



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

Allie 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



THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

JANUARY 6 AND FEBRUARY 2, 2022

Audience Numbers



#1

Station overall in the Raleigh/Durham market

#1

Mornings, weeknights and on weekends

JANUARY 6 AND FEBRUARY 2, 2022

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



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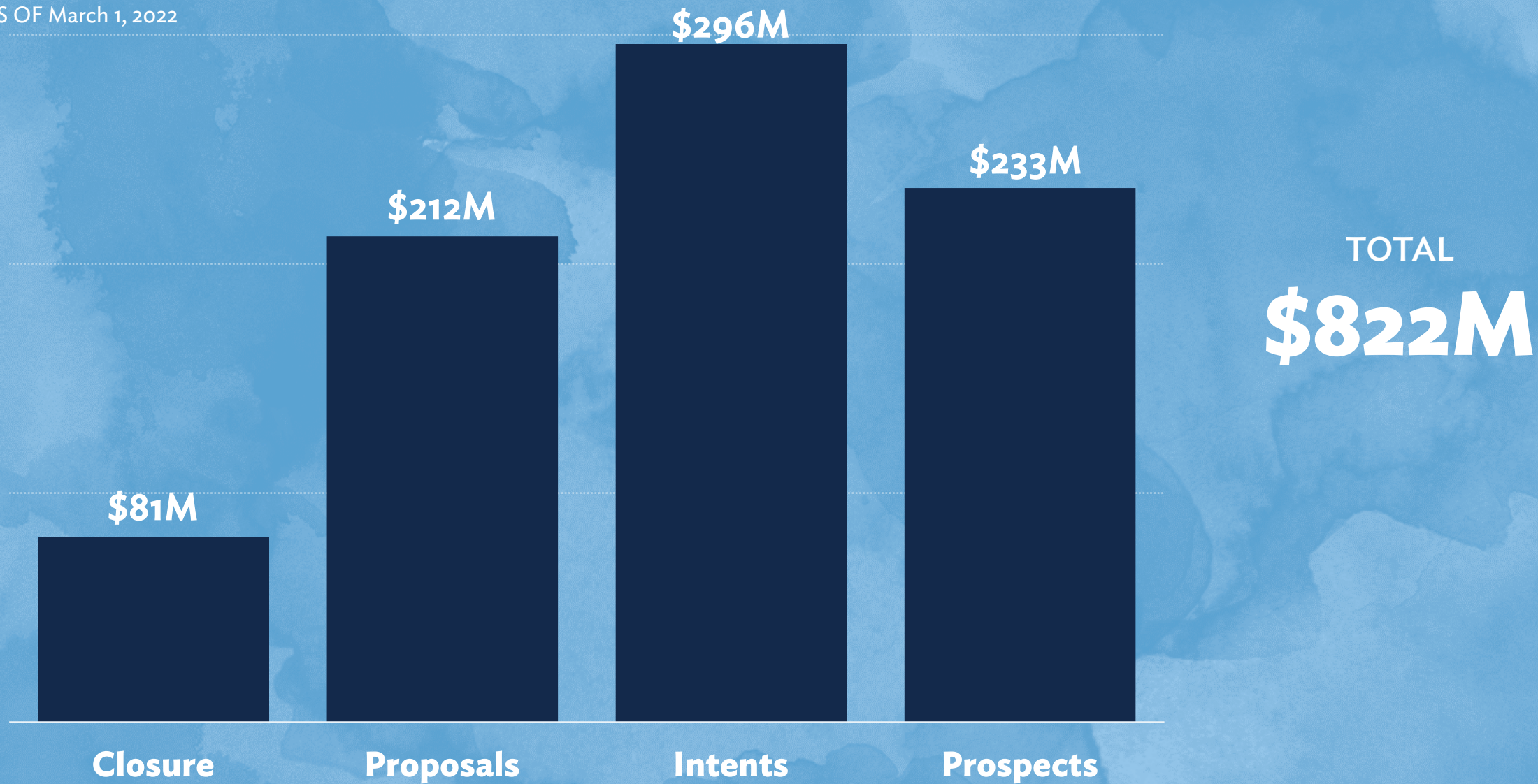
DAYS REMAINING IN CAMPAIGN

