UNC BOARD OF TRUSTEES

EXTERNAL RELATIONS COMMITTEE

March 23, 2022, 2:20 p.m.
Chancellor's Ballroom, Carolina Inn

OPEN SESSION

FOR INFORMATION ONLY
(No formal action is requested at this time)

1. WUNC Update
   Beth Keith, Associate Vice Chancellor for University Communications

2. Development Update
   David Routh, Vice Chancellor for Development

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
Gene Davis
Marty Kotis
Ralph Meekins
Vinay Patel
Lamar Richards

CLOSED SESSION MOTION
FOR EXTERNAL RELATIONS COMMITTEE MEETING
WEDNESDAY - 03/23/2022

Mr. Chairman, I move that the External Relations Committee go into closed session pursuant to North Carolina General Statutes Section 143-318.11 (a) (1) (to prevent the disclosure of privileged information under Section 126-22) and (a) (2) (to prevent the premature disclosure of an honorary degree, scholarship, prize, or similar award).

WUNC Board of Trustees Update

Beth Keith

Audience Numbers

#1

Station overall in the Raleigh/Durham market

#1

Mornings, weeknights and on weekends

Audience Numbers

Overall Average Quarterly Hour (AQH) Share: **9.6**
Average Daily Time Spent Listening (TSL): **1:26**
Average Weekly Audience: **306,900**
Average Weekly Time Spent Listening: **4:30**

AQH by Daypart:
M-F 6A-10A: **12.4**
M-F 10A-3P: **6.7**
M-F 3P-7P: **8.3**
M-F 7P-12M: **8.6**
Sa-Su 6A-12M: **12.3**

Financial Updates

	FY 22 Operating Budget	As of 1/31/22	For Comparison 1/31/21	Summary
Revenue	$12,111,854	$8,206,871	$7,171,651	68% of Goal Raised
Expenses	$12,111,853	$6,993,648	$6,657,858	58% of Budget Spent

WUNC is currently 58% of the way through the FY.

WUNC has raised $1,213,223 more than it has spent in FY22.

WUNC receives no direct state/university support.

THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

• the CAMPAIGN for CAROLINA •

David S. Routh

Vice Chancellor for Development

284

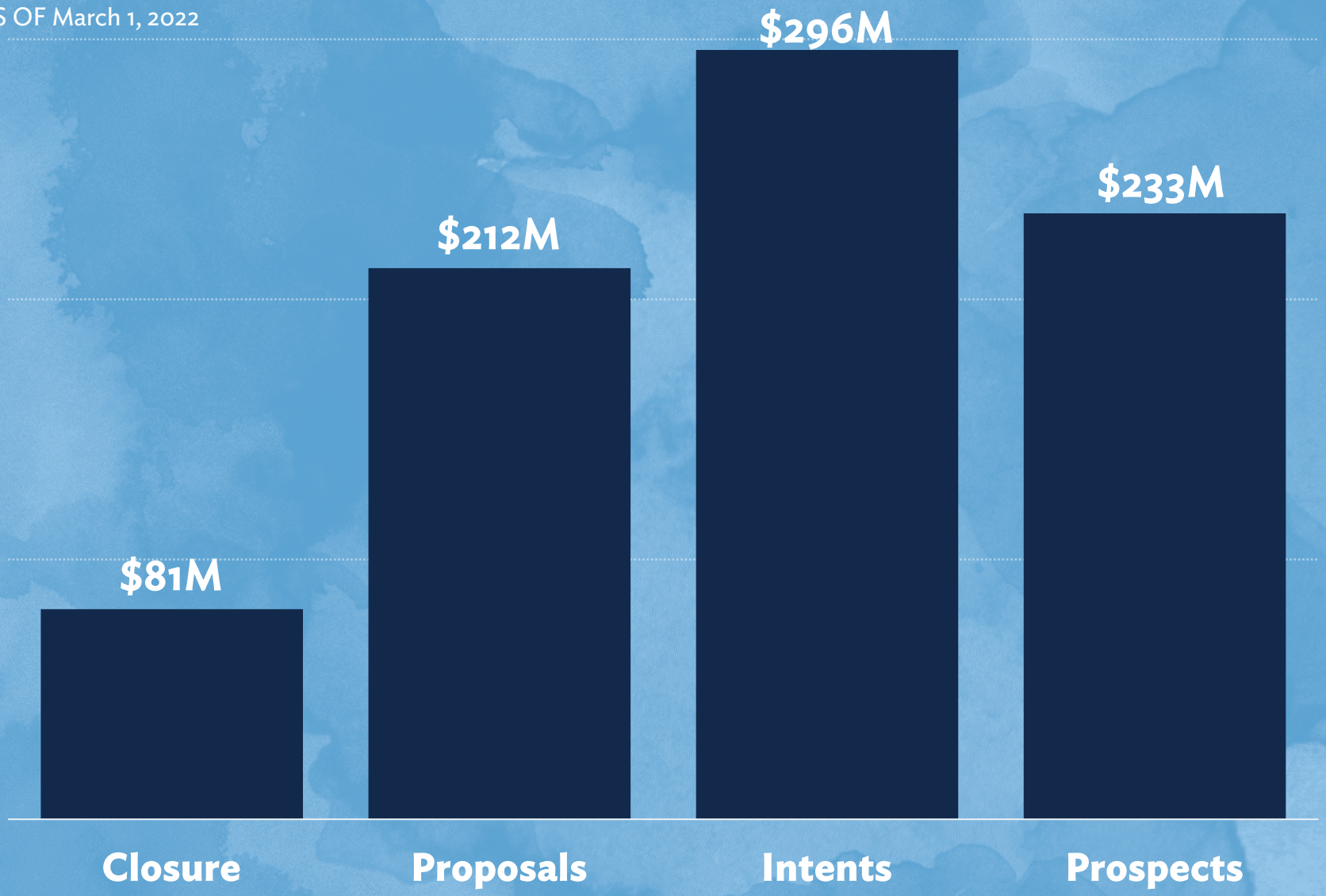
DAYS REMAINING IN CAMPAIGN

As of March 23, 2022

• *the* CAMPAIGN *for* CAROLINA •

Pipeline

AS OF March 1, 2022



TOTAL

$822M

· the CAMPAIGN for CAROLINA ·

Signature Initiatives

DATA AS OF March 1, 2022

CAROLINA EDGE: Scholarships at Carolina

$1B Goal

$861,733,240

TOTAL CAMPAIGN ACTIVITY

PERCENT TO **GOAL**

86%

TIME **ELAPSED**

90%

MONTHS **REMAINING**

10

SCHOLARSHIPS **PIPELINE**

$68M

Unit Progress

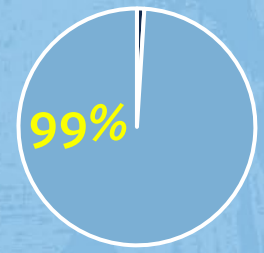
		Goal
ASD	68%	$15M
ATHL	70%	$200M
▶ CAS	104%	$158M
EDU	91%	$5M
ESOP	78%	$10M
▶ GOV	122%	$4M
▶ GRAD	213%	$5M
GSGPH	58%	$20M
▶ HEALTH	199%	$25M
▶ HSJM	120%	$15M
KFBS	74%	$134M
LAW	79%	$35M
▶ MCF	116%	$70M
NRI	59%	$1M
OSSA	52%	$400M
▶ SSW	180%	$3M

▶ Has met goal.

