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
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 2023
(For the unexpired term of James Moeser)
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
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
  o Testing / Masking / Safer Socializing

• Care and Wellness
  o Quarantine & Isolation
  o Caring for yourself and others
  o Community Responsibility / Collective Good
COMMUNICATING WITH OUR CAMPUS COMMUNITY

Vaccine Education and Encouragement

**COVID-19 VACCINE FACTS**

- If you've had COVID-19, it's still important to get the vaccine so you have long-lasting immunity to the virus.

- The standard development process was followed for all the vaccines available. Scientists all over the world worked together to make the vaccines quicker, but steps were not skipped.

- You'll still need to wear a mask and practice physical distancing after receiving the vaccine, especially in public. A profit is yet if the vaccine prevents us from spreading the virus to others.

- The vaccines are 100% effective at preventing virus-related hospitalization and death. We are still learning about transmission risk.

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“I got the shot to protect my family and co-workers.”

James Smith
CARE Leader, Housekeeping Services

carolinagether.unc.edu

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TAR HEELS
THIS IS OUR SHOT

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

4
COMMUNICATING WITH STUDENTS

Safer socializing

Studying at an indoor café
- Indoors
- Public Space
- Not Wearing Masks
- Not Physically Distanced
- No Hand Sanitizer

Attending a backyard bonfire
- Outside
- Physically Distanced
- Private and Controlled Setting
- Not Wearing Masks
COMMUNICATING WITH STUDENTS

Fall Semester Reminders

- Wash your hands with soap and water or hand sanitizer.
- Hold the mask by the earloops and position it on your face.
- Place an earloop around each of your ears.
- Pull the bottom of your mask over your mouth and chin.
- Mold or pinch the stiff edge to the shape of your nose.

If you are going to the game, we strongly recommend you wear a mask in the large crowd.

If you are watching the game indoors with people you don’t live with, we encourage you to wear a mask.

Let’s cheer on the Tar Heels to victory and help keep our community safe. #GoHeels
THE WELL

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.
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.
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.
DAYS REMAINING IN CAMPAIGN
As of September 9, 2021

478
$601,736,075
FY 21 | TOTAL COMMITMENTS
CAROLINA’S NEW CASH AND COMMITMENTS

Dollars in Millions

CAROLINA’S NEW CASH AND COMMITMENTS

Pre-campaign trendline

Carolina First Campaign
(1999 – 2007)

the CAMPAIGN for CAROLINA
(2015 – Present)

Eshelman | $100

$227, $316, $280, $287, $343, $290, $305, $331, $310, $284, $495, $543, $618, $602, $565, $602
FY 21 | TOTAL CASH

$455,625,175
Cash Totals *Final FY21*

- **Gifts**: $263 to $278, +6%
- **Grants**: $162 to $178, +10%
- **Cash Total**: $424 to $456, +7%

*Amounts in millions*

**BEST YEAR EVER**
CAROLINA CASH

Dollars in Millions

Pre-campaign trendline

Carolina First Campaign
(1999 – 2007)

the CAMPAIGN for CAROLINA
(2015 – Present)
$4 billion
TOTAL CAMPAIGN COMMITMENTS
**Campaign Dashboard**

Data as of Sept. 5, 2021

**Total Campaign Activity**

- **$4,019,435,563**
- **95% Percent to Goal**
- **83% Time Elapsed**
- **10.79 Months Ahead**
- **196,813 Total Donors**
- **25% Alumni Participation**

**Campaign Pillars**

- **$1.42B**
  - The New Graduate
  - The 21st C. Professoriate
- **$2.04B**
  - A Culture of Innovation
- **$1.69B**
  - Signature Initiatives

**Unit Progress**

- **Goal**
  - ACK: $250M
  - ASD: $70M
  - ATHL: $500M
  - CAS: $750M
  - CCPS: $6M
  - CPA: $25M
  - EDU: $35M
  - ESOP: $175M
  - GOV: $50M
  - GRAD: $10M
  - GSGPH: $200M
  - HEALTH: $1B
  - HSJM: $75M
  - IE: $12M
  - KFBS: $400M
  - LAW: $75M
  - LIB: $50M
  - MCF: $75M
  - MPSC: $20M
  - NCBG: $50M
  - NRI: $3M
  - NURS: $124M
  - OSA: $400M
  - SAF: $15M
  - SILS: $20M
  - SSW: $33M

- **Has met goal.**

[Acronyms key available online at: https://unc.live/acronyms]
## School and Unit Performance

### Units with FY21 increases vs. FY20

<table>
<thead>
<tr>
<th>Unit</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate School</td>
<td>2029%</td>
</tr>
<tr>
<td>Hussman School of Journalism and Media</td>
<td>347%</td>
</tr>
<tr>
<td>Carolina Performing Arts</td>
<td>278%</td>
</tr>
<tr>
<td>School of Nursing</td>
<td>241%</td>
</tr>
<tr>
<td>NC Botanical Garden</td>
<td>150%</td>
</tr>
<tr>
<td>Nutrition Research Institute</td>
<td>150%</td>
</tr>
<tr>
<td>School of Government</td>
<td>93%</td>
</tr>
<tr>
<td>Kenan-Flagler Business School</td>
<td>79%</td>
</tr>
<tr>
<td>School of Social Work</td>
<td>44%</td>
</tr>
<tr>
<td>Institute for the Environment</td>
<td>39%</td>
</tr>
<tr>
<td>UNC Health</td>
<td>39%</td>
</tr>
<tr>
<td>School of Law</td>
<td>36%</td>
</tr>
<tr>
<td>Adams School of Dentistry</td>
<td>23%</td>
</tr>
<tr>
<td>Gillings School of Global Public Health</td>
<td>20%</td>
</tr>
<tr>
<td>Student Affairs</td>
<td>10%</td>
</tr>
</tbody>
</table>

*Best year ever*
David S. Routh
Vice Chancellor for Development

• the CAMPAIGN for CAROLINA •
WHAT DOES $1B DO?
Campaign Highlights Video

https://www.youtube.com/watch?v=8BRUKNpKZU4
Advancement Leadership Lab
Advancement Leadership Lab Framework
UNC Board of Visitors Report

Reyna Walters-Morgan, 2019-2021 Chair

Wednesday, September 22, 2021
The UNC Board of Visitors
BOV Leadership

Reyna Walters-Morgan
2019-2021 Chair

Brian T. Marley
2021 – 2022 Chair

Jesse Cureton
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.
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?