



AGENDA

OPEN SESSION

ACTION ITEMS

1. **Approval of the Minutes of March 27, 2024**
Ramsey White, Chair

INFORMATION ITEMS

2. **Legislative Update**
Amy McConkey, Director of State Affairs
Kelly Dockham, Director of Federal Affairs
3. **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**

March 27, 2024

Committee Vice Chair Patrick Ballantine called the meeting to order at 3:41 p.m. in the Chancellor's Ballroom at the Carolina Inn.

Assistant Secretary Chris McClure called the roll. The following committee members were present in person or via videoconference: Patrick Ballantine, Jim Blaine, Rob Bryan, Christopher Everett, Vimal Kolappa, Marty Kotis, Ralph Meekins, Vinay Patel, and John Preyer. The following member was absent: Ramsey White.

Assistant Secretary McClure indicated that there was a quorum.

OPEN SESSION

The following item was presented for action:

Approval of the Minutes of November 8, 2023

The committee reviewed and approved the open and closed session minutes of November 8, 2023. Trustee Everett moved to approve the minutes. The motion was duly seconded and carried.

The following items were presented for information only:

Legislative Update

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

WUNC Update

Paul Hunton, President and General Manager of WUNC, presented the committee with an update on WUNC. Questions and comments were entertained.

Development Update

Michael Andreasen, Vice Chancellor for Development, presented the committee with a University Development update.

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

MOTION TO CONVENE IN CLOSED SESSION

On motion of Trustee Kotis and seconded by Trustee Bryan, the committee voted to convene in closed session pursuant to North Carolina General Statutes Sections 143-318.11(a)(1) and (a)(2).

CLOSED SESSION

The committee convened in closed session. Please see closed session minutes.

UNC-Chapel Hill Board of Trustees
External Relations Committee Meeting
Open Session Minutes
March 27, 2024

The committee returned to open session without objection.

OPEN SESSION

The committee reconvened in open session.

ADJOURNMENT

There being no further business to come before the committee in open session, Committee Vice Chair Ballantine adjourned the meeting at 4:57 p.m. without objection.

