



January 26, 2022, 3:40 p.m.
Magnolia Room, The Rizzo Conference Center

OPEN SESSION

FOR INFORMATION ONLY

(No formal action is requested at this time)

1. Development Update
David Routh, Vice Chancellor for Development
2. University Communications Update
Beth Keith, Associate Vice Chancellor, Strategic Communications
Tanya Moore, Associate Vice Chancellor, Campus & Community Communications
3. Legislative Update
Christopher McClure, Senior Advisor and Chief Strategy Officer
Kelly Dockham, Director of Federal Affairs

*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

Vice Chancellor for Development

FY22 | 1st Half

NEW COMMITMENTS BY MONTH

JULY

\$50M

AUG

\$51M

SEP

\$43M

OCT

\$45M

NOV

\$85M

DEC*

\$203M

**Unofficial*

FY22 | 1st Half

NEW COMMITMENTS BY MONTH

JULY

SEP

\$433,868,677*

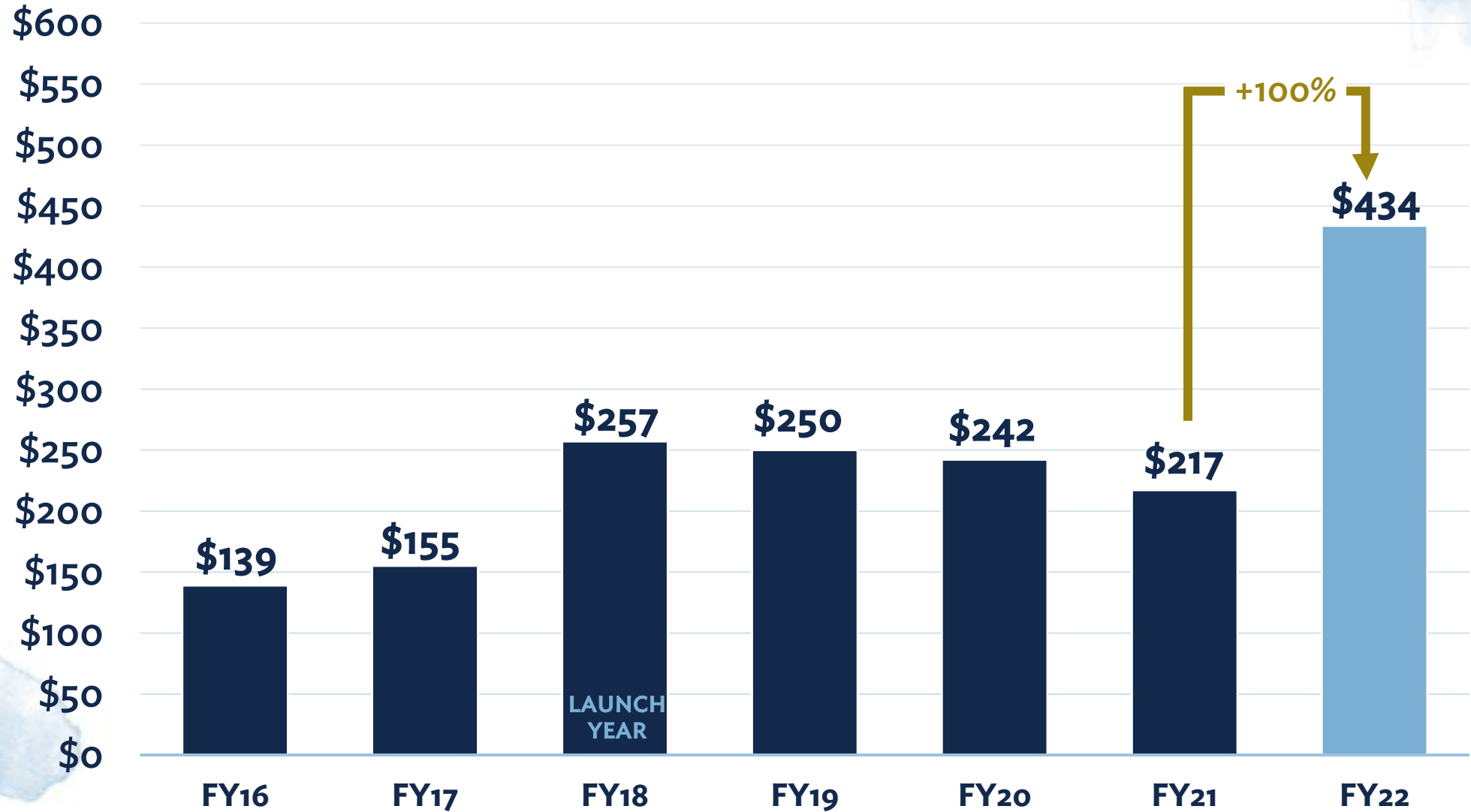
\$45M

\$85M

\$203M

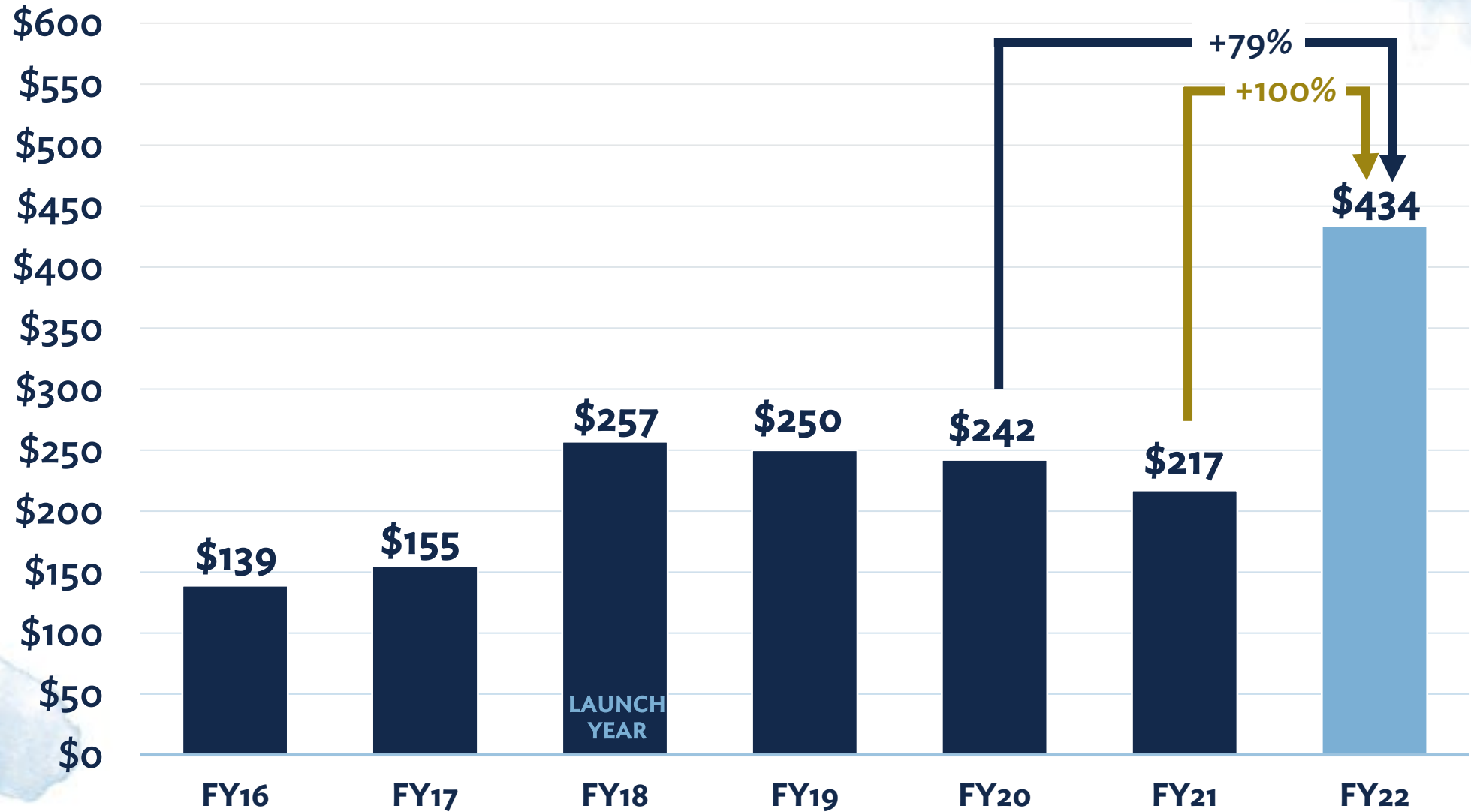
