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.
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.
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
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
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
OFFICE OF STATE AFFAIRS

Athletic Hospitality
Questions?

Amy McConkey
Director of State Affairs
Amy_McConkey@unc.edu
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**
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

- Federal Sponsors: 63.49%
- Education & Research Institutions: 10.43%
- Foundations: 9.08%
- Business & Industry: 6.97%
- NC State Government: 5.32%
- Nonprofit Organization: 3.52%
- Other: 1.18%

FY22 RESEARCH AWARDS BY SOURCE
## Federal Affairs

### Department of Education

<table>
<thead>
<tr>
<th>Program</th>
<th>FY 2022 Enacted</th>
<th>FY 2023 Enacted</th>
<th>FY 2024 House Proposal (vs. FY23 enacted)</th>
<th>FY 2024 Senate Proposal (vs. FY23 enacted)</th>
<th>FY 2024 Enacted (vs. FY23 enacted)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pell Grant Maximum</td>
<td>$6,895</td>
<td>$7,395</td>
<td>$7,395 (-3%)</td>
<td>$7,645 (+3.3%)</td>
<td>$7,395 (0%)</td>
</tr>
<tr>
<td>Federal Work-Study</td>
<td>$1,210</td>
<td>$1,230</td>
<td>$0 (-100%)</td>
<td>$1,220 (-0.8%)</td>
<td>$1,230 (0%)</td>
</tr>
<tr>
<td>Supplemental Education Opportunity Grants (SEOG)</td>
<td>$895</td>
<td>$910</td>
<td>$0 (-100%)</td>
<td>$900 (-1.1%)</td>
<td>$910 (0%)</td>
</tr>
<tr>
<td>International Education and Foreign Language Studies (Title VI):</td>
<td>$81.7</td>
<td>$85.7</td>
<td>$35 (-59%)</td>
<td>$85.7 (0%)</td>
<td>$85.7 (0%)</td>
</tr>
</tbody>
</table>

### National Institutes of Health (NIH)

<table>
<thead>
<tr>
<th>Program</th>
<th>FY 2022 Enacted</th>
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<th>FY 2024 Enacted (vs. FY23 enacted)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centers for Disease Control &amp; Prevention</td>
<td>$8.5</td>
<td>$9.2</td>
<td>$7.6 (-18%)</td>
<td>$9.2 (0%)</td>
<td>$9.2 (0%)</td>
</tr>
<tr>
<td>Department of Defense – Basic Research</td>
<td>$2,763</td>
<td>$2,920</td>
<td>$2,526 (-13.5%)</td>
<td>$3,224 (+10.4%)</td>
<td>$3,224 (-10.4%)</td>
</tr>
<tr>
<td>National Science Foundation (NSF)*</td>
<td>$8,838</td>
<td>$9,870</td>
<td>$9,630 (-2%)</td>
<td>$9,500 (-3.7%)</td>
<td>$9,060 (-5%)</td>
</tr>
<tr>
<td>NOAA – Oceanic &amp; Atmospheric Research</td>
<td>$599.4</td>
<td>$661</td>
<td>$597.5 (-9.6%)</td>
<td>$661 (0%)</td>
<td>$655 (-1%)</td>
</tr>
<tr>
<td>NASA – Office of Science</td>
<td>$7,614</td>
<td>$7,795</td>
<td>$7,380 (-5%)</td>
<td>$7,340 (-5.8%)</td>
<td>$7,334 (-6%)</td>
</tr>
</tbody>
</table>