University Development Update

MAY 2024

Michael C. Andreasen

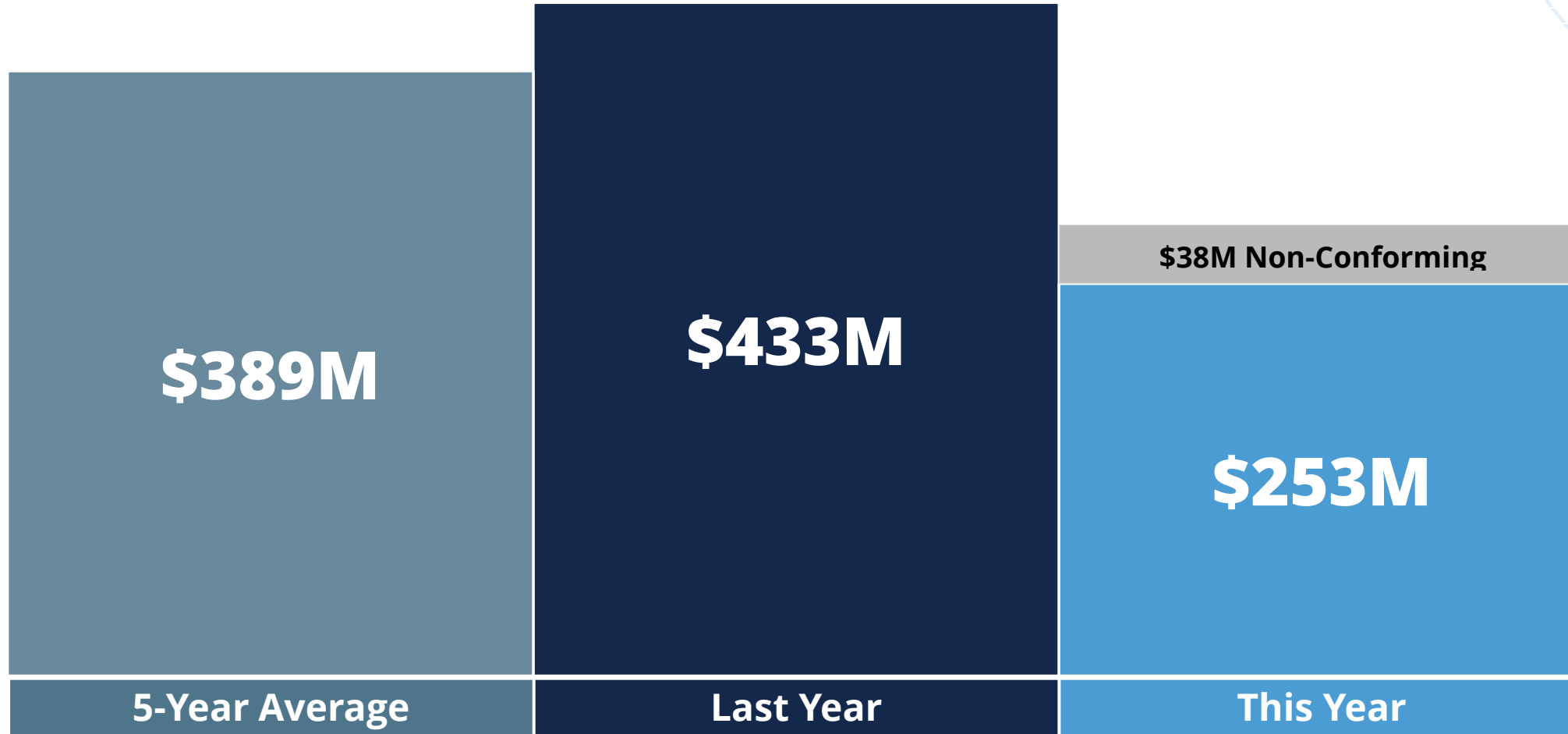
Vice Chancellor for Development



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

UNIVERSITY-WIDE

New Cash & Commitments. YTD Through End of 3rd Quarter.