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

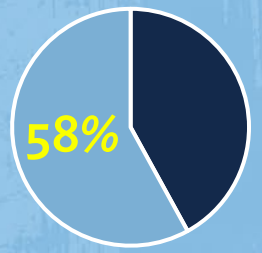
CONVERGENT SCIENCE

$350M Goal



ARTS EVERYWHERE

$350M Goal

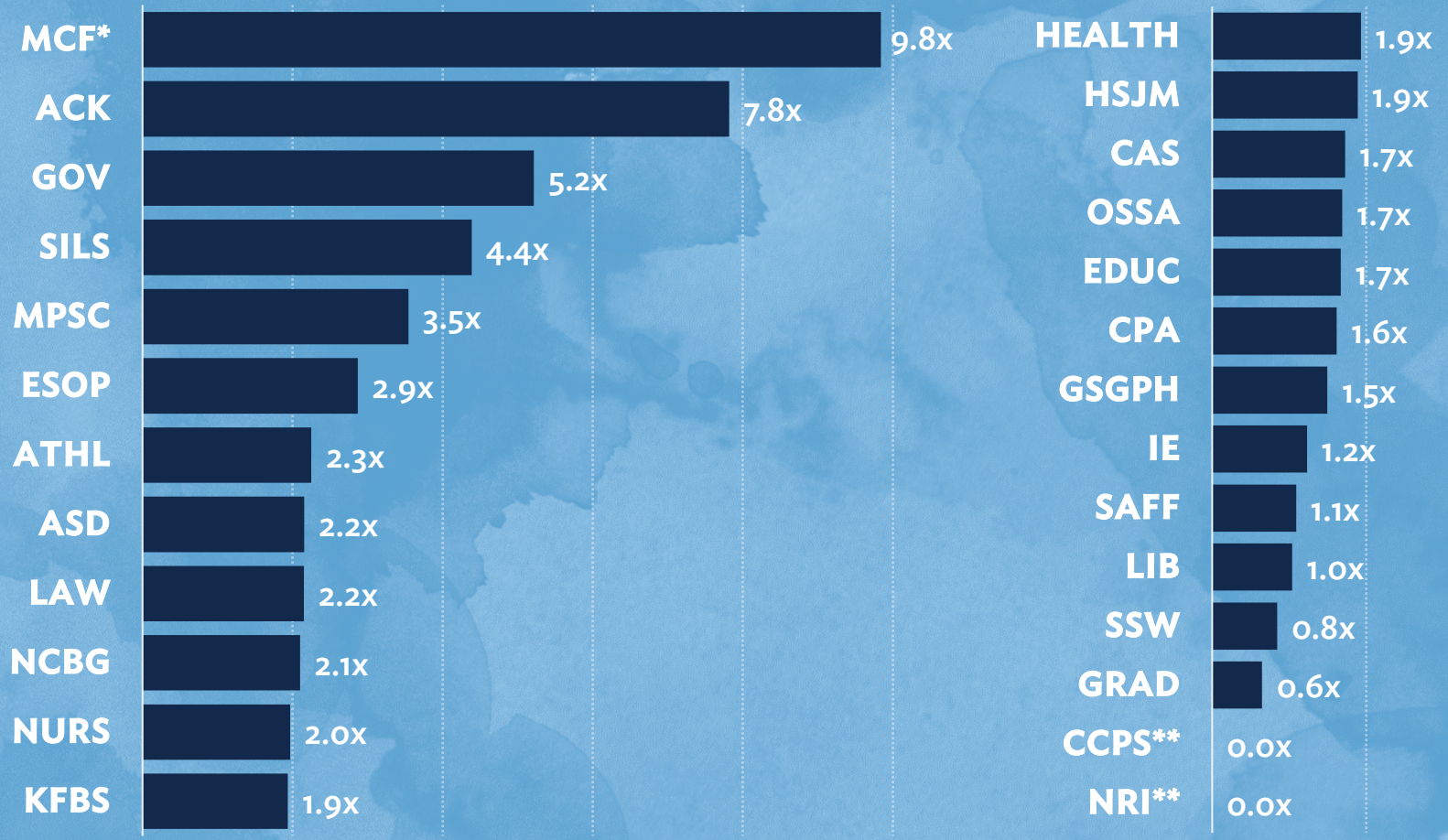


A GLOBAL MINDSET

