



AGENDA

OPEN SESSION

ACTION ITEMS

1. **Approval of the Minutes of November 8, 2023**
Ramsey White, Chair

INFORMATION ITEMS

2. **Legislative Update**
Amy McConkey, Director of State Affairs
Kelly Dockham, Director of Federal Affairs
3. **WUNC Update**
Paul Hunton, President and General Manager, WUNC
4. **Development Update**
Michael Andreasen, Vice Chancellor for Development

*Some of the business to be conducted is authorized by the N.C. Open Meetings Law to be conducted in closed session.

**UNC-CHAPEL HILL BOARD OF TRUSTEES
EXTERNAL RELATIONS COMMITTEE MEETING
Open Session Minutes**

November 8, 2023

Committee Chair Ramsey White called the meeting to order at 10:05 a.m. in the Chancellor's Ballroom at the Carolina Inn. Assistant Secretary Chris McClure called the roll. The following committee members were present:

Chair Ramsey White
Vice Chair Patrick Ballantine
Jim Blaine
Rob Bryan
Christopher Everett
Marty Kotis
Ralph Meekins, Sr.
Vinay Patel
John Preyer

OPEN SESSION

The following items were presented for action:

Approval of the Minutes of September 27, 2023

The committee reviewed and approved the open and closed session minutes of September 27, 2023. Trustee Preyer moved to approve the minutes. The motion was duly seconded and carried.

WUNC Board of Directors Appointment

Vice Chancellor Kamrhan Farwell presented to the committee a recommendation for the appointment of Marvin Burke Koonce III to the WUNC Board of Directors. Trustee Preyer made a motion to approve the appointment. The motion was duly seconded and carried.

Chair White noted that the items approved by the Committee would be added to the Consent Agenda for the Full Board meeting.

The following items were presented for information only:

Guest Presentation

Chair White welcomed and introduced Doug Monroe, acting president of UNC's Alumni Free Speech Alliance (AFSA). Mr. Monroe provided brief remarks and introduced guest speaker, Heather Mac Donald, Thomas W. Smith Fellow at the Manhattan Institute, a contributing editor of City Journal, and a New York Times bestselling author. Following the presentation, the floor was opened for questions and comments.

Legislative Update

Amy McConkey, Director of State Affairs, and Roxana Boyd, Assistant Director of Federal Affairs, gave legislative updates. The floor was opened for questions and comments.

UNC-Chapel Hill Board of Trustees
External Relations Committee Meeting
Open Session Minutes
November 8, 2023

Development Update

Michael Andreasen, Vice Chancellor for Development, presented the Committee with a University Development update. Vice Chancellor Andreasen introduced Associate Vice Chancellor Kavita Hall to present on the Office of Foundation Relations and Industry Engagement (FRIE).

Copies of these presentations are located in the Office of the Assistant Secretary and at bot.unc.edu.

ADJOURNMENT

There being no further business to come before the committee, Committee Chair White adjourned the meeting at 11:31 a.m. with no objections.

State Affairs Update

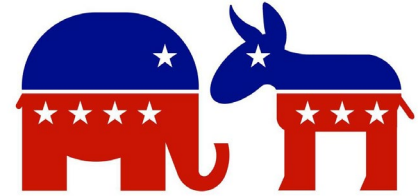
Amy McConkey

Wednesday, March 27, 2024

UNC Board of Trustees, External Affairs Committee



THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL



Interim Committee Work

Joint Legislative Oversight Committees (JLOC) are meeting/receiving reports:

- Committees include Education, Health & Human Svcs., Medicaid, Justice & Public Safety, Transportation, Capital Improvements, General Gov't
- A required report on **UNC's School of Civic Life & Leadership** was submitted to the NC General Assembly's Fiscal Research Division and JLOC Education as part of interim committee work.

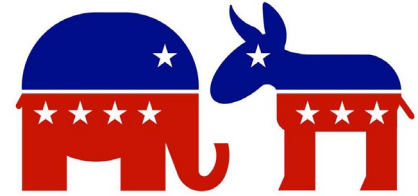
House Select Committees considering focus areas:

Education Reform (K-12 focus), Homeowners Associations, Substance Abuse



UNC researcher Nabarun Dasgupta presents to House Select Committee on Substance Abuse, April 16, 2024

Short session forecast



- Budget will be the focus
 - Availability is limited.
- Limited substantive legislation
 - Little appetite for major policy discussions beyond budget adjustments.
- Schedule
 - Convenes April 24 and will likely run through June, possibly into July.



UNC System Priorities

- UNC Board of Governors meets in April to approve System and campus priorities (previewed during their February meeting).
- **Operating Budget Priorities:** Performance weighted enrollment change, building reserves, completion assistance programs, Labor Market Adjustment Fund
- **Capital Priorities:** Major R&R inflationary cost increases, campus safety infrastructure, HBCU critical infrastructure, capital project management flexibility
 - UNC-Chapel Hill will have a **\$4 million NR** request for enterprise security cameras as part of the campus safety infrastructure proposal.

Outreach & Engagement

- Campus Engagement
- Board of Visitors
- General Alumni Association
- Athletic Hospitality



Campus Engagement

UNC Academy Health Policy Day

March 22

Focus: Healthcare Workforce

Guests:

Senator Gale Adcock

Representative Wayne Sasser

Maggie Sauer, NC Office of Rural Health, DHHS



OFFICE OF STATE AFFAIRS

Campus Engagement

NC Growth Showcase

February 27

Focus: Rural economic development

Keynote speaker: Chancellor Darrell Allison

Featuring: Mary-Margaret Frank & Chris Clemens

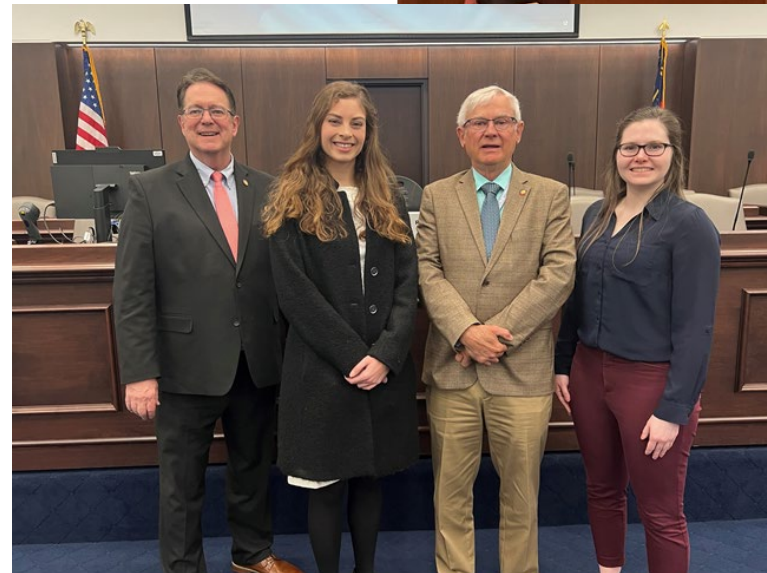
Guest: Representative Ray Pickett



Campus Engagement

Science Policy & Advocacy Group (SPAG)

- How to Lobby Workshop - February
- Day at the N.C. General Assembly – March



Board of Visitors/General Alumni Association



Push to increase legislative engagement

Outreach activities include:

- relationship matrix
- Letter-writing exercise
- Legislative Day opportunity

GAA Legislative Reception: June 5th



Athletic Hospitality





Questions?