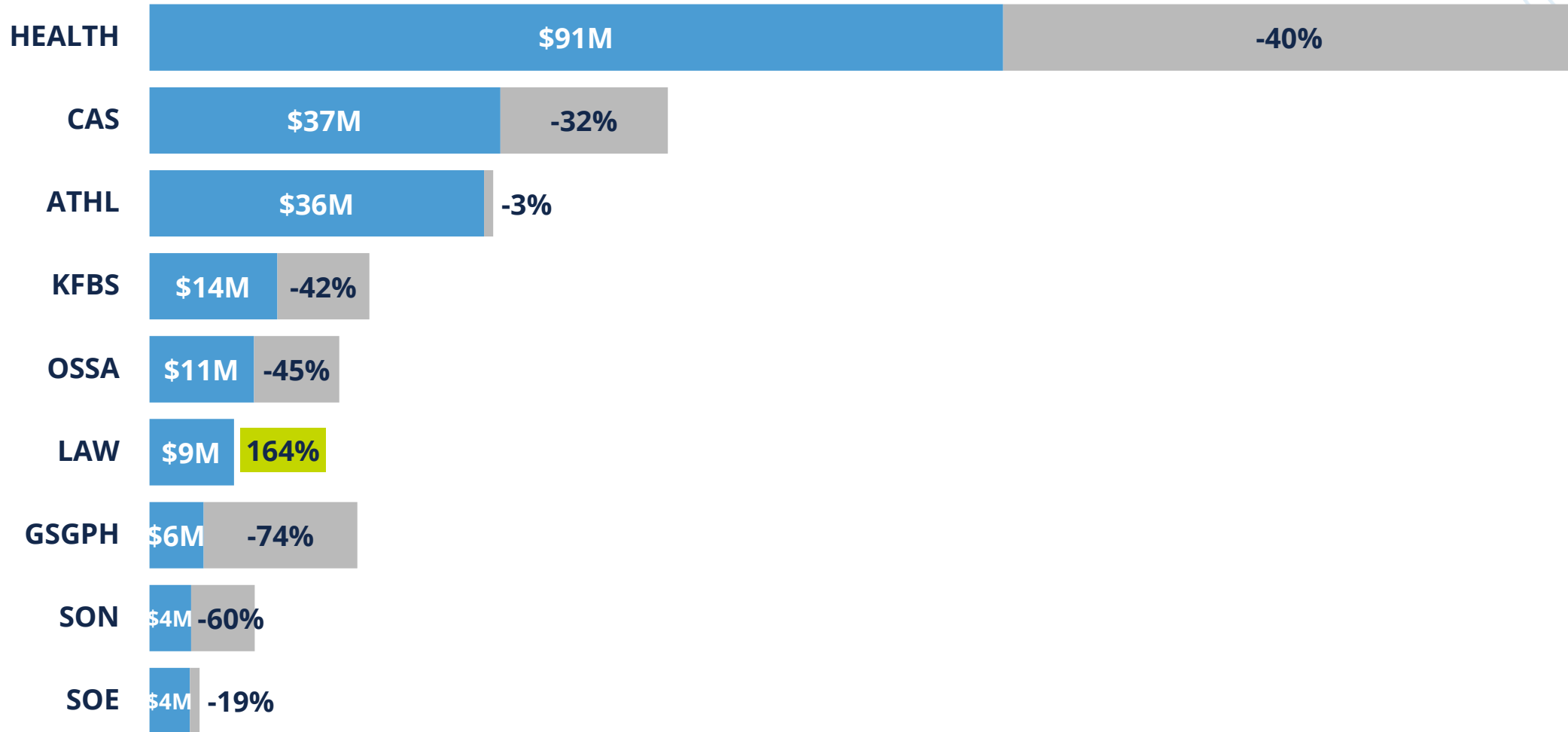


*Grant data through 1.31.2024.
Rams Club data through 2.29.2024.*

“Non-Conforming” refers to commitments received that would have been counted