$300M Goal

Campaign Performance vs. Carolina First

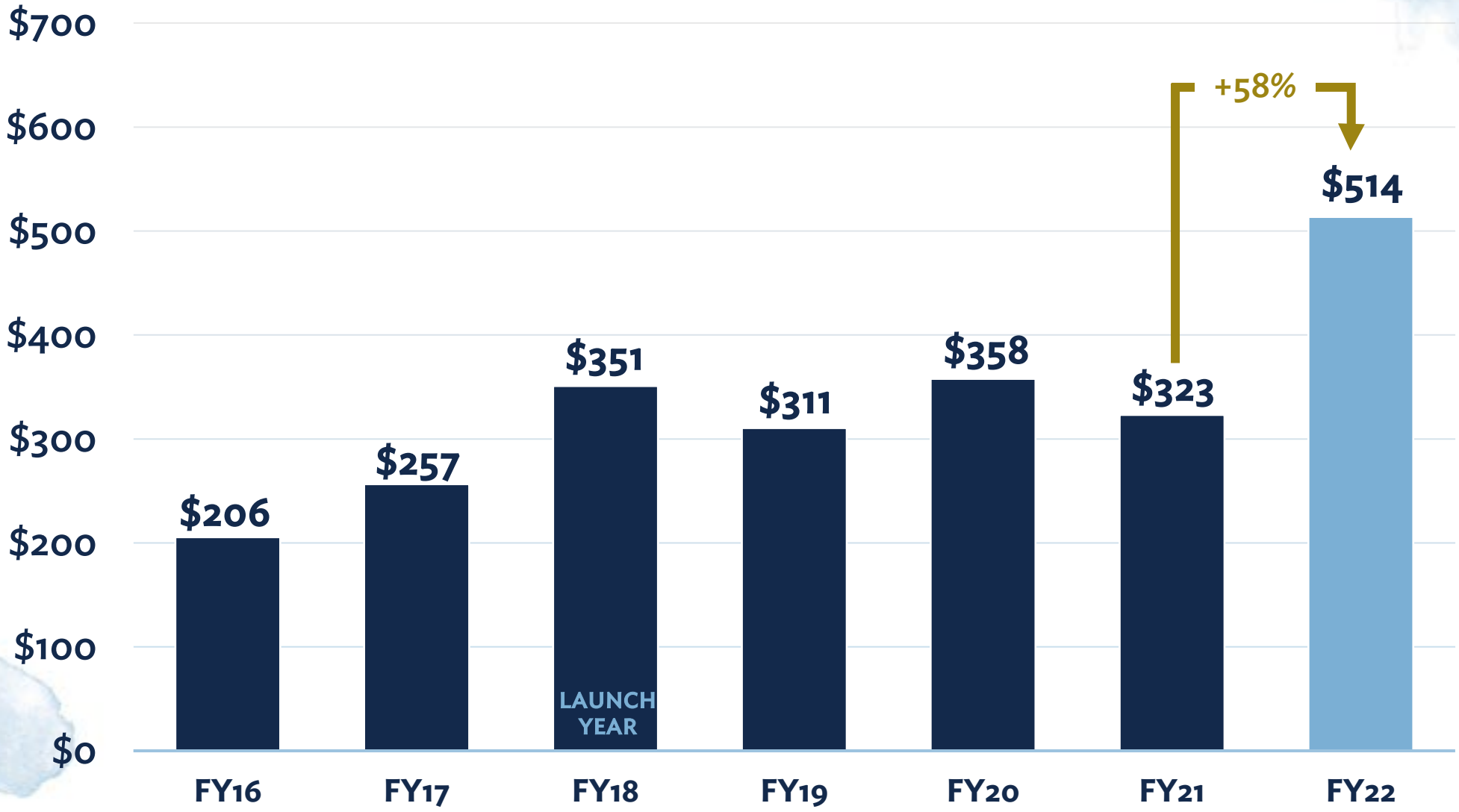
REFLECTS MARCH 1, 2022, TOTALS AS A MULTIPLE OF FINAL CAROLINA FIRST COMMITMENTS



* No Carolina First campaign goal.

