



November 3, 2021, 3:40 p.m.
Chancellor's Ballroom, Carolina Inn

OPEN SESSION

FOR INFORMATION ONLY

(No formal action is requested at this time)

- | | | |
|----|--|--------------|
| 1. | The Campaign for Carolina
<i>David Routh, Vice Chancellor for Development</i>
<i>Shontel Grumhaus, Associate Dean for Advancement,</i>
<i>Kenan-Flagler Business School</i> | Attachment A |
| 2. | University Communications Update
<i>Beth Keith, Associate Vice Chancellor, Strategic Communications</i>
<i>Tanya Moore, Associate Vice Chancellor, Campus & Community Communications</i> | Attachment B |
| 3. | Public Affairs Update
<i>Clayton Somers, Vice Chancellor for Public Affairs and Secretary of the University</i> | |

*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



• the CAMPAIGN for CAROLINA •

David S. Routh

UNC-CH Board of Trustees External Affairs Committee

November 3, 2021



431

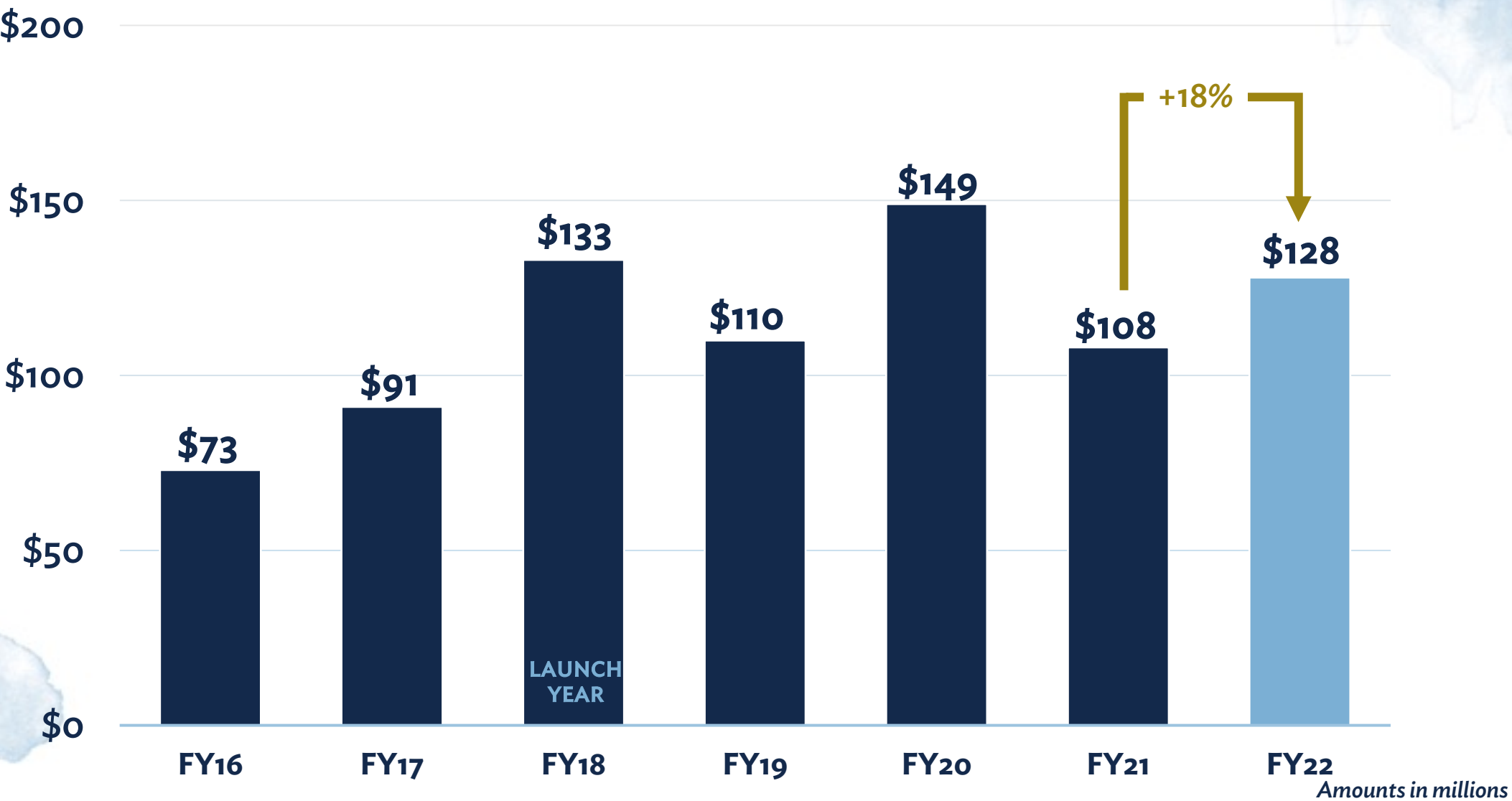
DAYS REMAINING IN CAMPAIGN

As of Oct. 26, 2021

• the CAMPAIGN for CAROLINA •

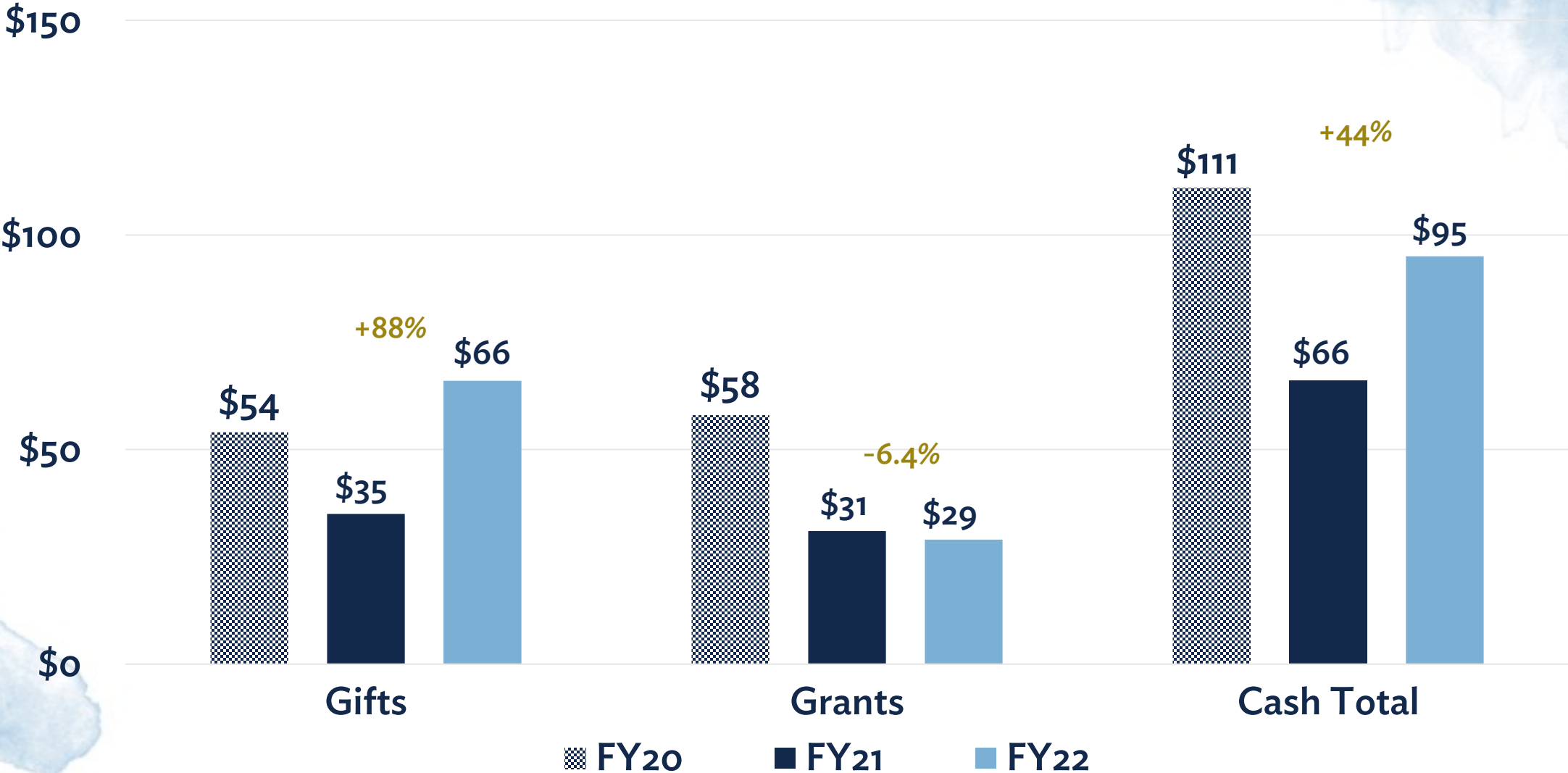


New Cash & Commitments Totals As of 10.25.2021





Cash Totals As of 10.25.2021



Amounts in millions



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Campaign Dashboard

DATA AS OF Oct. 24, 2021

\$4,073,577,835

TOTAL CAMPAIGN ACTIVITY

PERCENT TO
GOAL

96%

TIME
ELAPSED

85%

MONTHS
AHEAD