**Unofficial*

New Cash & Commitments Totals *As of 1.10.2022*



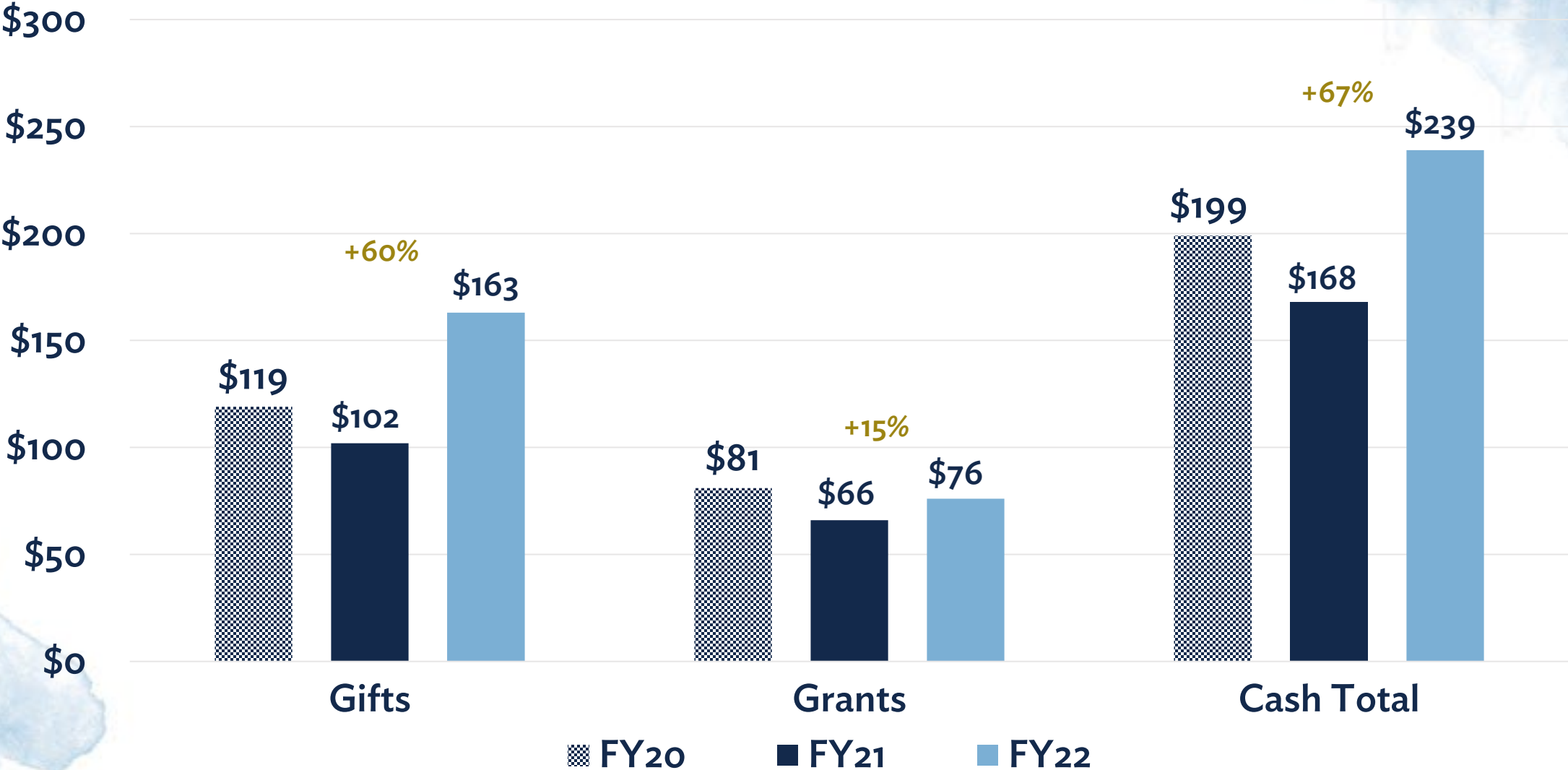
Amounts in millions

New Cash & Commitments Totals *As of 1.10.2022*



Amounts in millions

Cash Totals *As of 1.10.2022*



Amounts in millions

• the CAMPAIGN for CAROLINA •

Campaign Dashboard

DATA AS OF Jan. 9, 2022

\$4,383,833,623
TOTAL CAMPAIGN ACTIVITY

PERCENT TO
GOAL

103%

TIME
ELAPSED

88%

TOTAL
DONORS

202,534

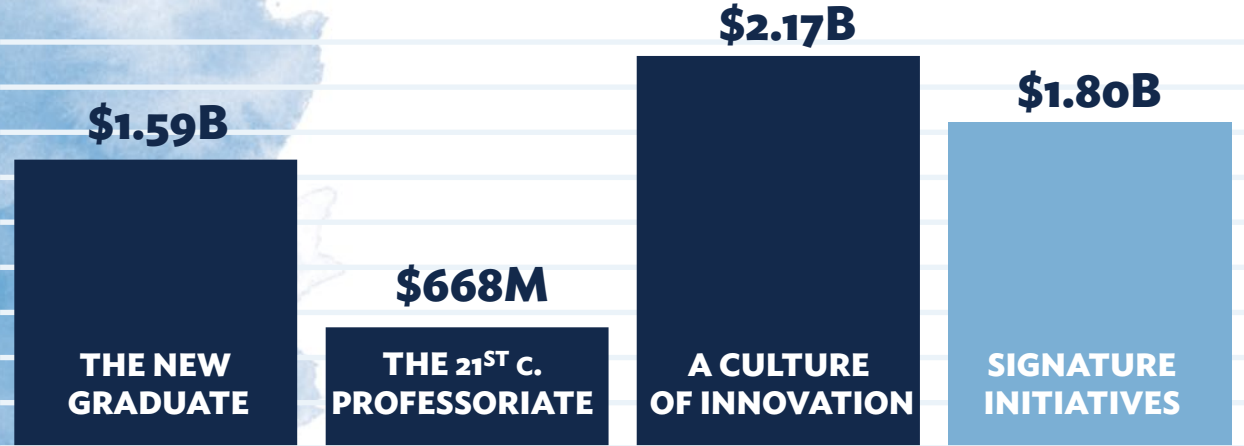
NEW
DONORS

~90,000

ALUMNI
PARTICIPATION

24%

× Campaign Pillars



× Unit Progress

		Goal
ACK	42%	\$250M
ASD	128%	\$70M
ATHL	106%	\$500M
CAS	86%	\$750M
CCPS	119%	\$6M
CPA	114%	\$25M
EDU	66%	\$35M
ESOP	107%	\$175M
GOV	108%	\$50M
GRAD	123%	\$10M
GSGPH	120%	\$200M
HEALTH	115%	\$1B
HSJM	114%	\$75M
IE	81%	\$12M
KFBS	96%	\$400M
LAW	91%	\$75M
LIB	81%	\$50M
MCF	109%	\$75M
MPSC	99%	\$20M
NCBG	87%	\$30M
NRI	153%	\$3M
NURS	138%	\$22M
OSSA	51%	\$400M
SAFF	83%	\$15M
SILS	133%	\$20M
SSW	76%	\$23M

▶ Has met goal.