under CASE standards prior to this FY.

SCHOOLS & UNITS

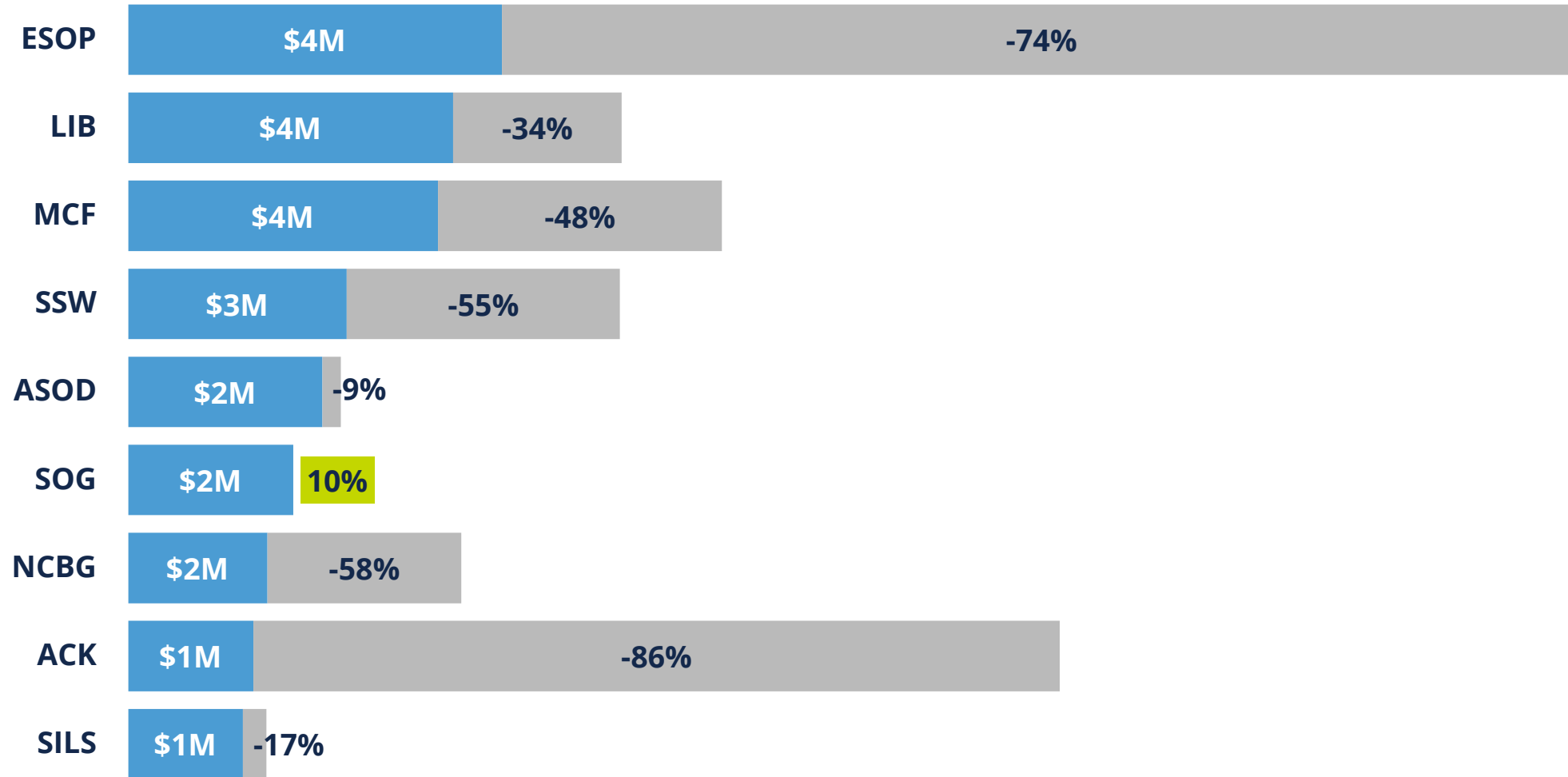
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■ This Year ■ Change vs FY23