Amy McConkey

Director of State Affairs

Amy_McConkey@unc.edu





THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

UNC Federal Affairs

Kelly Dockham, Director of Federal Affairs

UNC Chapel Hill Board of Trustees | External Relations Committee Update

Wednesday, March 27, 2024



THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

CONGRESS CLEARS FY24 SPENDING BILLS

- SIX months into “new” Fiscal Year
- 12 Appropriations Bills | Split into TWO “minibuses”:
 - ✓ MARCH 8 minibus:
 - *Agriculture-FDA, Commerce-Justice-Science, Energy and Water, Interior-Environment, Military Construction-VA, & Transportation-HUD*
 - ✓ MARCH 22 minibus:
 - *Defense, Homeland Security, Financial Services, Labor-HHS-Ed, Legislative Branch, & State-Foreign Ops*
- Packages fund U.S. government agencies through **September 30**

FISCAL YEAR 2024
Appropriations

UNC FEDERAL AFFAIRS

Congressional Appropriations | UNC Campus Funding

Federal Financial Aid

(2023-2024)

\$22.613 million

Pell Grant Program

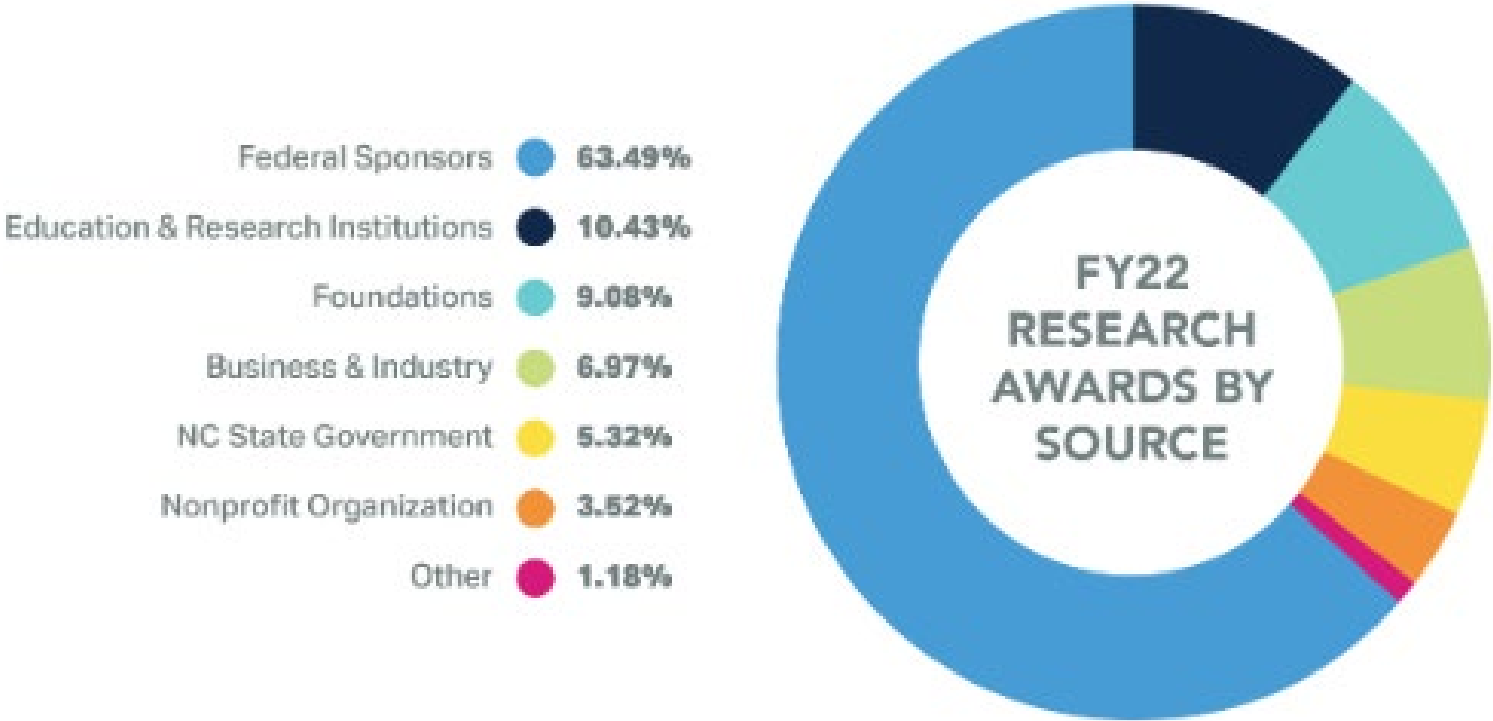
(2023-2024)

\$2.838 million

Federal Work Study (FWS)

Congressional Appropriations | UNC Campus Funding

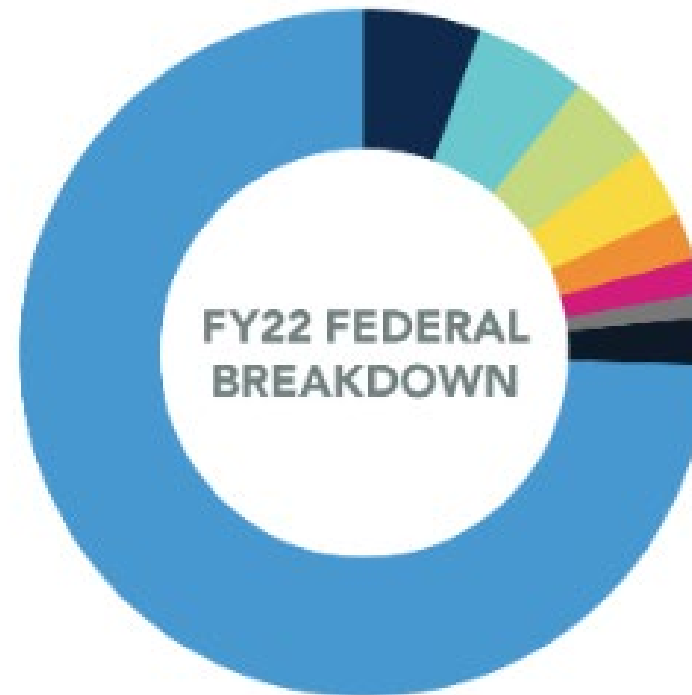
Research Funding Sources (FY 2022): All Funding Sources



Congressional Appropriations | UNC Campus Funding

Research Funding Sources (FY 2022): Federal Sources

National Institutes of Health (NIH)	74.67%
Department of Health and Human Services (DHHS)	5.45%
National Science Foundation (NSF)	5.33%
Agency for International Development (USAID)	4.08%
Department of Defense (DOD)	3.27%
Department of Education (DOED)	2.22%
Department of Energy (DOE)	1.87%
Environmental Protection Agency (EPA)	0.98%
All Others	2.13%