### Department of Energy

<table>
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<tr>
<th>Program</th>
<th>FY 2022 Enacted</th>
<th>FY 2023 Enacted</th>
<th>FY 2024 House Proposal (vs. FY23 enacted)</th>
<th>FY 2024 Senate Proposal (vs. FY23 enacted)</th>
<th>FY 2024 Enacted (vs. FY23 enacted)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office of Science</td>
<td>$7,475</td>
<td>$8,100</td>
<td>$8,100 (0%)</td>
<td>$8,430 (+4%)</td>
<td>$8,200 (+1%)</td>
</tr>
<tr>
<td>Advanced Research Projects Agency-Energy</td>
<td>$450</td>
<td>$470</td>
<td>$470 (0%)</td>
<td>$450 (-4.3%)</td>
<td>$460 (-2%)</td>
</tr>
<tr>
<td>National Endowment for the Humanities (NEH)</td>
<td>$180</td>
<td>$207</td>
<td>$186.3 (-10%)</td>
<td>$207 (0%)</td>
<td>$207 (0%)</td>
</tr>
<tr>
<td>National Endowment for the Arts (NEA)</td>
<td>$180</td>
<td>$207</td>
<td>$186.3 (-10%)</td>
<td>$207 (0%)</td>
<td>$207 (0%)</td>
</tr>
<tr>
<td>US Agency for International Development – Higher Education</td>
<td>$250</td>
<td>$285</td>
<td>$285 (0%)</td>
<td>$231.5 (-18.7%)</td>
<td>$271 (-5%)</td>
</tr>
</tbody>
</table>

* FY2023 NSF budget documents use $9.877 billion, which is inclusive of all supplemental funds including CHIPS and Science.
Public Radio in North Carolina
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.

Define, know and serve your intended audiences

Engage your audiences on the platforms they use

Match your publishing to your audiences' life rhythms and needs

Guide audiences along the path from unaware to supporters for life

Mobilize your entire org around growing revenue from the audiences you build

Audience funnels focus

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
• Local: Due South – Launched October 2023
• Podcasts: The Broadside – Launched September 2023
• Collaborations with other NC public radio stations.
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
- KVRF - Palmer, AK
650,000 Downloads

More NC Focus

The BROADSIDE
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.
“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

“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

“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

“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
The WUNC News Team

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

UNC-Chapel Hill students win national championships in cycling

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

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

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

Graduate student charged with 1st degree murder updates

Meet perovskite, the new and improved 'solar sandwich' that may lead to a more stable solar panel
WUNC News – Hussman School Connections

- Fletcher Fellowship for Education Policy Reporting

WUNC News Internships
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
UNIVERSITY-WIDE

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

$254M

$313M

$172M

5-Year Average

Last Year

This Year

$18M Non-Conforming

<table>
<thead>
<tr>
<th>Unit</th>
<th>5-Yr Avg</th>
<th>Last Year</th>
<th>This Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Arts &amp; Sciences</td>
<td>$30,837,342</td>
<td>$46,672,410</td>
<td>$18,556,919</td>
</tr>
<tr>
<td>Kenan-Flagler Business School</td>
<td>$25,650,683</td>
<td>$14,198,809</td>
<td>$9,655,596</td>
</tr>
<tr>
<td>UNC Athletics</td>
<td>$35,880,989</td>
<td>$28,485,666</td>
<td>$24,951,105</td>
</tr>
<tr>
<td>UNC Health</td>
<td>$80,310,583</td>
<td>$120,929,480</td>
<td>$76,829,332</td>
</tr>
</tbody>
</table>
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 2\textsuperscript{nd} Quarter. Amounts in millions.

FY23: $183
FY24: $123
Strategic fundraising priorities developed
Specific fundraising opportunities identified
Priorities and opportunities blended into vision
Fundraiser performance expectations recalibrated
Gift table and forecasts created to inform goal-setting
Data-driven prospect identification
Face-to-face prospect confirmation
Policies and practices reviewed and refined
Fundraising strategies developed
Volunteers recruited
Fill staff vacancies, identify gaps
Provost Development Council
Outside consultant (GG+A)
Prior campaign review and analysis

CAMPAIGN PREPARATION PYRAMID
GiveUNC
3 • 26 • 24

A day like no other for a place like no other