11.01

TOTAL
DONORS

199,482

ALUMNI
PARTICIPATION

25%

Campaign Pillars



\$1.43B

THE NEW
GRADUATE

\$563M

THE 21ST C.
PROFESSORiate

\$2.07B

A CULTURE
OF INNOVATION

\$1.72B

SIGNATURE
INITIATIVES

Unit Progress

		Goal
ACK	41%	\$250M
ASD	110%	\$70M
ATHL	88%	\$500M
CAS	84%	\$750M
CCPS	118%	\$6M
CPA	114%	\$25M
EDU	63%	\$35M
ESOP	104%	\$175M
GOV	105%	\$50M
GRAD	120%	\$10M
GSGPH	115%	\$200M
HEALTH	100%	\$1B
HSJM	111%	\$75M
IE	78%	\$12M
KFBS	88%	\$400M
LAW	88%	\$75M
LIB	91%	\$50M
MCF	108%	\$75M
MPSC	98%	\$20M
NCBG	86%	\$30M
NRI	144%	\$3M
NURS	127%	\$22M
OSSA	49%	\$400M
SAFF	79%	\$15M
SILS	129%	\$20M
SSW	75%	\$23M

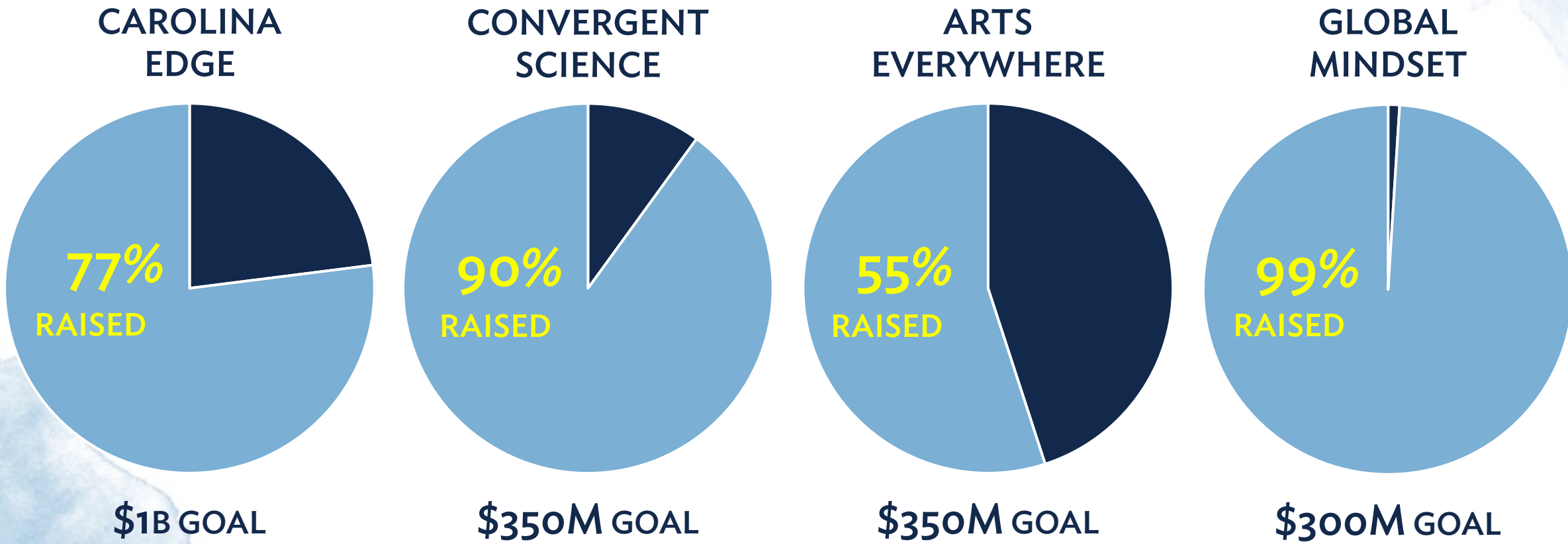
▶ Has met goal.