(Millions of \$)	FY 2022 ENACTED	FY 2023 ENACTED	FY 2024 House Proposal (vs. FY23 enacted)	FY 2024 Senate Proposal (vs. FY23 enacted)	FY 2024 Enacted (vs. FY23 enacted)
Department of Education					
Pell Grant Maximum	\$6,895	\$7,395	\$7,395 (0%)	\$7,645 (+3.3%)	\$7,395 (0%)
Federal Work-Study	\$1,210	\$1,230	\$0 (-100%)	\$1,220 (-.8%)	\$1,230 (0%)
Supplemental Education Opportunity Grants (SEOG)	\$895	\$910	\$0 (-100%)	\$900 (-1.1%)	\$910 (0%)
International Education and Foreign Language Studies (Title VI):	\$81.7	\$85.7	\$35 (-59%)	\$85.7 (0%)	\$85.7 (0%)
National Institutes of Health (NIH)	\$45,184	\$47,459	\$43,000 (-9%)	49,224 (+3.7%)	\$47,081 (-0.8%)
Centers for Disease Control & Prevention	\$8.5	\$9.2	\$7.6 (-18%)	\$9.2 (0%)	\$9.2 (0%)
Department of Defense – Basic Research	\$2,763	\$2,920	\$2,526 (-13.5%)	\$3,224 (+10.4%)	
National Science Foundation (NSF)*	\$8,838	\$9,870	\$9,630 (-2%)	\$9,500 (-3.7%)	\$9,060 (-5%)
NOAA – Oceanic & Atmospheric Research	\$599.4	\$661	\$597.5 (-9.6%)	\$661 (0%)	\$656 (-1%)
NASA – Office of Science	\$7,614	\$7,795	\$7,380 (-5%)	\$7,340 (-5.8%)	\$7,334 (-6%)
Department of Energy					
Office of Science	\$7,475	\$8,100	\$8,100 (0%)	\$8,430 (+4%)	\$8,200 (+1%)
Advanced Research Projects Agency-Energy	\$450	\$470	\$470 (0%)	\$450 (-4.3%)	\$460 (-2%)
National Endowment for the Humanities (NEH)	\$180	\$207	\$186.3 (-10%)	\$207 (0%)	\$207 (0%)
National Endowment for the Arts (NEA)	\$180	\$207	\$186.3 (-10%)	\$207 (0%)	\$207 (0%)
US Agency for International Development – Higher Education	\$250	\$285	\$285 (0%)	\$231.5 (-18.7%)	\$271 (-5%)

* FY2023 NSF budget documents use \$9.877 billion, which is inclusive of all supplemental funds including CHIPS and Science.

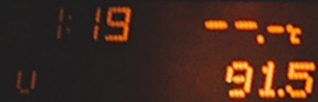


THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

The logo for WUNC, featuring the letters 'w', 'u', 'n', and 'c' in a stylized, rounded font. The 'w' is red, the 'u' is blue, the 'n' is light blue, and the 'c' is green. The background is a blurred view from a car at dusk, with bokeh lights from other vehicles visible through the windshield.

wunc

NORTH CAROLINA PUBLIC RADIO

A close-up of a car's dashboard display. The display is illuminated with orange light and shows the time '1:19' and the radio frequency '91.5'. The background of the dashboard is dark, and the overall scene is dimly lit, consistent with the dusk setting of the image.