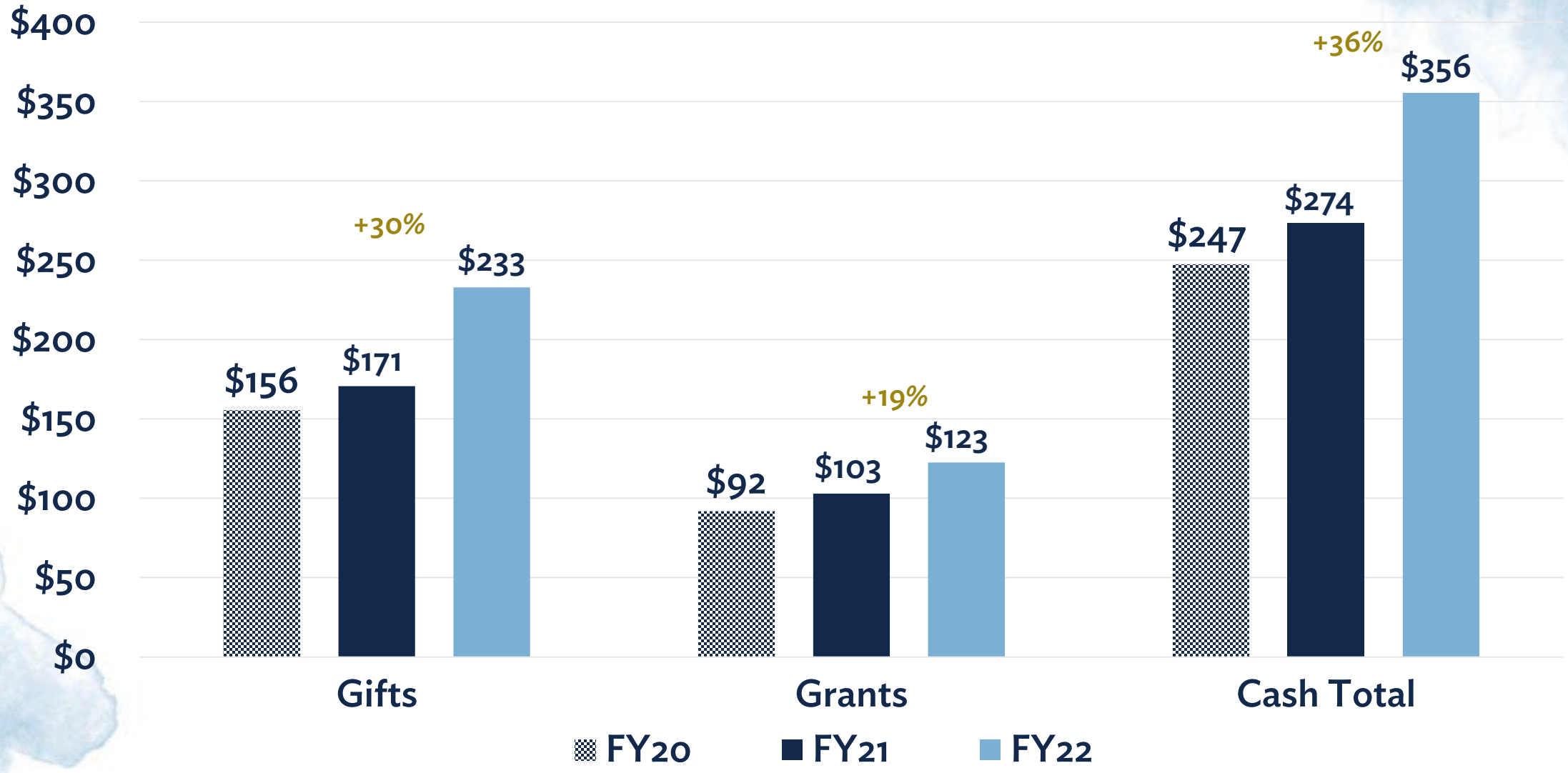
** New fundraising unit.