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

• the CAMPAIGN for CAROLINA •

Campaign Dashboard

DATA AS OF Jan. 9, 2022

DAYS
LEFT

334

as of Jan. 26, 2022

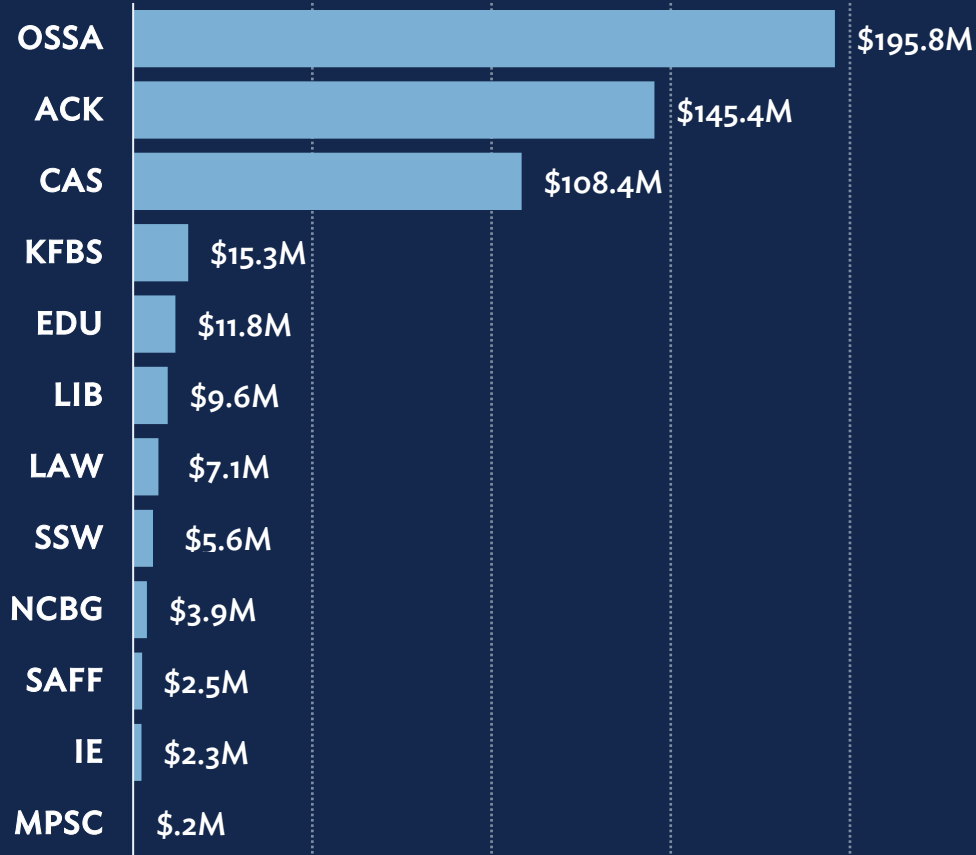
TOTAL
DONORS

202,534

ALUMNI
PARTICIPATION

24%

COMMITMENTS NEEDED By Unit



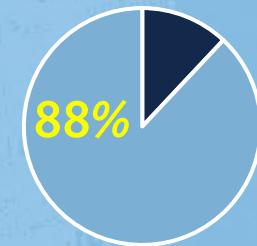
KEY MILESTONE REACHED

ASD
ATHL
CCPS
CPA
ESOP
GOV
GRAD
GSGPH
HEALTH
HSJM
MCF
NRI
NURS
SILS

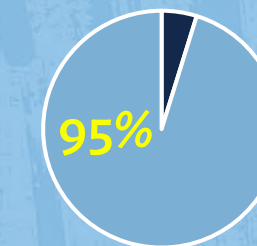
KEY MILESTONE



TIME ELAPSED



PLANNED GIVING



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

• the CAMPAIGN for CAROLINA •
Signature Initiatives

DATA AS OF Jan. 9, 2022

CAROLINA EDGE: Scholarships at Carolina

\$1B Goal

\$816,068,534

TOTAL CAMPAIGN ACTIVITY

PERCENT TO
GOAL

82%

TIME
ELAPSED

88%

MONTHS
REMAINING

11.5

SCHOLARSHIPS
PIPELINE

\$69M



✕ **Unit Progress**

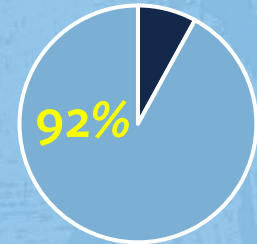
		Goal
ASD	67%	\$15M
ATHL	69%	\$200M
CAS	86%	\$158M
EDU	87%	\$5M
ESOP	78%	\$10M
▶ GOV	143%	\$4M
▶ GRAD	210%	\$5M
GSGPH	58%	\$20M
▶ HEALTH	197%	\$25M
▶ HSJM	120%	\$15M
KFBS	72%	\$134M
LAW	58%	\$35M
▶ MCF	117%	\$70M
NRI	57%	\$1M
OSSA	51%	\$400M
▶ SSW	174%	\$3M

▶ Has met goal.