1:19
91.5

WUNC 91.5

NORTH CAROLINA PUBLIC RADIO

Public Radio in North Carolina

WDAV 89.9
Classical Public Radio

**BLUE RIDGE
PUBLIC RADIO**
NEWS ■ CLASSIC
npr FOR WESTERN NORTH CAROLINA

75TH
wfdd

WHQR
PUBLIC MEDIA

WNCW 88.7
wncw.org

90.7 jazz
WNCU

WFAE 90.7
CHARLOTTE'S NPR NEWS SOURCE

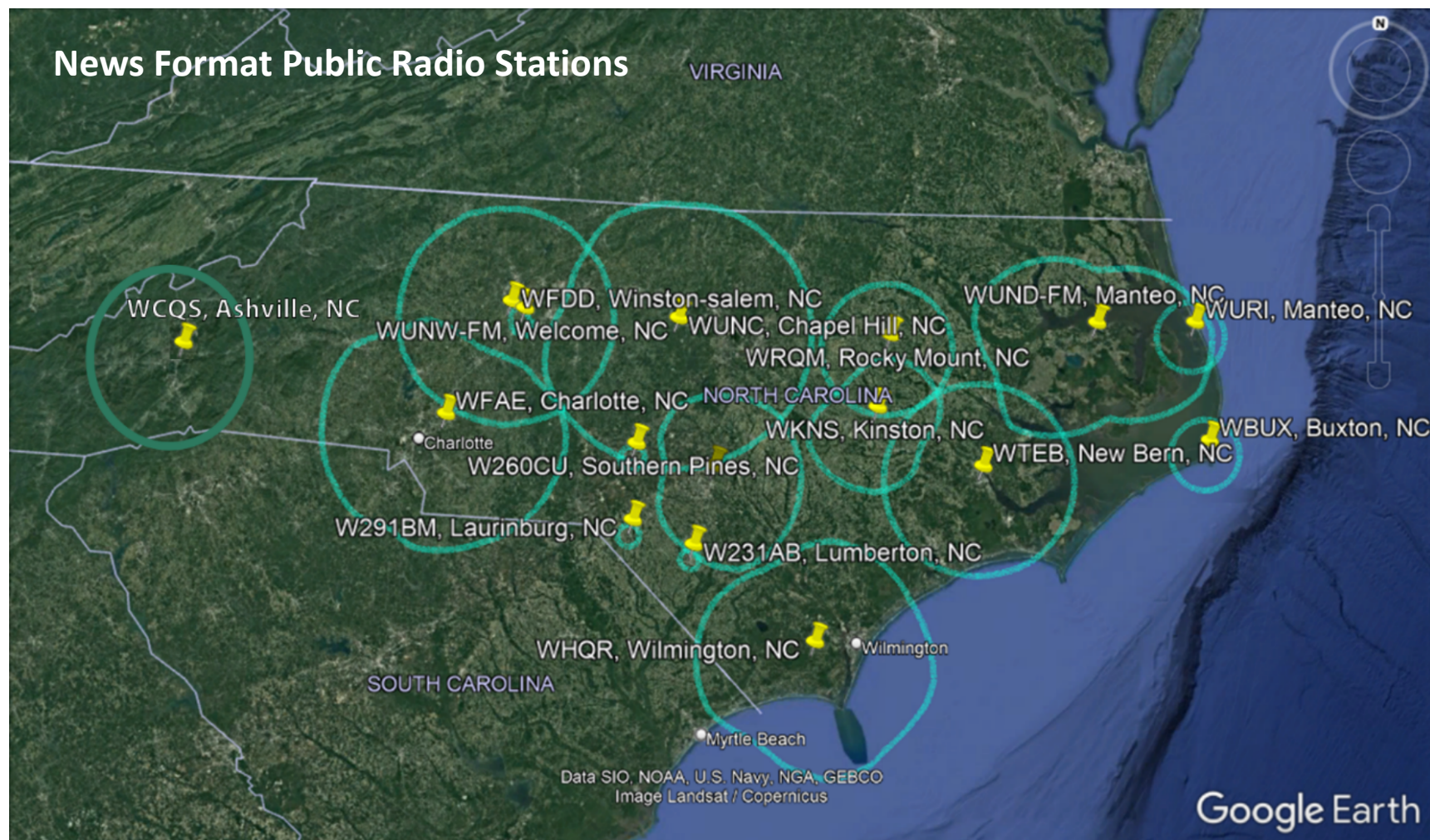
PRE

JAZZ
WSNC
WSNCRadio.org
90.5 FM
Winston-Salem
State University
IN ALL ITS COLORS

ECSU
ELIZABETH CITY STATE UNIVERSITY
FOUNDED 1891

wunc 91.5

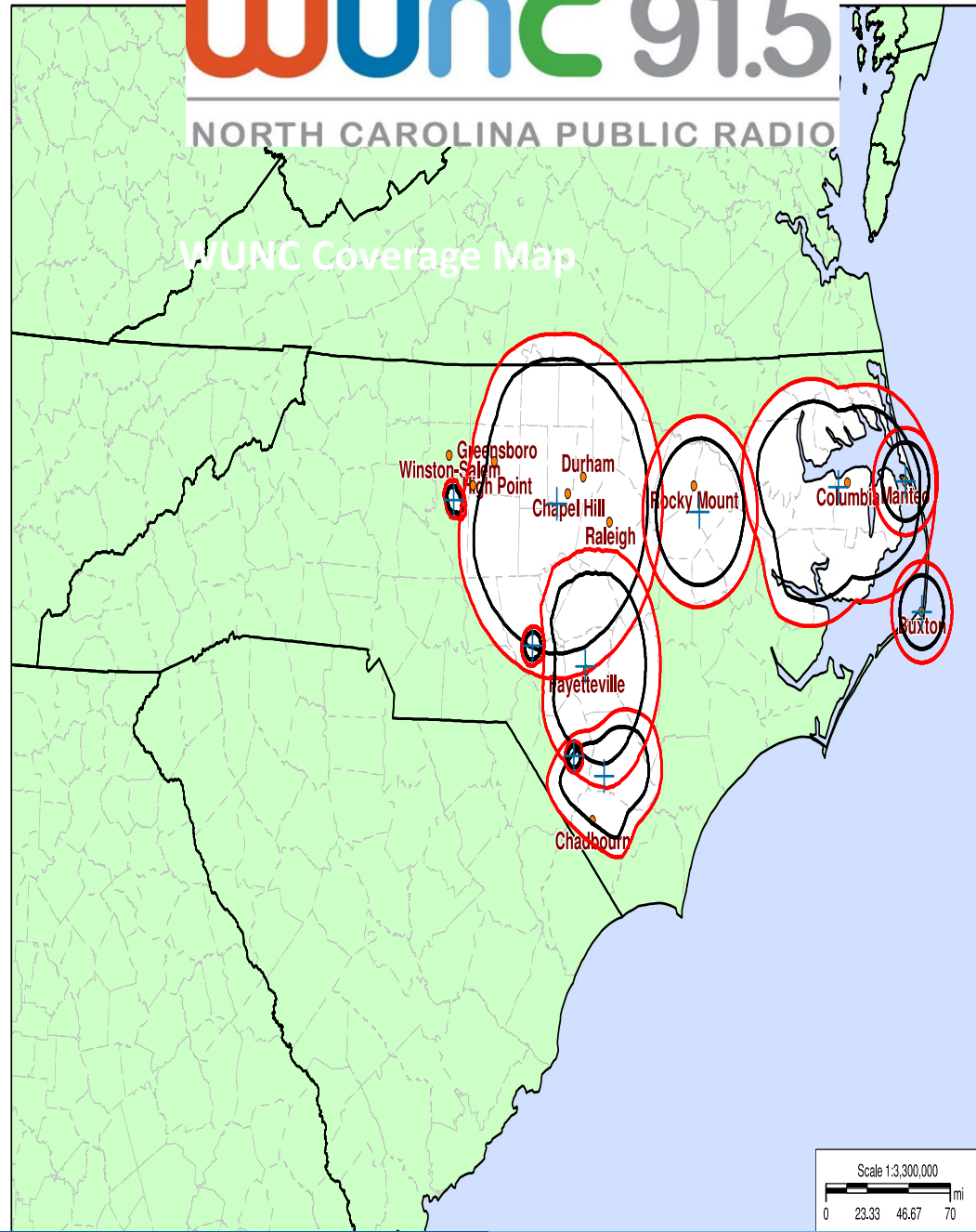
NORTH CAROLINA PUBLIC RADIO



WUNC 91.5

NORTH CAROLINA PUBLIC RADIO

WUNC Coverage Map





WUNC's Vision

Inspire all of North Carolina to engage with journalism and culture, enriching lives and connecting communities.





WUNC's Mission

WUNC is a public media organization that informs and engages North Carolina through journalism and culture. Our mission is to provide enriching, essential news and content of the highest quality to all communities.





WUNC's North Star

Our North Star for 2024-2027:

Increase AUDIENCE engagement by 10% with a multi-platform, data-driven strategy that meets people where they are.



What We Want to Accomplish

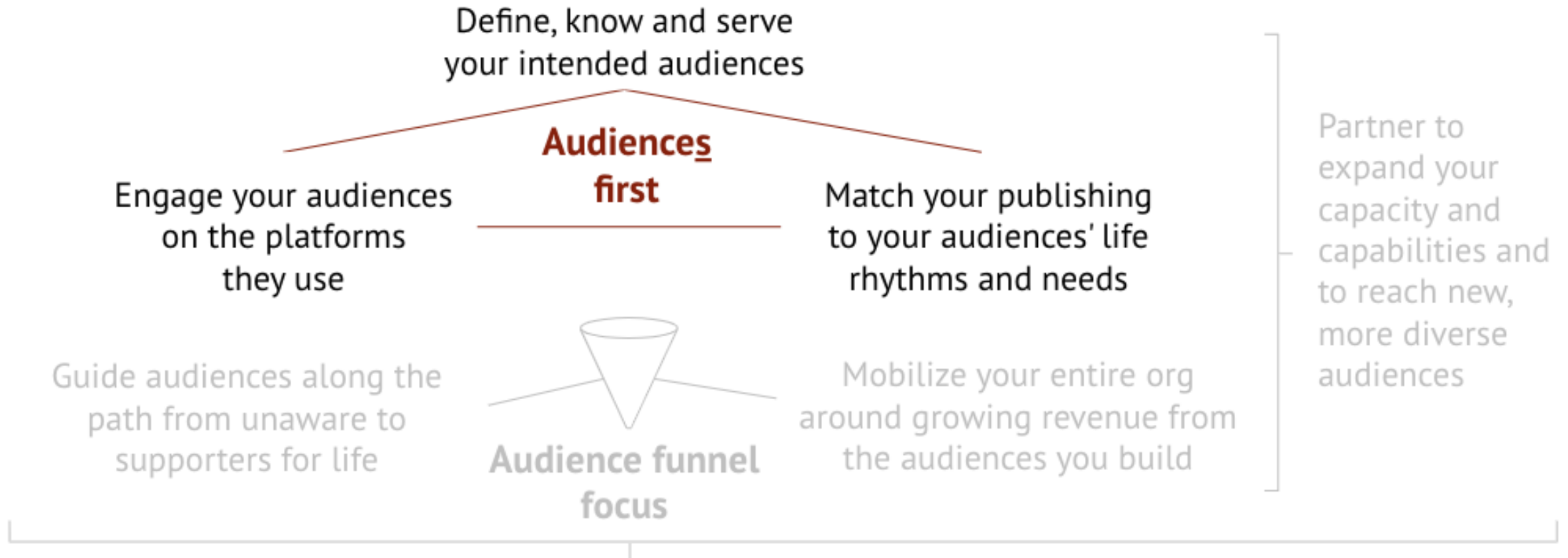
*Engagement unlocks Impact**

1. Audience first decision making across WUNC
2. Organization-wide use of audience data
3. Cross-functional working and management
4. Org-wide sense of inclusion and belonging
5. More points of “whole business” accountability across the organization
6. Reach and serve new and diverse communities across the state
7. Intended audience growth, engagement, and financial support

If we can continue to adapt how we measure, analyze, and respond to audience needs through engagement, we can have a greater impact with the work we do.