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



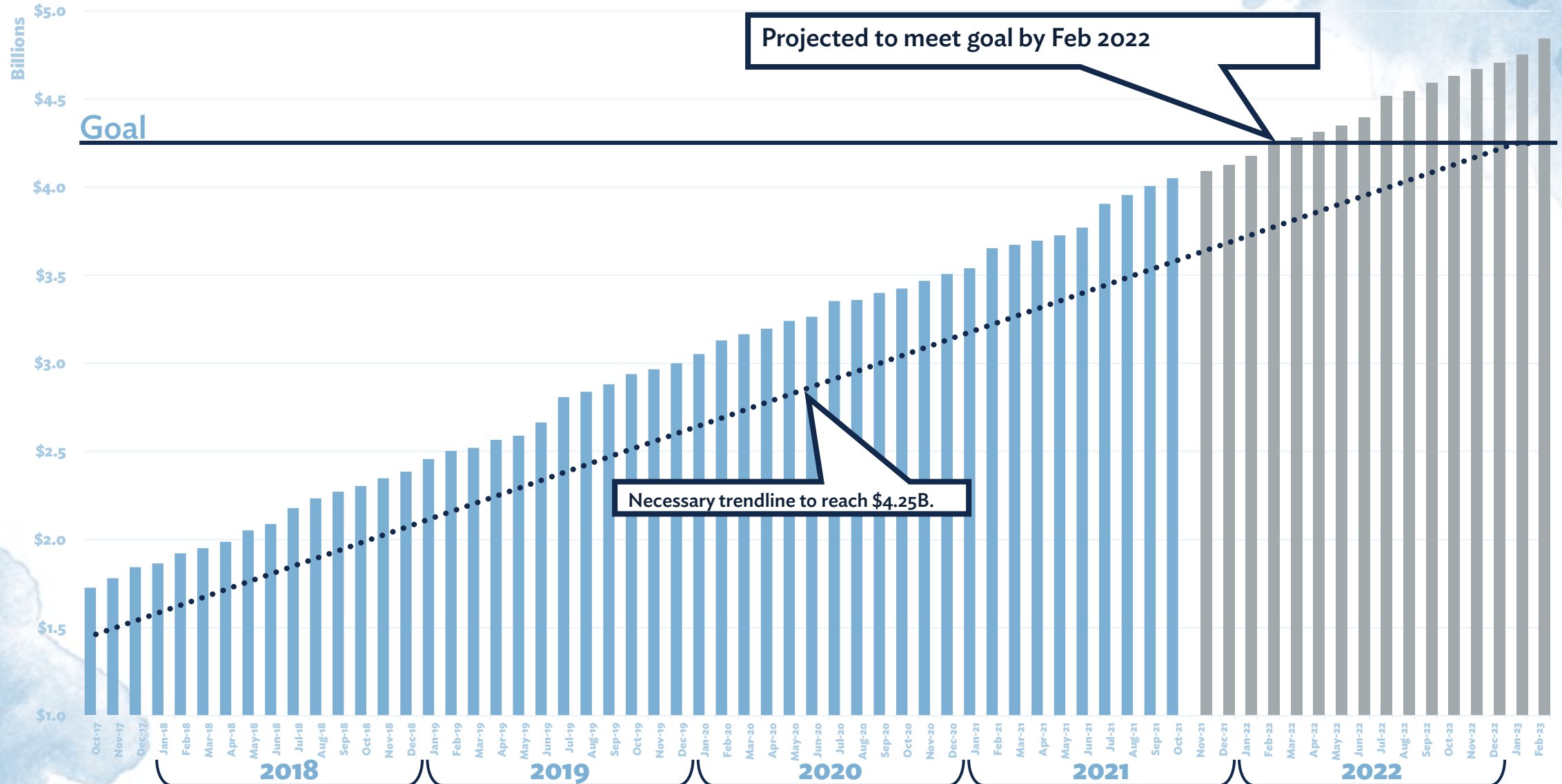
Signature Initiatives

PROGRESS TO GOAL as of 10.24.2021





Progress Against Goal



What is the latest at UNC KENAN-FLAGLER?

**A quick update by
Shontel Grumhaus, Associate Dean for Advancement**

November 3, 2021

Some quick stats

- 3,030 students (BSBA, MBA, MAC and PhD)
 - Most graduate students enrolled in any top 30 school!
- 40,869 alumni
- Two locations and five buildings...about to be six!
- Latest rankings in *U.S. News & World Report*
 - ❖ #8 Undergraduate Business program
 - ❖ #20 FT MBA program
 - ❖ #1 Online MBA program
 - ❖ #9 Master of Accounting program

Kenan-Flagler Campaign Update

- **\$400 million** *Campaign for Carolina* KFBS Goal
- **\$353 million** raised to date
 - **\$80+ million** for the new building
- **\$73 million** raised in FY21 (best year ever!)
- FY 22 Goal is **\$60 million**

In short, we're working hard to cross the finish line!

Focus through end of the Campaign...

- Top funding priorities
 - ❖ student and faculty support
 - ❖ innovative directions
 - ❖ dean's discretionary
- My team
 - ❖ recruiting/retaining top talent
- How to reach more alums, faster
 - ❖ data analyst role
- How to *really* move the needle for KFBS
 - ❖ vision casting/big ideas



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David S. Routh

UNC-CH Board of Trustees External Affairs Committee