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

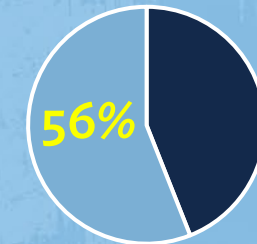
CONVERGENT SCIENCE

\$350M Goal



ARTS EVERYWHERE

\$350M Goal



A GLOBAL MINDSET

\$300M Goal





Impact

• the CAMPAIGN for CAROLINA •

Impact



Breast Cancer Research

\$25M gift from an anonymous grateful patient



Impact



Blue Sky Scholars & KFBS Diversity

Collaboration and first-time major gift donor

Impact

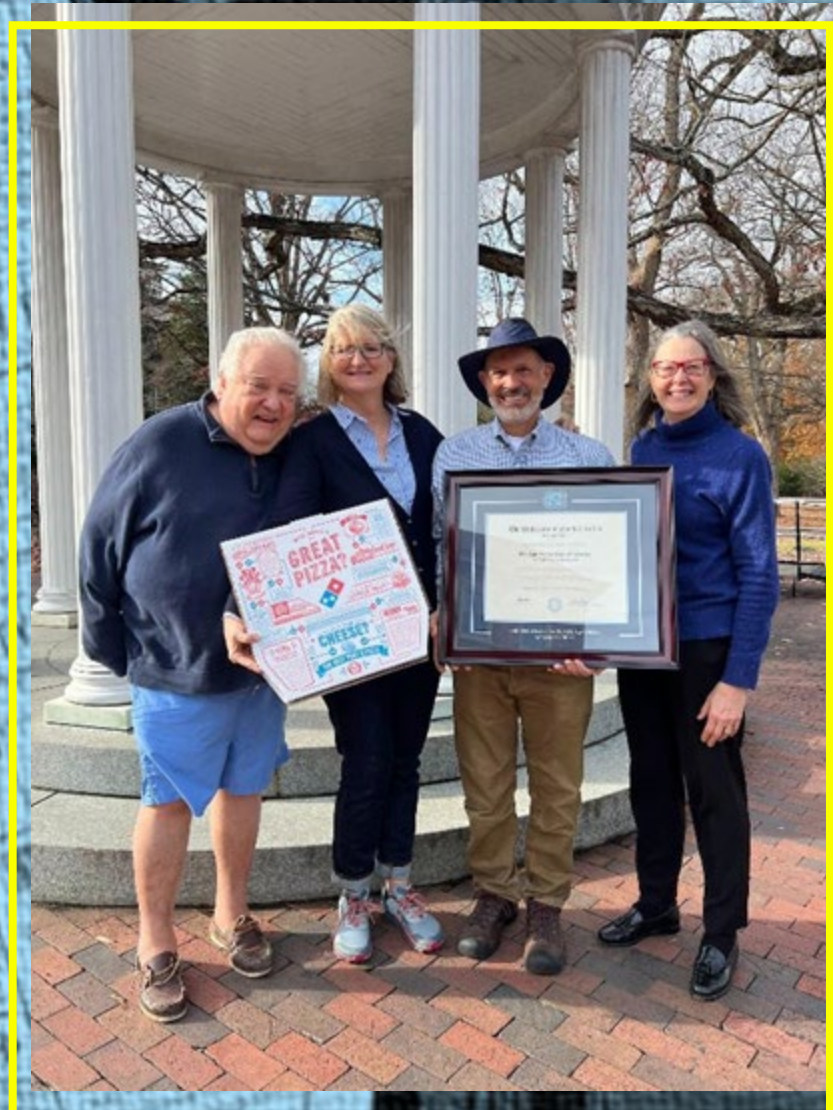


Curtis Media Center

Tangible campaign impact



Impact



The Julie Vestal Gates Scholarship
Supporting returning students



• *the* CAMPAIGN *for* CAROLINA •

David S. Routh

Vice Chancellor for Development

University Communications update