Source: Poynters DTP

Audience Engagement as a catalyst for growth and connection.



Develop the organizational capabilities that accelerate growth

Source: Poynters DTP

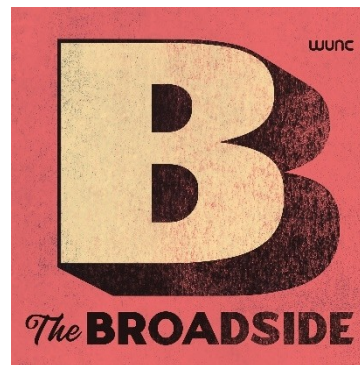
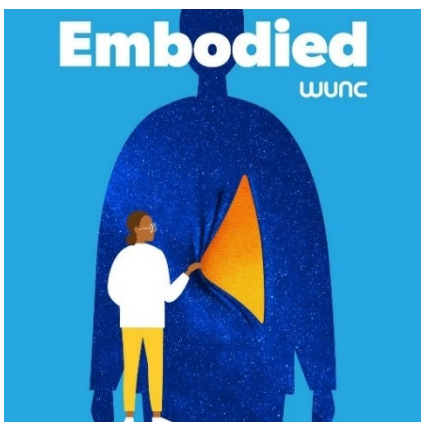


Key Performance Indicators KPIs

- Broadcast listening (Nielsen)
- Streaming listening (Triton)
- App opens
- Podcast downloads
- Event attendance (our events and sponsored events)
- Web traffic (qualified unique visits)
- Social media follows
- Newsletters / Email open rates



- National: Morning Edition, All Things Considered, The World, This American Life, Wait, Wait Don't Tell Me
- Local: Due South – Launched October 2023
- Podcasts: The Broadside – Launched September 2023
- Collaborations with other NC public radio stations.



WUNC 91.5

NORTH CAROLINA PUBLIC RADIO

NORTH CAROLINA

PRIMARY

IN FOCUS

D
SOUTH
E

wunc



BLUE RIDGE
PUBLIC RADIO
NEWS • CLASSIC
FOR WORTHY NORTH CAROLINIANS

WFAE
90.7 | WFAE.ORG

wfdd



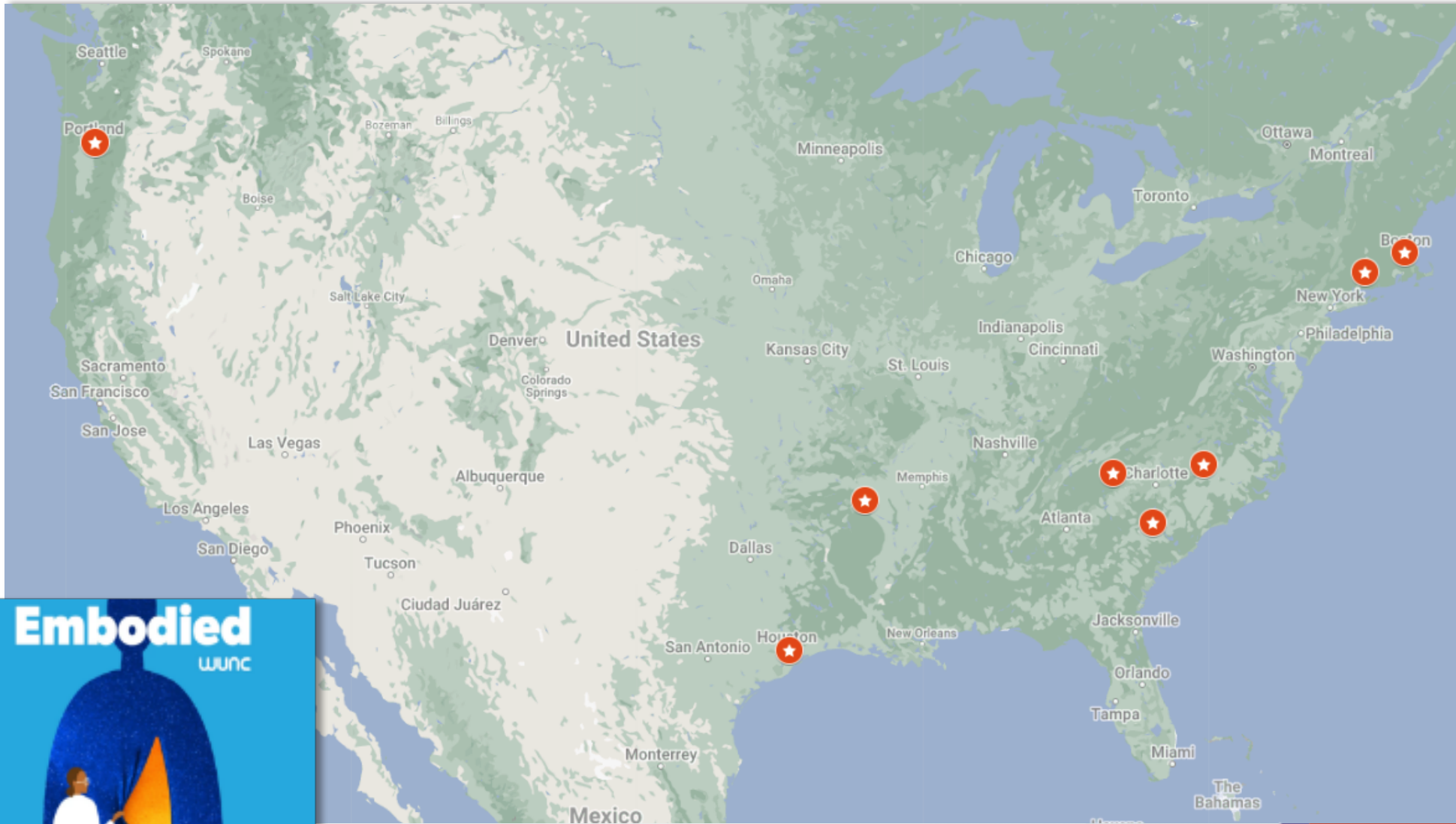
WHQR

Statewide Special on NC's Primary Election

Due South and WUNC collaborated with

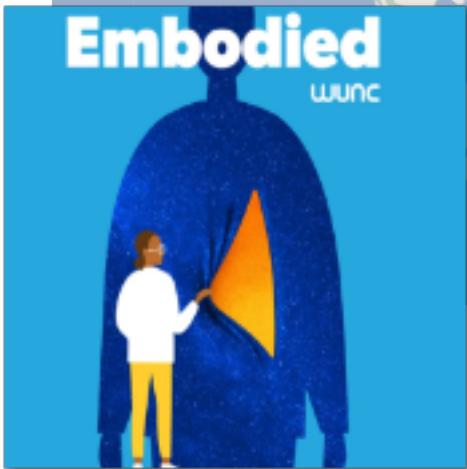
- BPR in Asheville
- WFDD in Winston-Salem
- WFAE in Charlotte
- WHQR in Wilmington

The 1-hour special aired on stations across the state, featuring regional reporting, conversation with experts, reporter 2-ways, and hosted by Jeff Tiberii.