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BOARD OF TRUSTEES | NOVEMBER 2021

University Communications

Beth Keith, Associate Vice Chancellor
Tanya Moore, Associate Vice Chancellor



THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Current Team Responsibilities

Beth Keith

ASSOCIATE VICE CHANCELLOR,
STRATEGIC COMMUNICATIONS

- Content and Social Media
- Media Relations
- Issues Management
- Strategic Resources
- UNC Creative

Tanya Moore

ASSOCIATE VICE CHANCELLOR, CAMPUS AND
COMMUNITY COMMUNICATIONS

- Community Relations
- Executive Communications
- Internal Communications
- The Well
- UNC Visitors Center

Beth Keith - Additional Responsibilities

- Strategic communications
- Public health messaging
- Safety/Police/EOC
- High-profile media requests
- WUNC board and management

Tanya Moore - Additional Responsibilities

- Diversity, Equity and Inclusion; History Race and Way Forward
- Town/Gown relations
- Chapel Hill Downtown Partnership Board
- Board of Visitors
- High-profile campus announcements

FALL COMMENCEMENT

Celebrating the Class of 2020



4,300

people have watched
the livestream of the
graduation ceremony

2,800

Watched the video
clip of Coach
Williams' speech



4,845

people "liked"
the Instagram post with
photos from the
weekend



43,400

people watched the
video featuring
Coach Williams
across all platforms





Class of 2020 Commencement speaker Roy Williams welcomes the Tar Heels home

<https://www.youtube.com/watch?v=D8IfOThdw5g>