As of March 23, 2022

• the CAMPAIGN for CAROLINA •

Pipeline

AS OF March 1, 2022



• 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



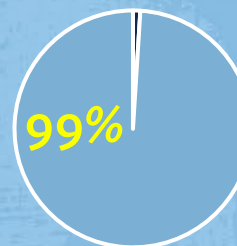
Unit Progress

		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>

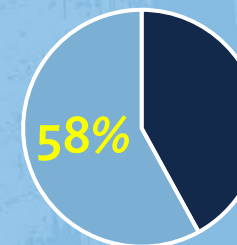
CONVERGENT SCIENCE

\$350M Goal



ARTS EVERYWHERE

\$350M Goal



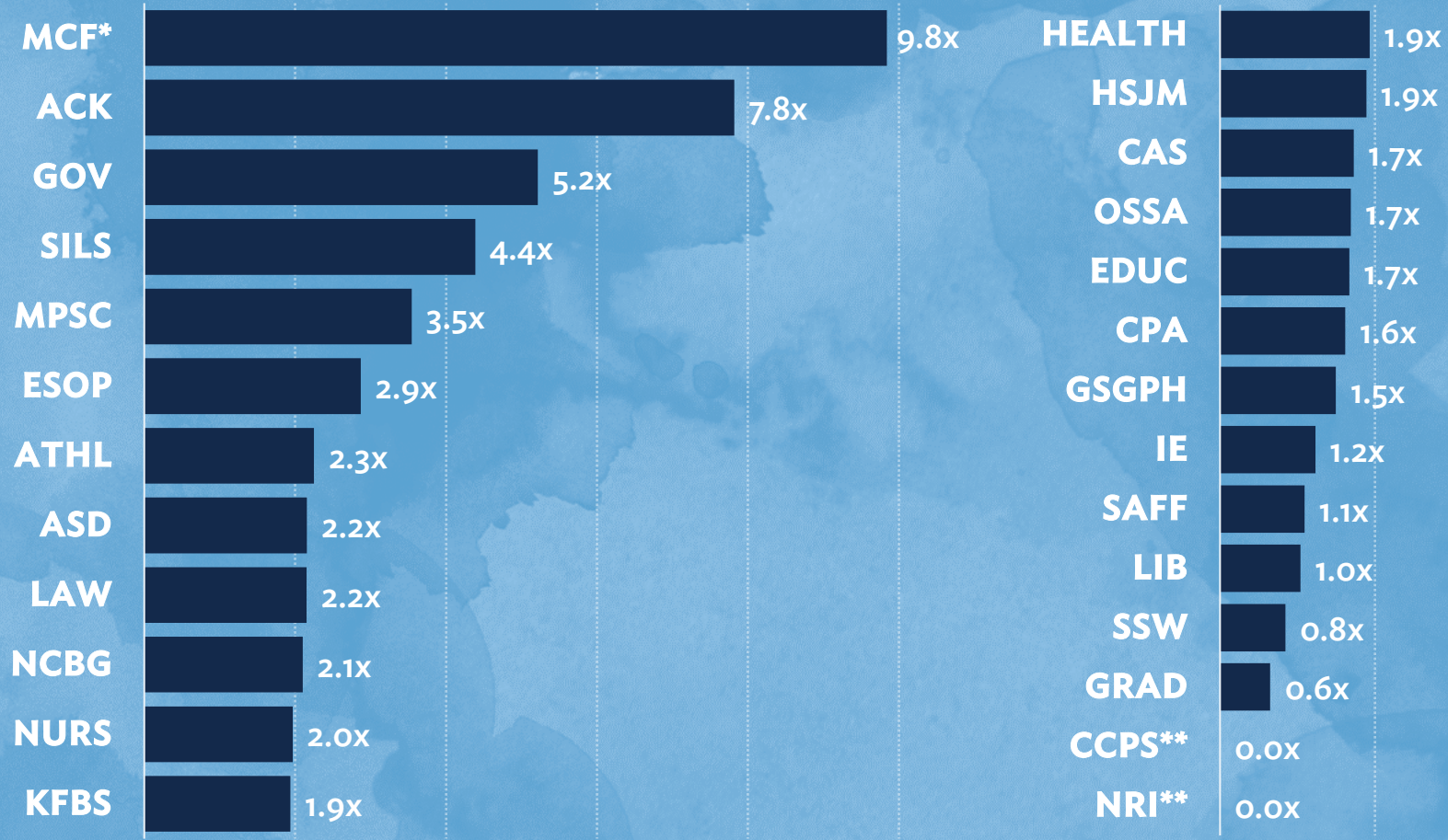
A GLOBAL MINDSET

\$300M Goal



Campaign Performance vs. Carolina First

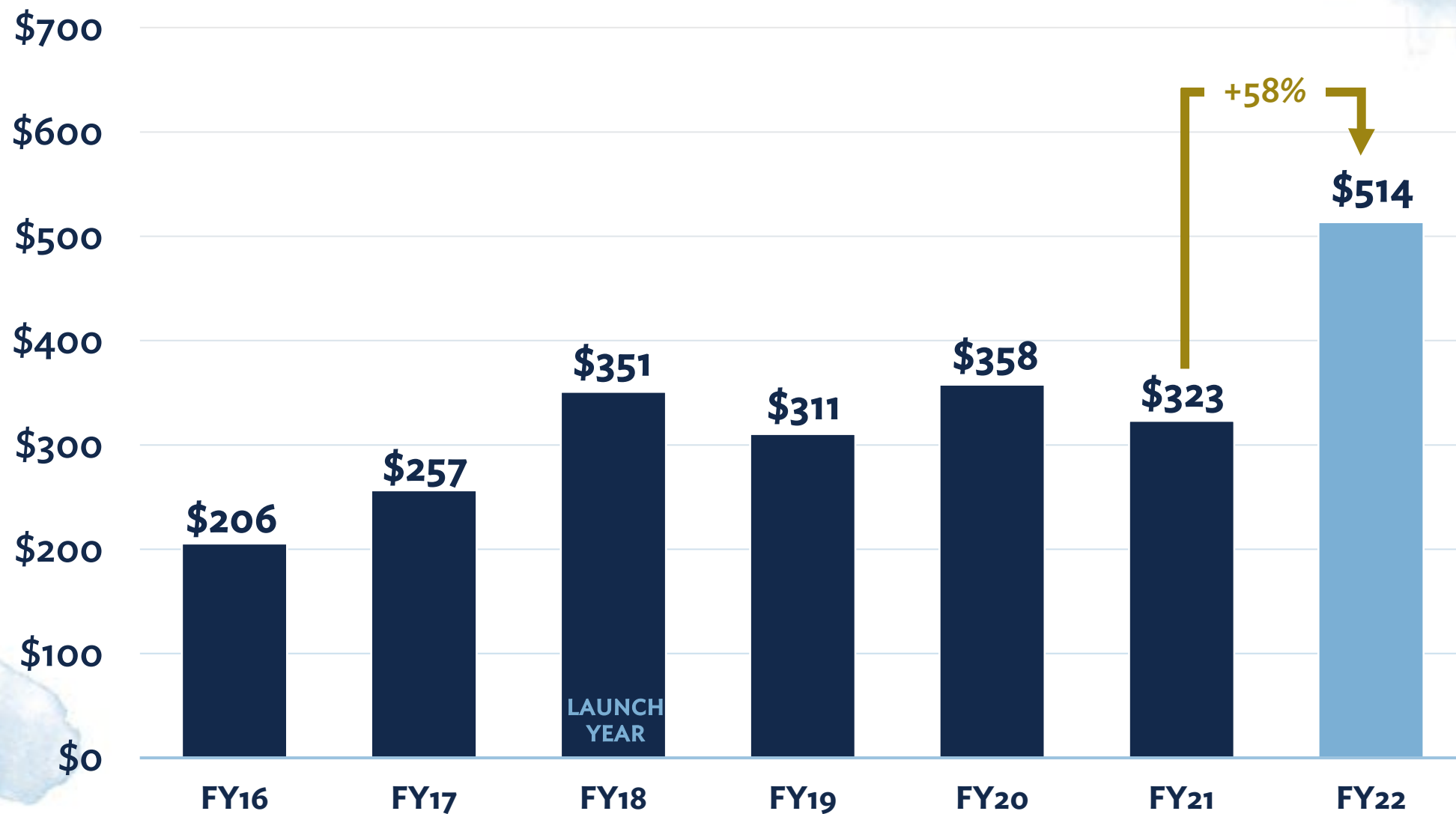
REFLECTS MARCH 1, 2022, TOTALS AS A MULTIPLE OF FINAL CAROLINA FIRST COMMITMENTS