Current Carriage

- KUHF - Houston, TX
- WBUR - Boston, MA
- KOPB - Portland, OR
- WUNC - Triangle, NC
- Connecticut Public Radio
- SC Public Radio
- KUAR - Little Rock, AR
- BPR - Asheville, NC
- KVRP - Palmer, AK

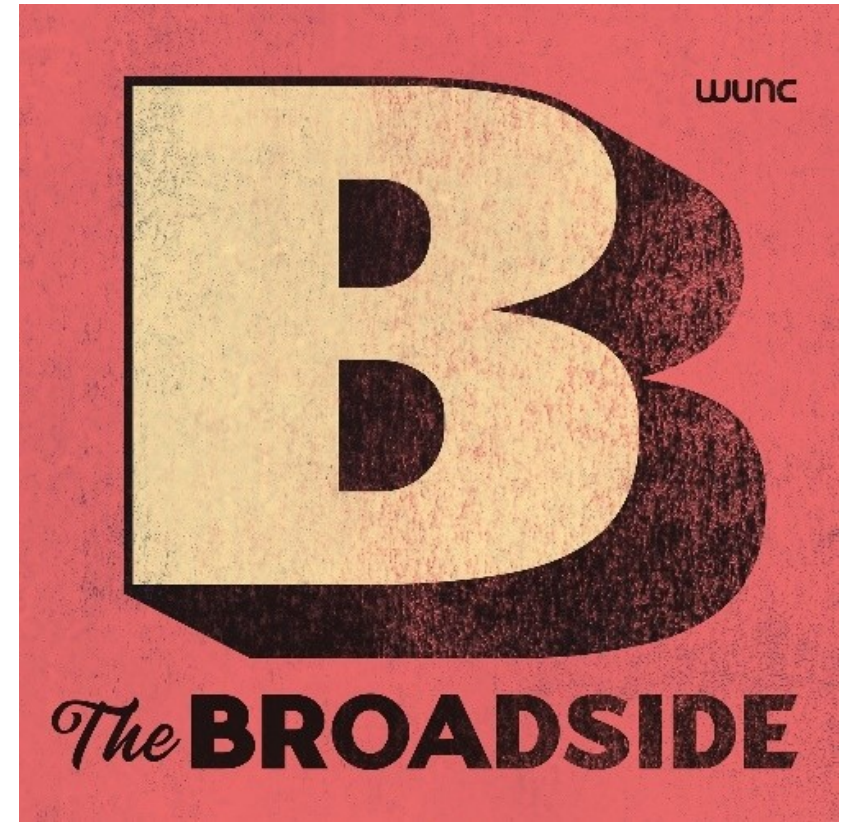


wunc 91.5

NORTH CAROLINA PUBLIC RADIO

650,000 Downloads

More NC Focus





NORTH CAROLINA PUBLIC RADIO

Who listens to WUNC?

270,700 Weekly Listeners *

9,300 Average Quarter Hour*

54% Male - 46% Female

15% African American - 13% Hispanic – 72% “Other”

64% prefer WUNC over any other station

12-34 - 7% 35-44 - 13%

45-54 - 11% 55-64 -25%

65+ - 41%

***Nielsen Audio Spring 2023**

Demographics drawn from most recent Nielsen audience data



A Loyal Audience:

- WUNC is consistently one of the top three stations in the Raleigh/Durham market.
- WUNC has one of the largest public media newsrooms in the southeast.
- Over the past year, WUNC has won more than 25 national and regional journalism awards.
- WUNC serves a wide geographic area with broadcasts that reach into more than half of North Carolina's 100 counties. For this reason, WUNC strives to produce news stories for a statewide audience.

Strong Community Support:

- Last fiscal year (FY23), 40,568 households supported WUNC. (To Date FY24: 43,905, 8% increase)
- 84% of those are sustainers who give monthly. (To Date: 87%)
- Per last National Benchmarking, WUNC has a higher percentage of sustainers than any other public media organization
 - 88% donor retention
 - 91% revenue retention
- WUNC has active donors in 98 of North Carolina's 100 counties. Additionally, WUNC has donors in all 50 states- plus DC and Puerto Rico.

“WUNC is the best radio station for all kinds of information from current events to business to music! I also love Wait, Wait Don’t Tell Me for both news and laughs!”

Teresa



“Keep up all of your amazing work with high quality reporting and supporting the surrounding communities. I am a dedicated, daily WUNC listener. Please keep reporting on NC public education issues. I especially want the public to understand how we should be funding our schools to educate the future leaders in North Carolina.” Cathy

“Thank you for giving us information I can trust while keeping heart and personality. It’s a hard balancing act that you do with grace.” Shana

“Love WUNC. It is my rock. Guides me to and from work every day and entertains me on the weekends. Thanks for all you do!”

Kenneth

“Because of WUNC, my world continues to expand wider and deeper on topics I would not have sought out and perspectives I would never have been exposed to. This is a radio station that both fosters and rewards curiosity.”

Gary

The WUNC News Team



- Editors, Host/News casters, Producers, and Beat Reporters:
- Politics (2), Education (2), Environment, Health, Military, Race-Class-Communities



WUNC News Collaborations

NC public media

WFAE, Charlotte

WFDD, Winston-Salem

WHQR, Wilmington

BPR, Asheville

PRE, New Bern

WNCW, Spindale



KPBS, San Diego

Texas Public Radio, San Antonio

WSHU, Connecticut and Long Island, NY

WHRO, Hampton Roads, VA

Morning Edition, Here & Now, The World, All Things Considered, Marketplace

UNC-Chapel Hill students win national championships in cycling

WUNC | By Jay Price
Published May 8, 2023 at 4:47 PM EDT



Daig Hoffman Photography / Courtesy of USH Qing

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WUNC 91.5

NORTH CAROLINA PUBLIC RADIO

Covering UNC-Chapel Hill



UNC archaeologist finishes dig at ancient Jewish synagogue adorned with Biblical mosaics

WUNC | By Liz Schlemmer
Published August 11, 2023 at 3:55 PM EDT

[▶ LISTEN](#) • 4:25



Photo by AP/Wide World

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On game day vs. Duke, a UNC fanatic tagged along with Rameses, the Tar Heels' live mascot

WUNC | By Will Michaels
Published November 17, 2023 at 6:12 AM EDT

[▶ LISTEN](#) • 7:42



Ben Sany / AP Photo

UNC students Erin Oliver (left) and Olivia Biddle groom UNC mascot Rameses before a football game against Duke on Nov. 17, 2023.