SCHOOLS & UNITS

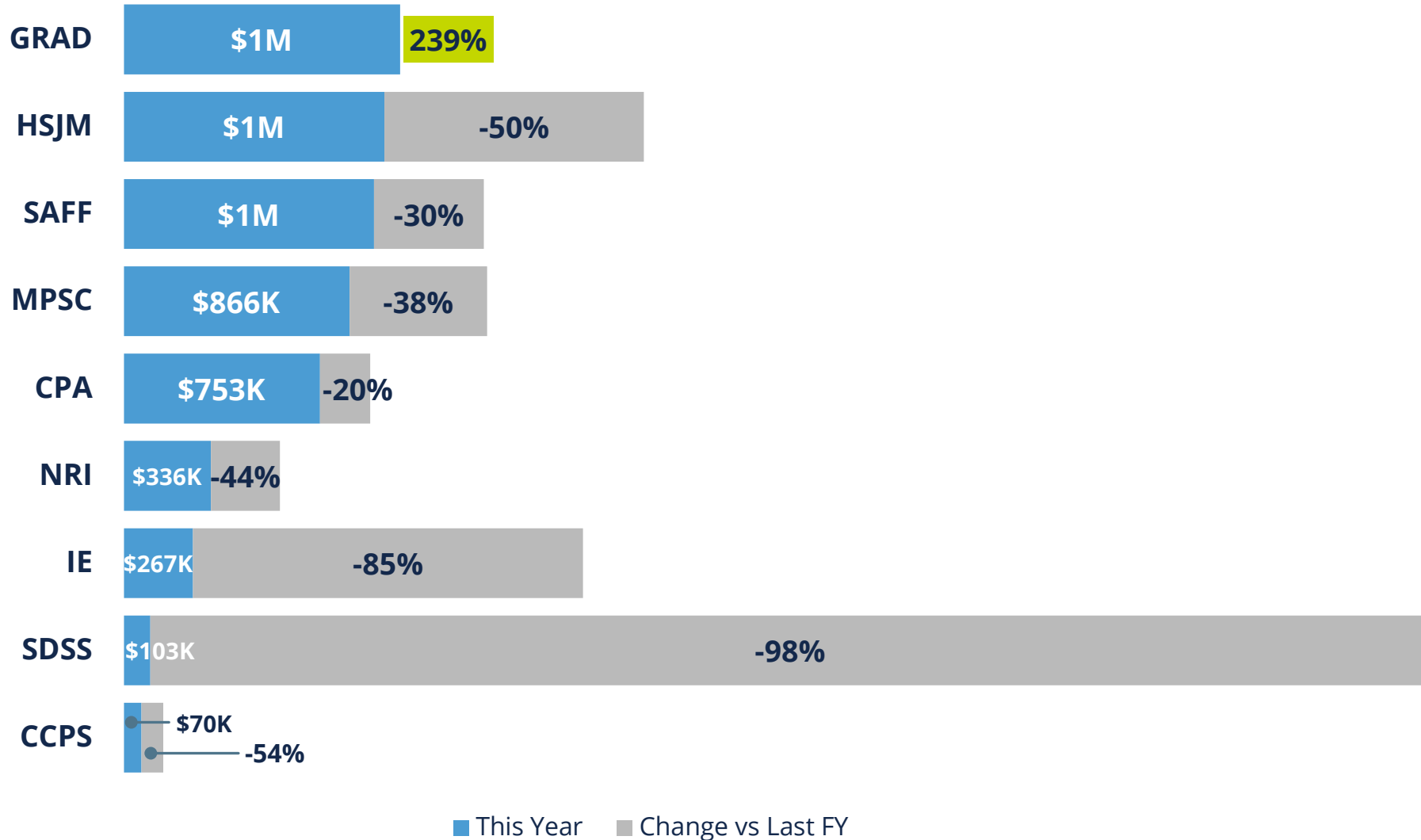
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■ This Year ■ Change vs Last FY