* No Carolina First campaign goal.

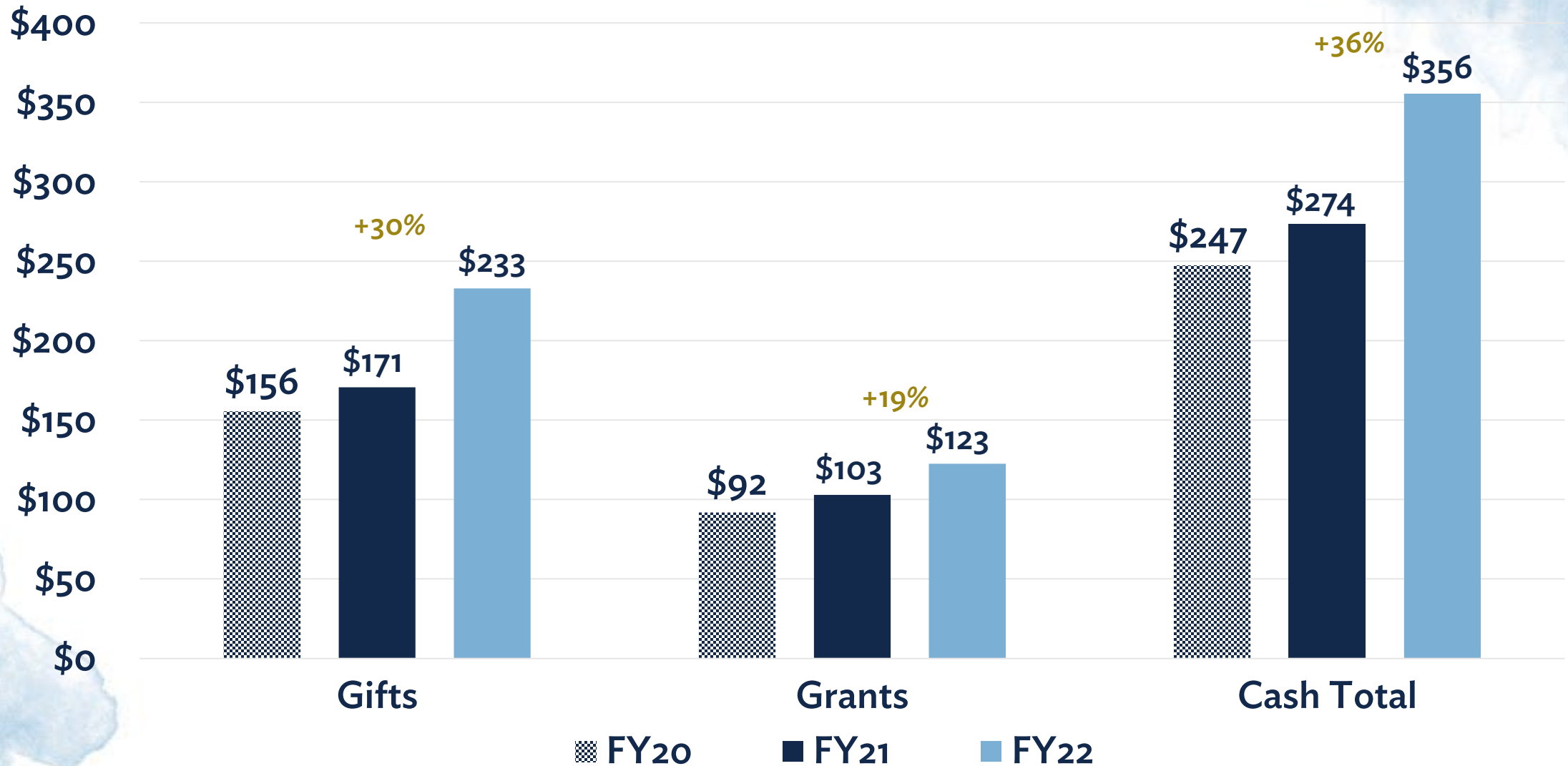
** New fundraising unit.