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Old Well, new look: Updating the accessibility of a Chapel Hill landmark

WUNC | By Sophie Mallinson
Published August 23, 2023 at 12:40 PM EDT



Jeffrey Aebler / UNC-Chapel Hill

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Meet perovskite, the new and improved 'solar sandwich' that may lead to a more stable solar panel

WUNC | By Paige Miranda
Published July 9, 2023 at 9:43 PM EDT

[▶ LISTEN](#) • 6:57



Jessy Wang / University of North Carolina at Chapel Hill

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Graduate student charged with 1st degree murder of UNC faculty member: Chapel Hill shooting live updates

Published August 28, 2023 at 1:28 PM EDT



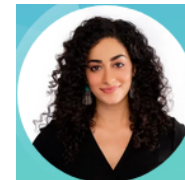
Ben Sany / AP Photo





WUNC News – Hussman School Connections

- Fletcher Fellowship for Education Policy Reporting



WUNC News Internships



NORTH CAROLINA PUBLIC RADIO

Looking Forward

Optimize Cash Reserves

- Finalized investment of Quasi-endowment with UNC Management Co.
- Provide new strategic funding from investment returns— strategic, planned, audience first decision making
- Grow quasi-endowment over time to sustain financial future

Expand and Enhance Broadcast and Digital Content

- New audience growth through data driven decision making
- New platforms to open a world of informative, culturally rich content (newsletters and beyond)
- Fulfillment of our civic responsibility to enhance content in an era when local journalism is in decline
- Enhance on-air services to retain and grow broadcast audience (take advantage of a growing North Carolina)

Expand and Enhance Community Outreach and Conversations

- events and panel discussions led by WUNC talent to educate and inform the public
- Small group conversations about news-worthy topics
- Events strategy that brings people together and maximizes engagement
- Strategic marketing campaign to remind people who we are and our value to the community



Questions?



University Development Update

MARCH 2024

Michael C. Andreasen

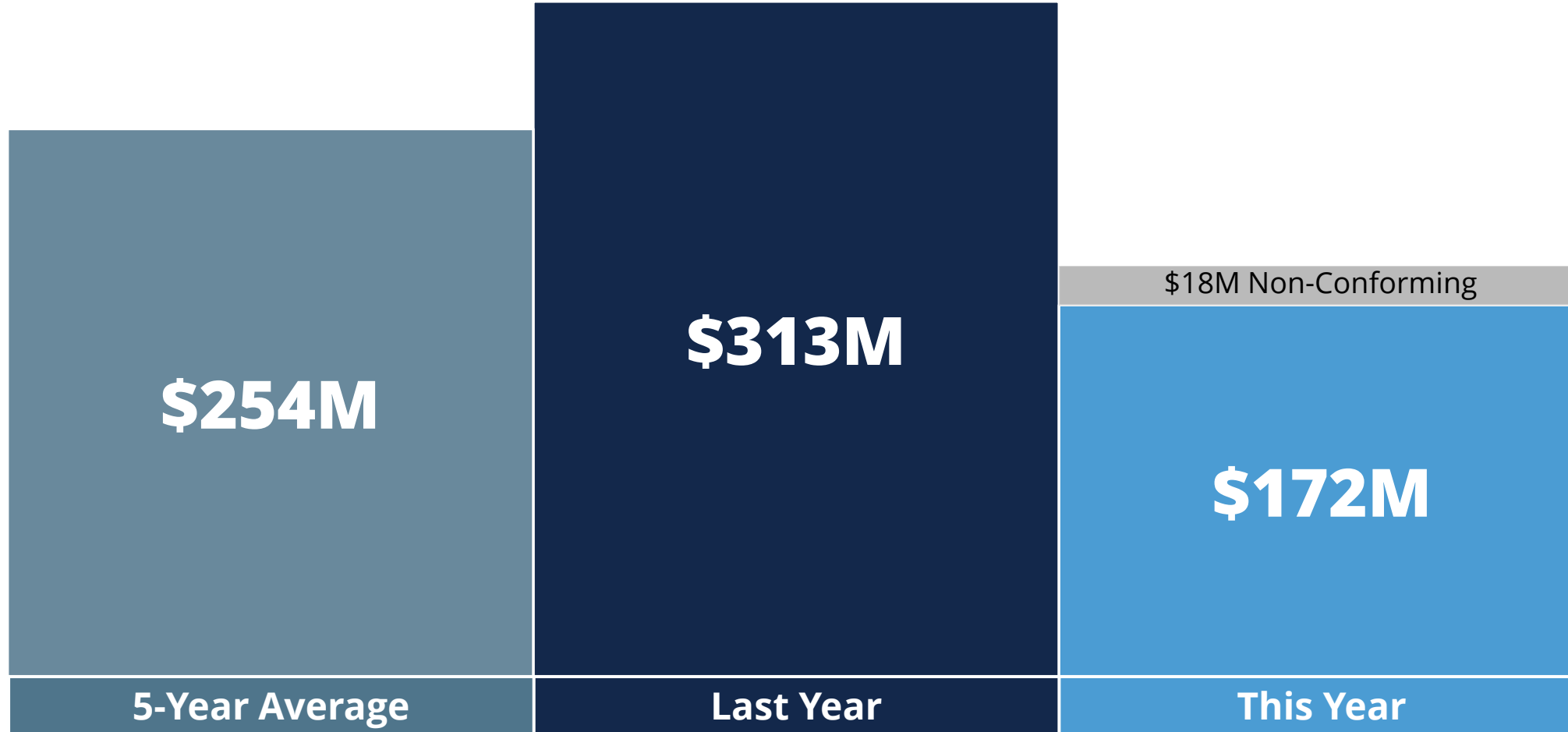
Vice Chancellor for Development



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

UNIVERSITY-WIDE

New Cash & Commitments. YTD Through End of 2nd Quarter.



Grant data through 10.31.2023. Rams Club data through 11.30.2023.

SCHOOLS & UNITS

New Cash & Commitments. YTD Through End of 2nd Quarter.

Unit	5-Yr Avg	Last Year	This Year
College of Arts & Sciences	\$30,837,342	\$46,672,410	\$18,556,919
Kenan-Flagler Business School	\$25,650,683	\$14,198,809	\$9,655,596
UNC Athletics	\$35,880,989	\$28,485,666	\$24,951,105
UNC Health	\$80,310,583	\$120,929,480	\$76,829,332