New Cash & Commitments Totals *As of 3.7.2022*



Amounts in millions

Cash Totals As of 3.7.2022



Amounts in millions

Impact

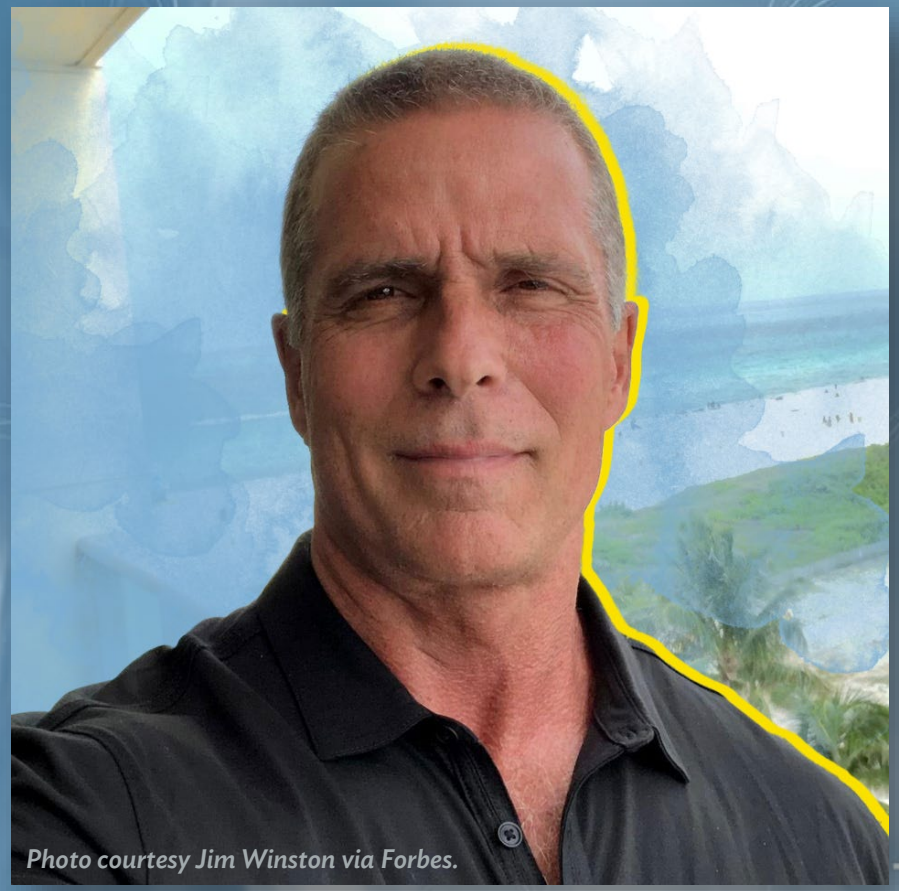


Photo courtesy Jim Winston via Forbes.