New Cash & Commitments Totals As of 3.7.2022



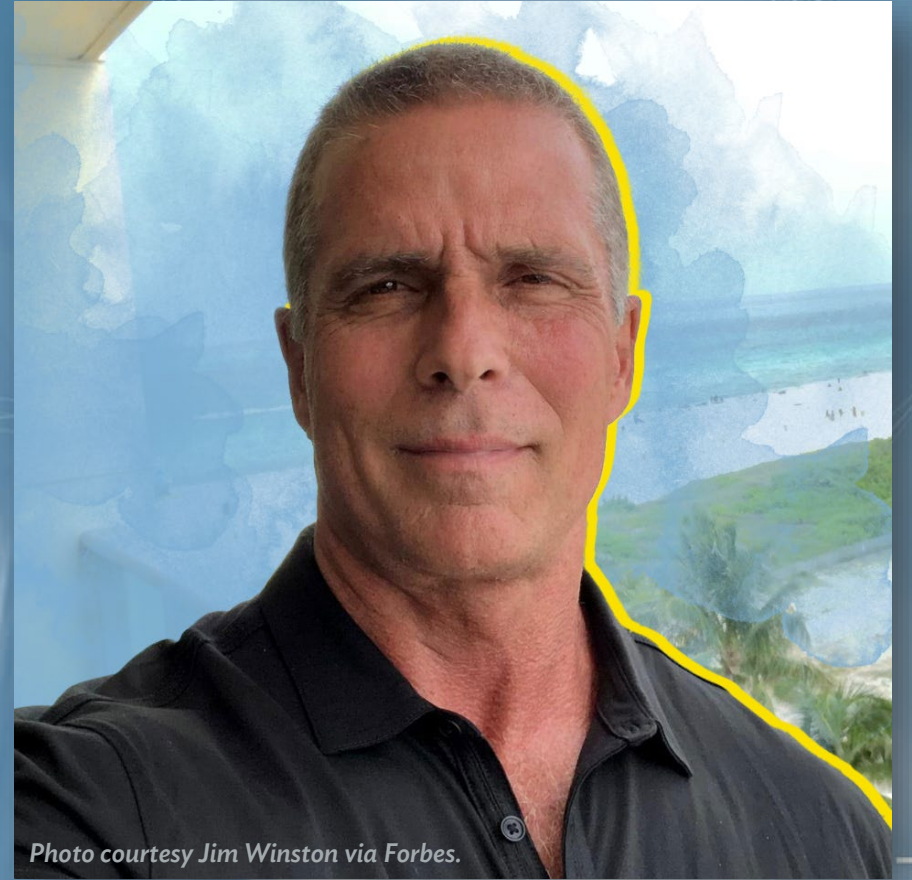
Amounts in millions

Cash Totals As of 3.7.2022



Amounts in millions

Impact



Teens & Technology

\$10M gift to establish The Winston National Center