Board of Trustees meeting
Jan. 26, 2022



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Rhodes Scholar Announcement



Takhona Hlatshwako '22

International Health and
Tropical Medicine



Justin Hadad '21

Economics



Kimathi Muiruri '21

Environmental Change
and Management

UNC Visitors Center



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Meet the Speakers



Rhonda Hubbard Beatty

Director



Reilly Stahl

Senior, political science major

About the Center

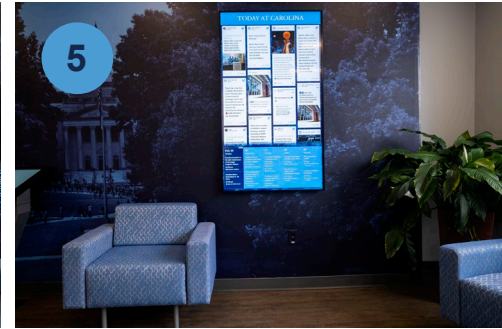
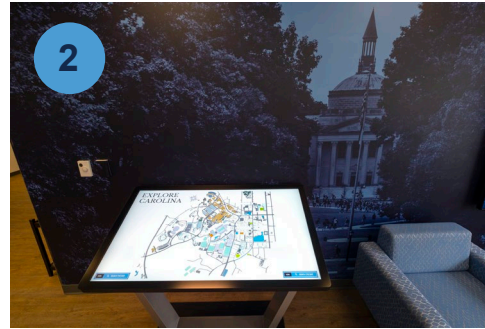
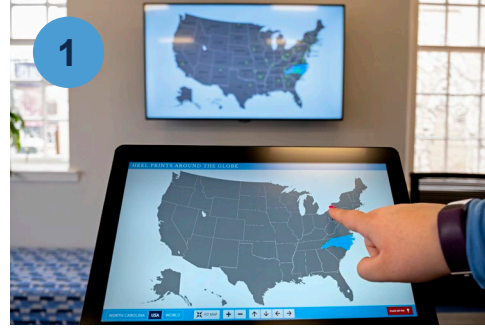


Grand Opening March 6, 2020

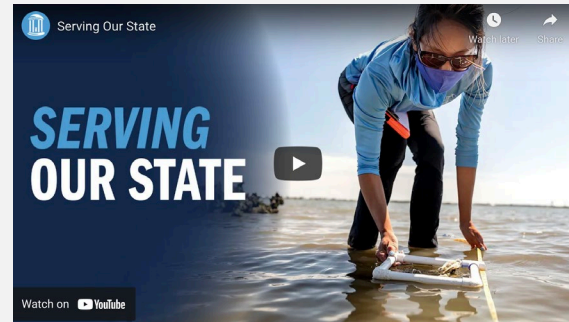
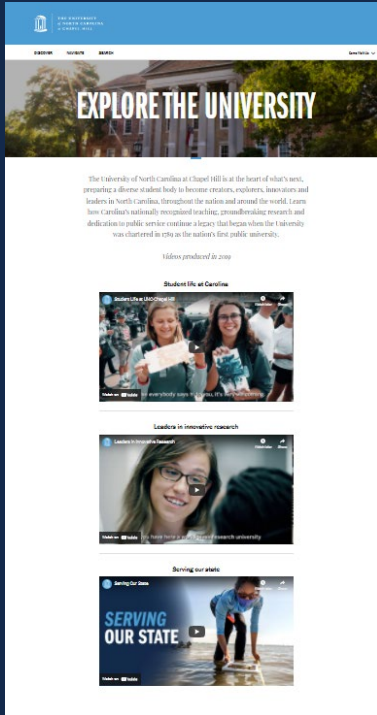