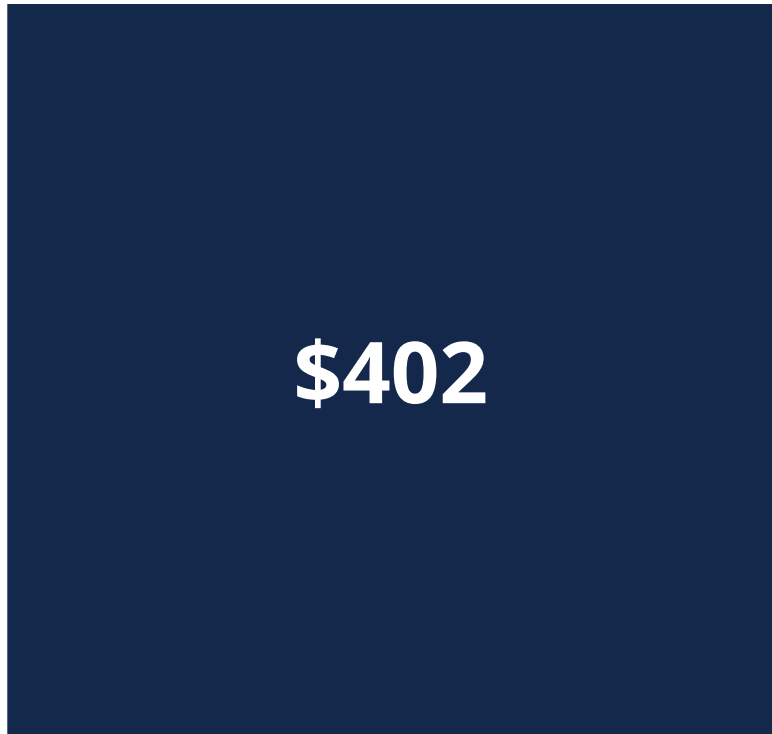
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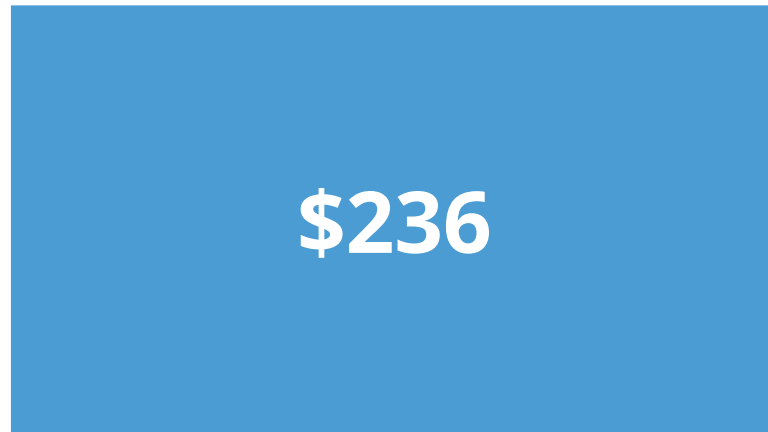


CASH TOTALS

End of 3rd Quarter. Amounts in millions.