Palm Beach Event



▲
Sarah Truel
*Program for
Public Discourse
Speaker*



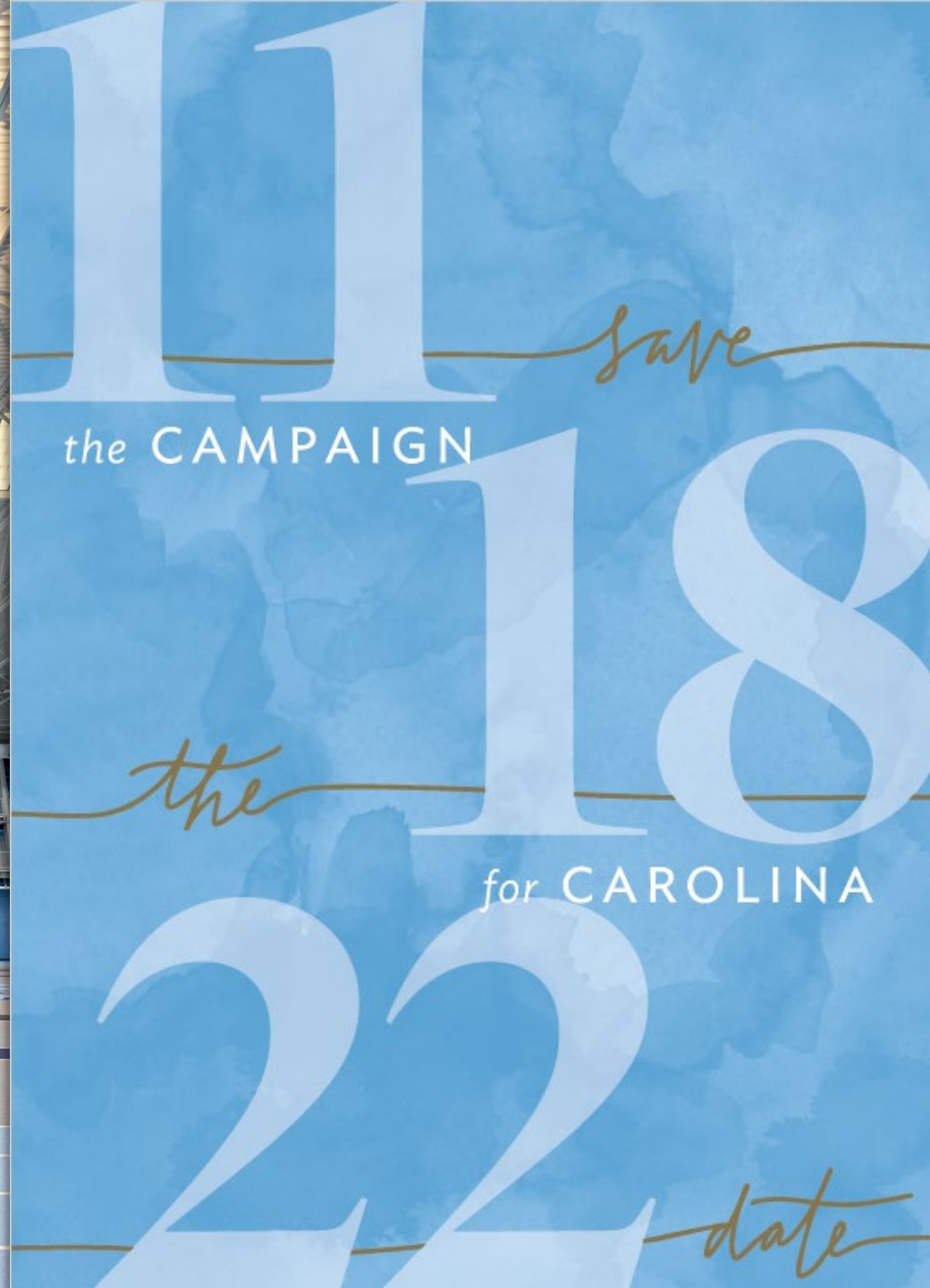
◀ **Erskine Bowles**
*Blue Sky
Scholarships Speaker*



▲
**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