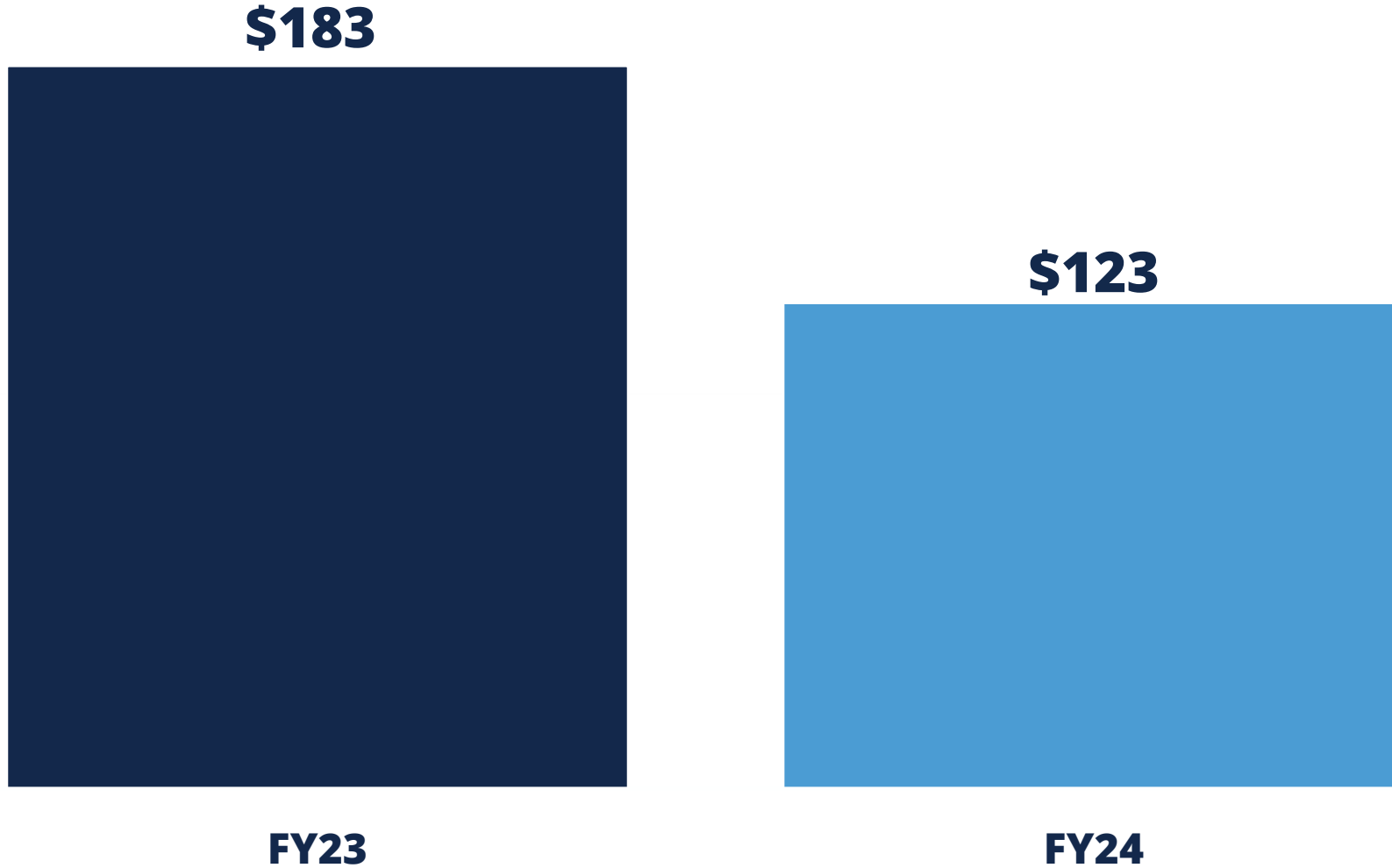
TOP PERFORMING SCHOOLS & UNITS

These schools are at 80% or more of their annual goal.

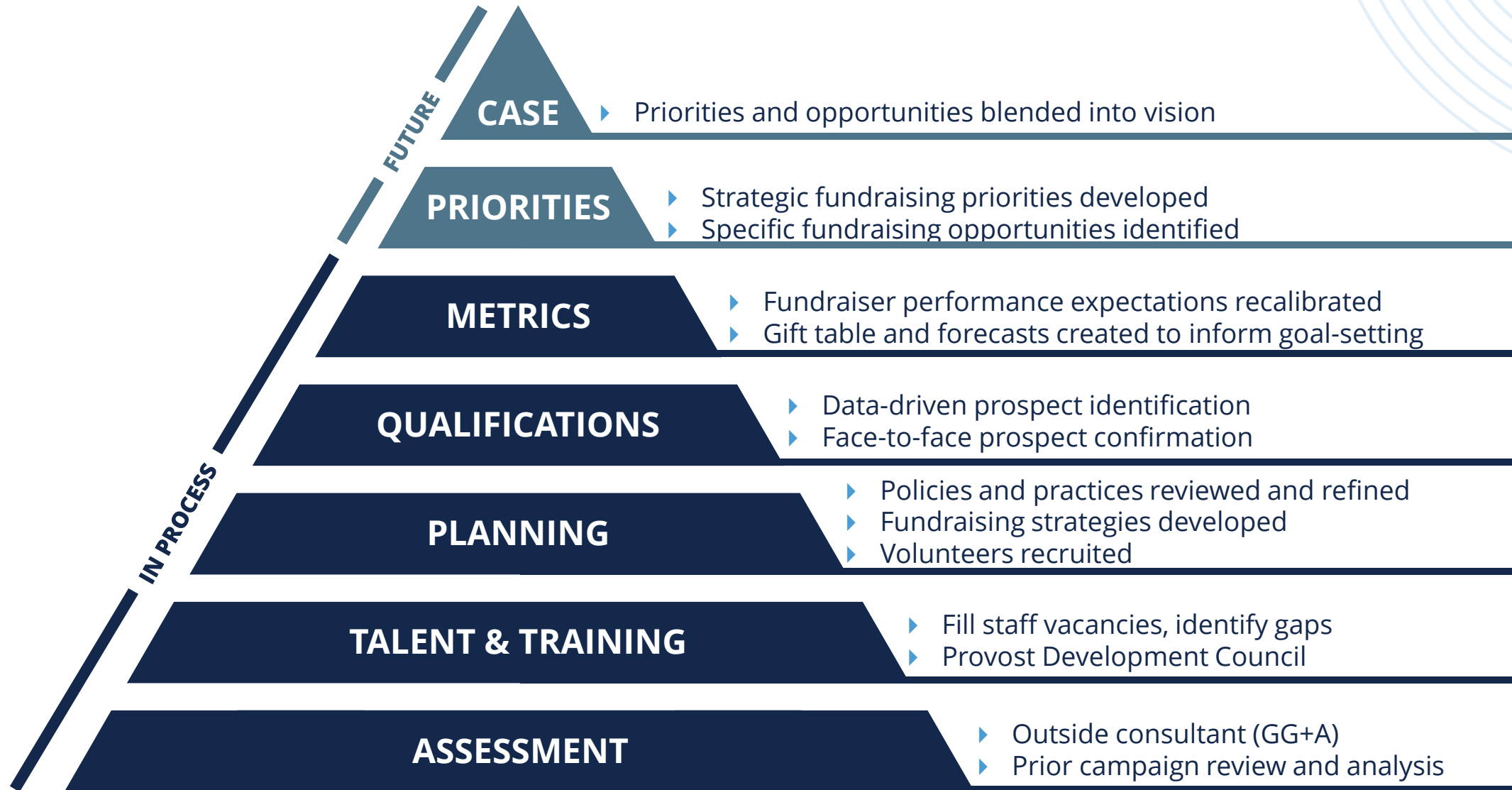
- ▶ **Morehead-Cain Foundation**
- ▶ **School of Education**
- ▶ **School of Nursing**
- ▶ **University Libraries**

CASH TOTALS

End of 2nd Quarter. Amounts in millions.



CAMPAIGN PREPARATION PYRAMID



GiveUNC

3 • 26 • 24



*A day like no other for
a place like no other*