Teens & Technology

$10M gift to establish The Winston National Center

Palm Beach Event

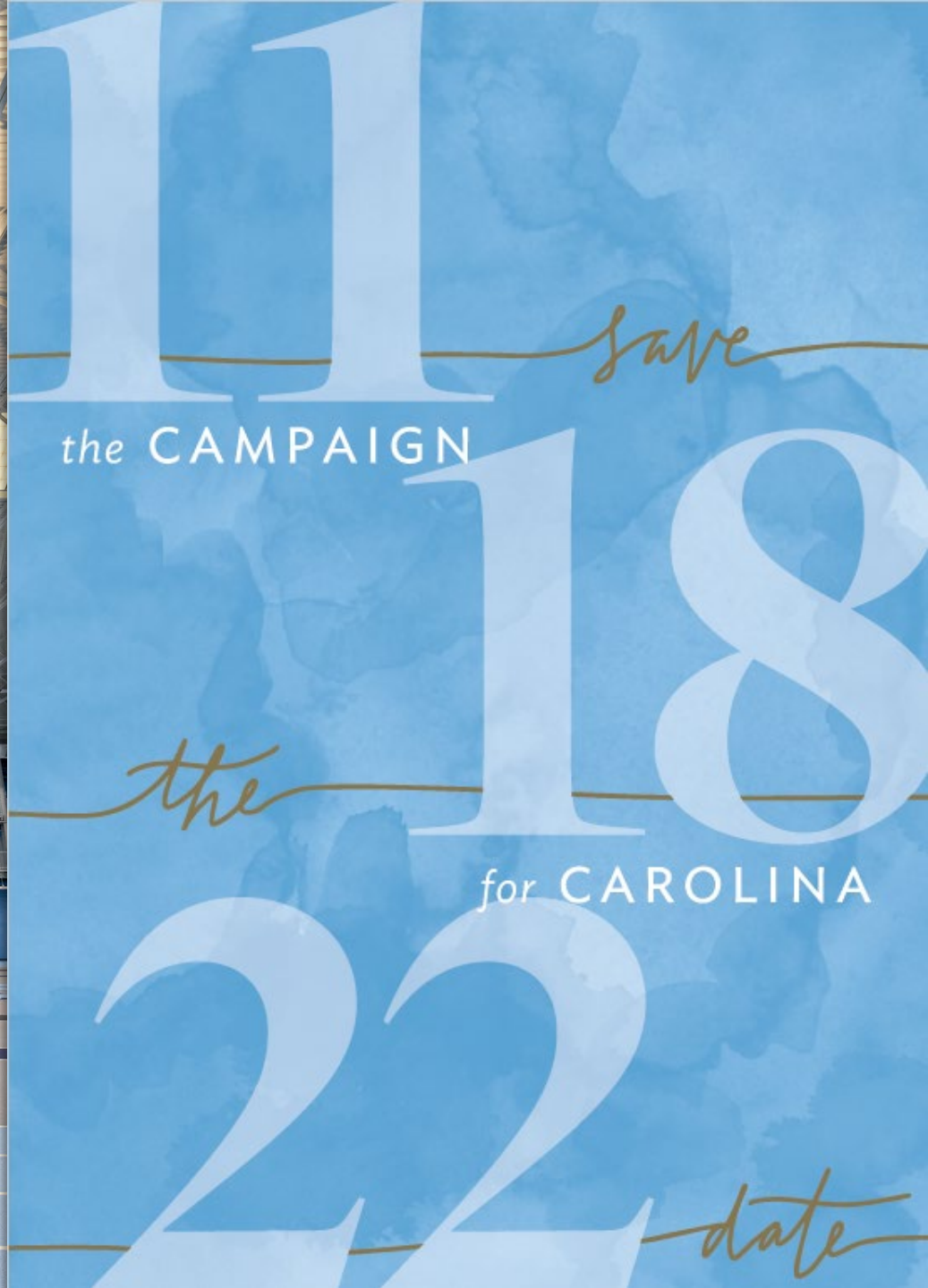
Sarah Truel
Program for Public Discourse Speaker

Erskine Bowles
Blue Sky Scholarships Speaker

Home of Peter & Laurie Grauer
February 8

OVERVIEW

- **Eddie Smith Field House**
- **Ticketed**
- **Target Attendance: ~725**
  - *Top campaign donors*
  - *University leadership*
- **Strategic capstone event**



Give
UNC
3 · 29 · 22