Interactive Features

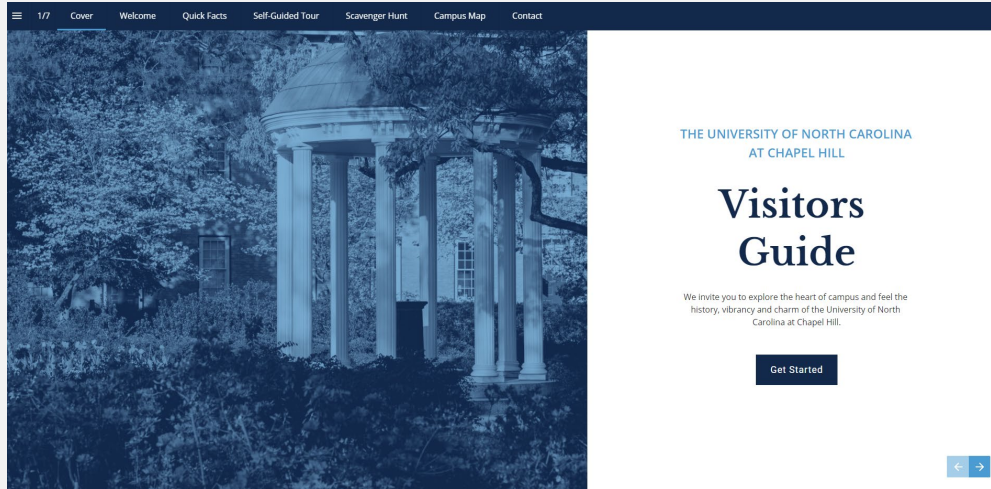
1. Guest hometown map
2. Campus map
3. Notable Tar Heel monitor
4. Welcome to Carolina video
5. Social media and events calendar
6. Rameses!



Added Welcome to Carolina videos



Added Interactive Online Self-Guided Tour



Launched Sense of Place Zoom Tour



Facts & Figures



We have hosted
108 Zoom Tours

with
1,903 participants

from
43 U.S. states

and
20 countries

Facts & Figures



Since the VC reopened to the public
in February 2021, close to

14k guests

have visited in person

Those guests came from

50 U.S. states

and

41 countries

In-Person Guided Tours



Facts & Figures



We have hosted

**85 in-person
Sense of Place Tours**

with
667 participants

from
33 U.S. states

and
six countries

10,000th guest in August 2021



School Group Video Tour



Contact



VisitUNC



VisitUNC



visit_unc

Address

134 E. Franklin Street

Email

uncvisitorscenter@unc.edu

Phone

919-962-3281 from 9 a.m. to 5 p.m.

Website

unc.edu/visitors



VISITORS CENTER



Office of Federal Affairs January 2022 Update

Key Federal Legislation to Watch



Fiscal Year 2023 Key Dates

- Feb 18 – Continuing Resolution expires
- March 1 – State of the Union Address
- TBD – FY23 President's Budget
- Oct 1 – FY23 Begins

2022 Legislation to Watch

- Fiscal Year 2022 Appropriations
- **Fiscal Year 2023 Appropriations**
- Build Back Better
- U.S. Innovation & Competition Act of 2021 (USICA)
- Pandemic Preparedness

(millions of \$)	FY 2020 ENACTED	FY 2021 ENACTED	FY 2022 PRESIDENT'S BUDGET	FY 2022 House Proposal	FY 2022 Senate Proposal	FY 2022 ENACTED
Department of Education						
Pell Grant Maximum	\$6,345	\$6,495	\$6,895	\$6,895	\$6,895	
Federal Work-Study	\$1,180	\$1,190	\$1,190	\$1,430	\$1,230	
Supplemental Education Opportunity Grants (SEOG)	\$865	\$880	\$880	\$1,028	\$905	
International Education and Foreign Language Studies (Title VI):	\$76	\$78	\$78.2	\$93.2	\$85.2	
National Institutes of Health (NIH)	\$41,684	\$42,934	\$51,930	\$49,434	\$47,923	
Centers for Disease Control & Prevention	\$7.9	\$7.8	\$9.5	\$10.6	\$9.7	
Department of Defense – Basic Research	\$2,603	\$2,671	\$2,282.9	\$2,441	\$2,326	
National Science Foundation (NSF)	\$8,278	\$8,487	\$10,169	\$9,360	\$9,487	
NOAA – Oceanic & Atmospheric Research	\$548	\$570	\$722	\$684.5	\$780	
NASA – Office of Science	\$7,139	\$7,301	\$7,931	\$7,970	\$7,901	
Department of Energy						
Office of Science	\$7,000	\$7,026	\$7,400	\$7,320	\$7,490	
Advanced Research Projects Agency-Energy	\$425	\$427	\$500	\$600	\$500	
National Endowment for the Humanities (NEH)	\$162	\$168	\$177.6	\$201	\$182	
National Endowment for the Arts (NEA)	\$162	\$168	\$177.6	\$201	\$182	
US Agency for International Development – Higher Education	\$235	\$235	\$235	\$250	\$250	