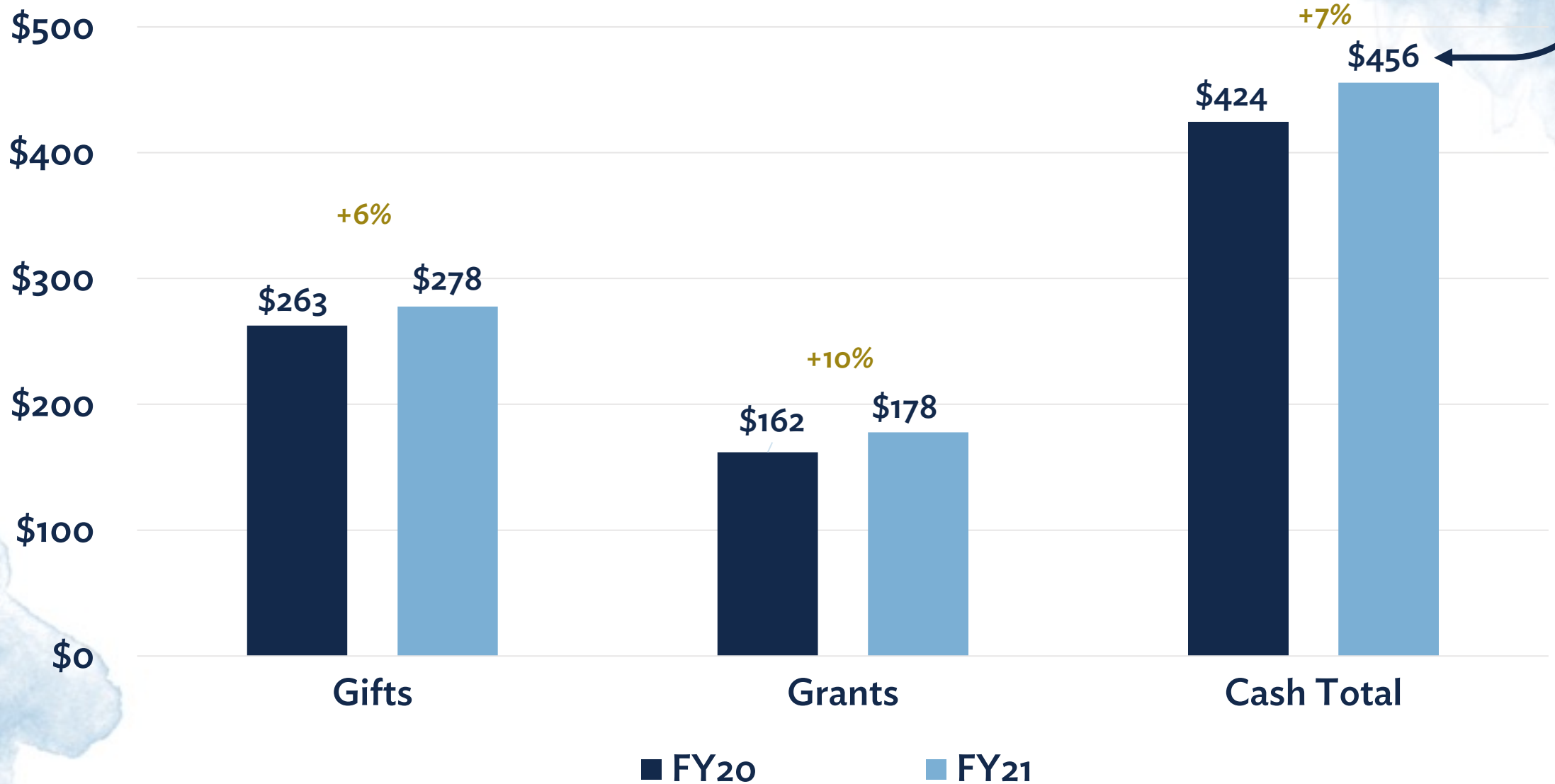




\$455,625,175

FY 21 | TOTAL CASH

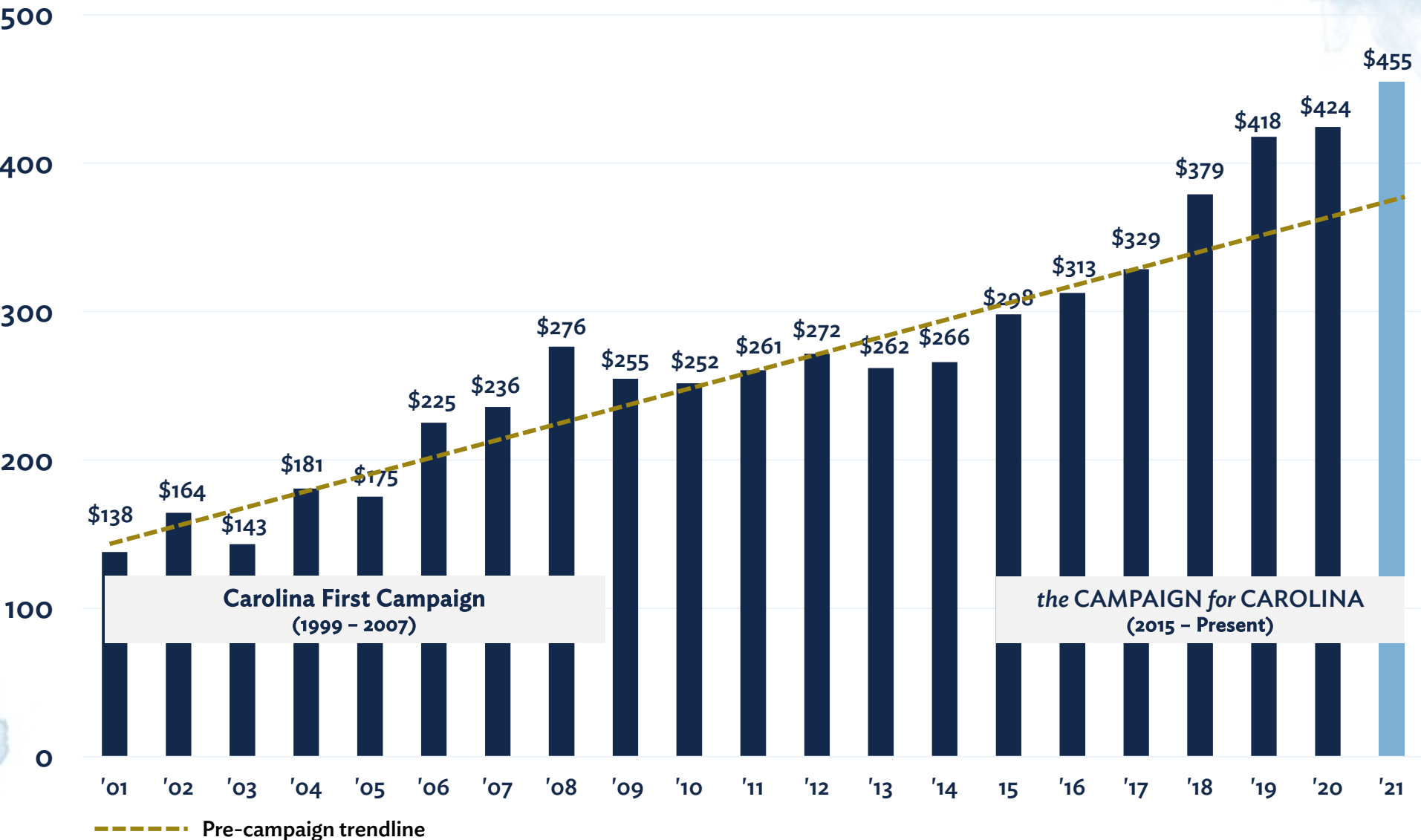
Cash Totals *Final FY21*



Amounts in millions

CAROLINA CASH

Dollars in Millions





\$4 billion

TOTAL CAMPAIGN COMMITMENTS

• the CAMPAIGN for CAROLINA •

Campaign Dashboard

DATA AS OF Sept. 5, 2021

\$4,019,435,563

TOTAL CAMPAIGN ACTIVITY

PERCENT TO
GOAL

95%

TIME
ELAPSED

83%

MONTHS
AHEAD

10.79

TOTAL
DONORS

196,813

ALUMNI
PARTICIPATION

25%

× Campaign Pillars



\$1.42B

THE NEW
GRADUATE

\$553M

THE 21ST C.
PROFESSORiate

\$2.04B

A CULTURE
OF INNOVATION

\$1.69B

SIGNATURE
INITIATIVES

× Unit Progress

		Goal
ACK	41%	\$250M
▶ ASD	110%	\$70M
ATHL	88%	\$500M
CAS	83%	\$750M
▶ CCPS	118%	\$6M
▶ CPA	113%	\$25M
EDU	61%	\$35M
▶ ESOP	104%	\$175M
GOV	74%	\$50M
▶ GRAD	120%	\$10M
▶ GSGPH	113%	\$200M
HEALTH	107%	\$1B
▶ HSJM	109%	\$75M
IE	78%	\$12M
KFBS	87%	\$400M
LAW	88%	\$75M
LIB	91%	\$50M
▶ MCF	107%	\$75M
MPSC	98%	\$20M
NCBG	85%	\$30M
▶ NRI	144%	\$3M
▶ NURS	124%	\$22M
OSSA	49%	\$400M
SAFF	73%	\$15M
▶ SILS	128%	\$20M
SSW	70%	\$23M

▶ Has met goal.