FY23



FY24

GiveUNC

3 • 26 • 24



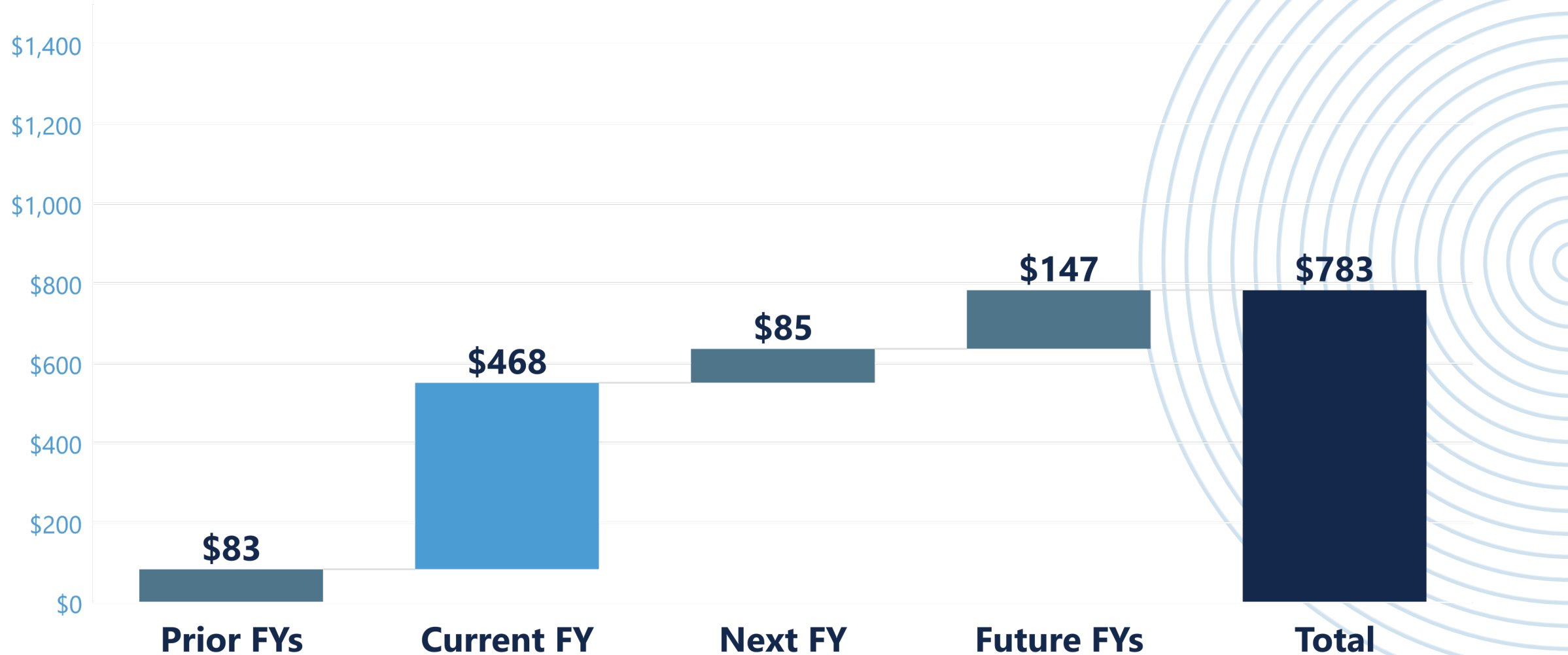
***Raised* | \$8,604,544**

***Gifts* | 12,701**

***Donors* | 9,323**

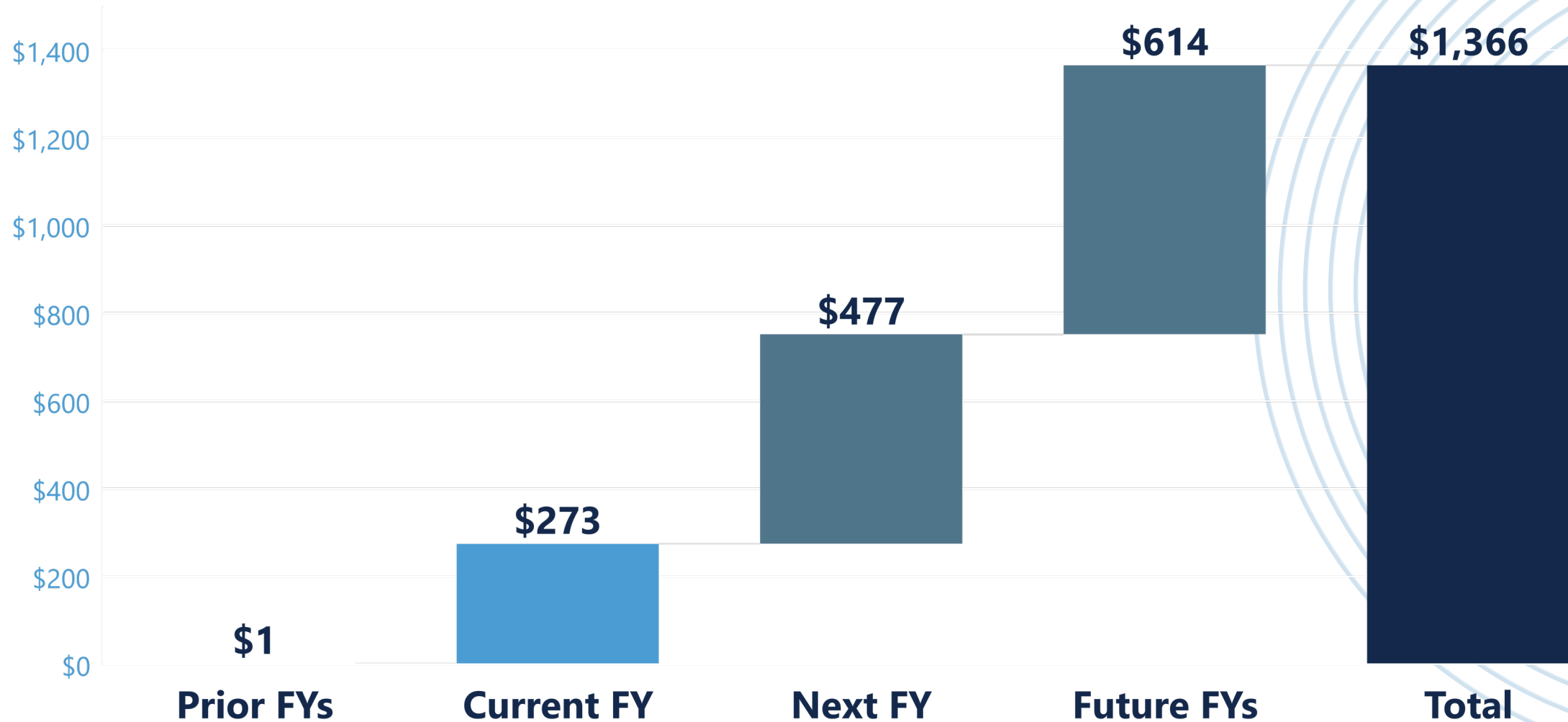
PIPELINE

As of 3.11.2024. Amounts in millions.



PIPELINE

As of 4.29.2024. Amounts in millions.



CAMPAIGN PLANNING



CHARGE TO ACADEMIC LEADERS & LDOs

- Develop campaign plans
- Identify top campaign prospects
- Create school/unit campaign priorities



CAMPAIGN DRAFT PRESENTATIONS

- Audience: other deans/directors
- Share draft priorities
- Receive peer feedback

CAMPAIGN PLANNING



CAMPAIGN TECHNICAL PRESENTATIONS

- Audience: UDO Leadership
- Audience: GG+A consultants
- Goal: alignment of aspirations and investments