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

School and Unit Performance

Units with FY21 increases vs. FY20

▶ Graduate School	2029%
Hussman School of Journalism and Media	347%
▶ Carolina Performing Arts	278%
School of Nursing	241%
NC Botanical Garden	150%
Nutrition Research Institute	150%
School of Government	93%
▶ Kenan-Flagler Business School	79%

▶ School of Social Work	44%
Institute for the Environment	39%
▶ UNC Health	39%
School of Law	36%
Adams School of Dentistry	23%
Gillings School of Global Public Health	20%
Student Affairs	10%

▶ Best year ever



• *the* CAMPAIGN *for* CAROLINA •

David S. Routh

Vice Chancellor for Development



WHAT DOES



DO?

Campaign Highlights Video

<https://www.youtube.com/watch?v=8BRUKNpKZU4>

Advancement Leadership Lab



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



THE OHIO STATE
UNIVERSITY



PennState



TEXAS
The University of Texas at Austin



UNIVERSITY OF
TORONTO

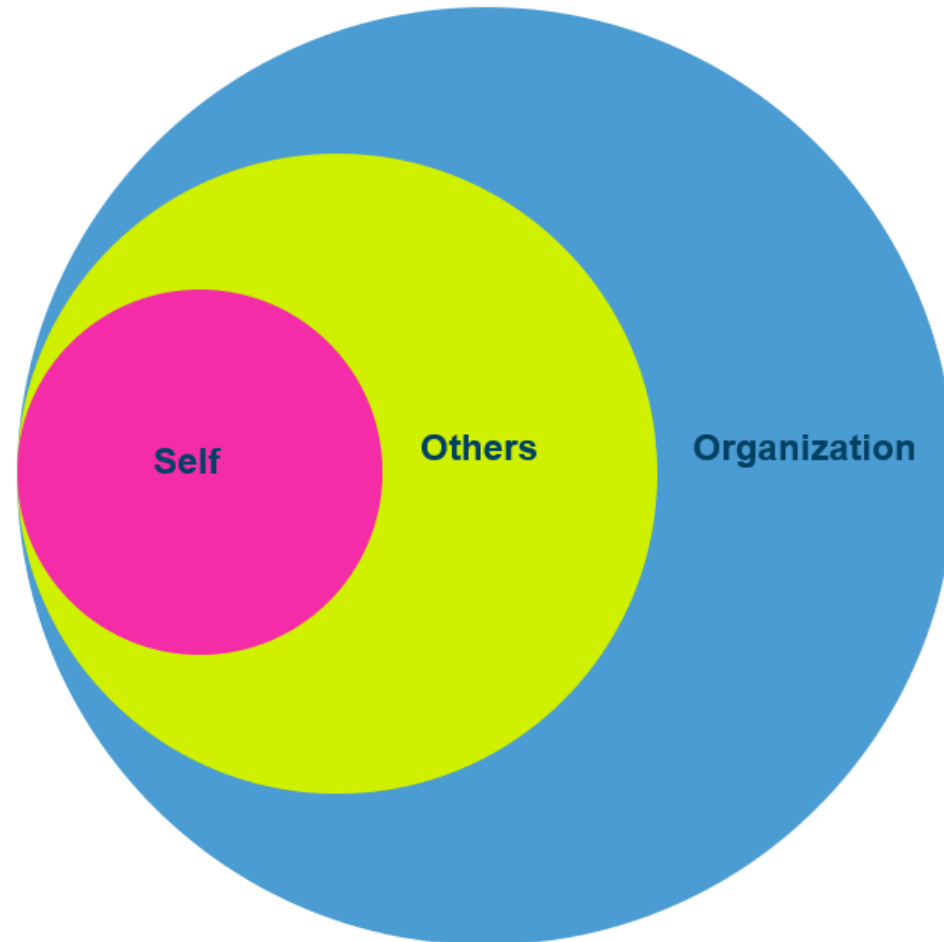


UNIVERSITY
of VIRGINIA



UNIVERSITY of
WASHINGTON

Advancement Leadership Lab Framework



Carolina Advancement Leadership Lab



Cate Meno
UNC Health
Director of Annual Giving,
Cancer



David Greer
Morehead Cain
Director of Development



Emily Berryhill
University Development
Associate Director of
University Events



Holly Graham Boney
University Development
Executive Director of
Marketing & Communications



Jordan Whitley-McCauley
School of Law
Regional Development
Officer



Kandace Farrar
University Development
Director of Development for
Scholarships and Student Aid



Lennon Brooks
University Development
Director of Annual Giving



Lisa Avinger
University Development
Director of Revenue &
Data Management



Nick Fulton
Rams Club
Chief Innovation and
Technology Officer



Ronda Manuel
Arts and Sciences
Associate Dean for
Development



Sarah Huppert
School of Dentistry
Senior Director of
Development



Seth Reeves
Rams Club
Senior Director, Major Gifts



UNC Board of Visitors Report

Reyna Walters-Morgan, 2019-2021 Chair

Wednesday, September 22, 2021



THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL



The UNC Board of Visitors



BOV Leadership



Reyna Walters-Morgan
2019-2021 Chair



Brian T. Marley
2021 – 2022 Chair



Jesse Cureton
Vice Chair



BOV Committees

Government Relations



Susan Prevette

Student Career Services



Charles Baldwin



Caroline Croft

Marketing Communications



Martin Godwin

Membership Engagement



Catherine Morris
Co-Chair



Kimberley Kwok
Co-Chair



Tony Kearney
Vice Chair



Mary Eliza McIlhenny
BOV Next Chapter Coordinator

Student Recruitment



Tony Kearney
Chair



Roger Werner
Vice Chair



Kay Sowers
Second Vice Chair



Past BOV liaisons to the UNC Board of Trustees



Tom Wong
Finance,
Infrastructure
and Audit
Committee



Scottie Neill,
University
Affairs
Committee

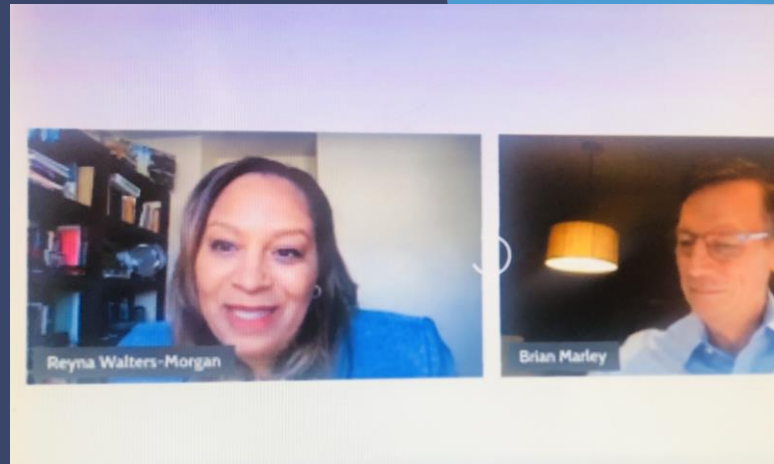


Ashton Poole,
External
Relations



The way we were . . .

The way we are . . .



BOV

*Then
&
Now*

BOV IN 2019

- Hosted a volunteer fair to encourage continued engagement
- Tested an affinity calling group with BOV Student Recruitment
- Introduced virtual meetings for committees because of a hurricane and suggested more virtual opportunities.

BOV IN 2021

- Created a virtual volunteer fair that allowed members to visit with University boards and committees in a timed, yet relaxed, atmosphere
- Continued to show success in landing top academic recruits for Honors Carolina – some members remained connected with students through commencement.
- Not only switched regular meetings to virtual, but also created several additional engagement opportunities

What we have learned

- **Outreach** – Even though the pandemic occurred just before our scheduled meeting, it was critical that we did not cancel. The virtual medical professionals and University leaders served as outreach to our members
- **Technology** – Our original instincts before the pandemic to use virtual sessions to keep members engaged between meeting put us ahead of the game
- **BOV, Next Chapter** – A survey showed that almost all the participants in the virtual volunteer fair indicated they made connections
- **In-person meetings** – A survey of the members showed that 60% to 80% feel comfortable with an in-person meeting; however, some are concerned
- **Engagement** – Comments in the survey showed that members are anxious to engage with each other. With the hurricane and pandemic, some have never met in person ⁹

Future topics to consider

- **Technology** – Continue to monitor our use of technology and its success
- **Liaisons** – Now that the BOT and BOV are meeting in person again, assign new liaisons. The liaisons are a strong engagement tool and help the BOT and BOV connect.
- **Government Relations** – We became very active with government relations at the end of last year. We no longer need to meet every month, but we can use this momentum to connect BOV members and other alumni on topics of interest between meetings
- **BOV, Next Chapter** – We have assigned a volunteer to this program so that we can continue connecting our members with University Boards and Committees in need of volunteers



Questions?