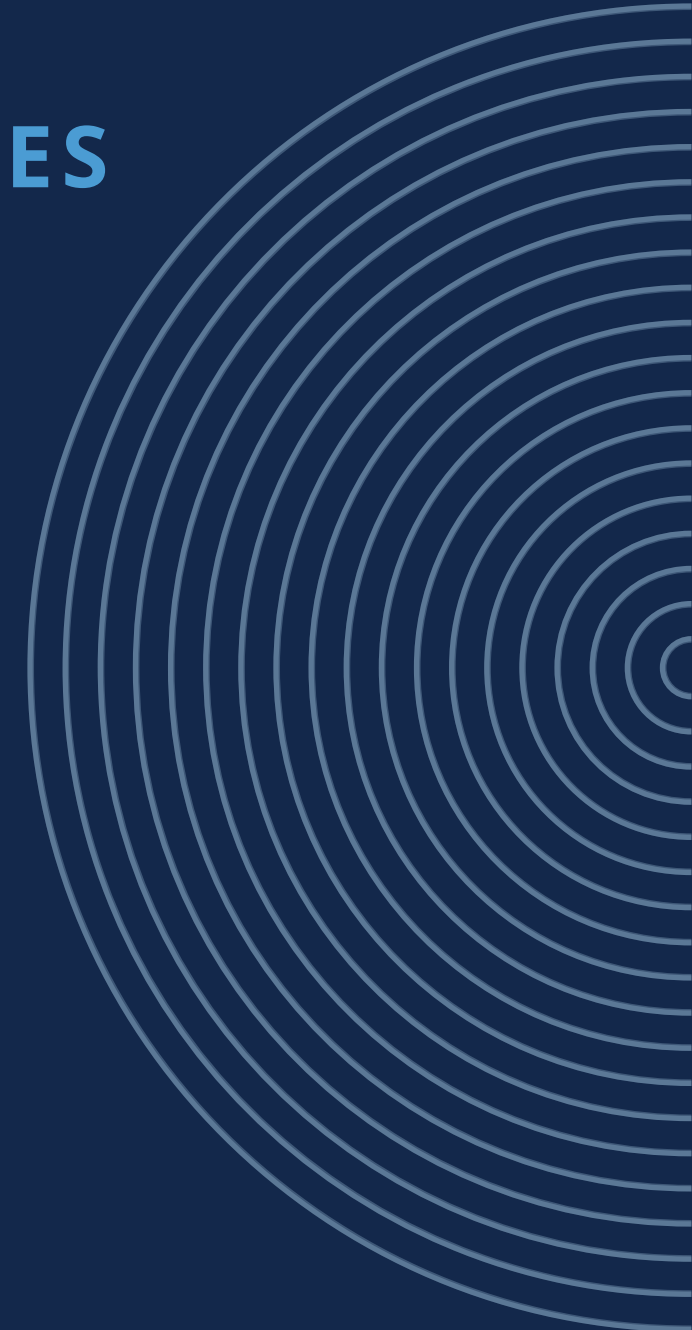
CAMPAIGN "PRESSURE TEST" PRESENTATION

- Audience: campaign volunteers
- Audience: University leaders
- Goal: Feedback about priorities

**Could be delayed to fall depending on chancellor search*

EMERGING FUNDRAISING STRATEGIES

- Updated metrics with a focus on pipeline
- Data tools and technology under review
- Enhanced collaboration with Carolina Alumni
- Reimagining global and regional fundraising strategy



RECENT ADDITIONS TO THE TEAM

Strategic Initiatives

- Executive Director Data Science and Society
- Executive Director Capital Renewal
- Executive Director Innovation

School and Units

- Executive Director of Development for Schools & Units



IMPACT PHILANTHROPY

“**S**tudying the humanities instills wisdom, discernment, strong communication skills and good character no matter the career choice. My liberal arts education at Carolina expanded my world and my life. All Carolina graduates should have that opportunity as well.”

STEPHEN H. ISRAEL '66

On his \$10M investment in the O.B. Hardison Scholarship



IMPACT PHILANTHROPY

“**F**or over a decade, the Galapagos Science Center has been a hub for exceptional scientists, conducting research that deepens our understanding of fragile ecosystems and communities and solutions needed to ensure their sustainability. This work in the Galapagos is directly translatable to the fragile ecosystems on the North Carolina coast and its barrier islands, and the support from the Kenan Charitable Trust will enable us to generate even more innovative solutions and amplify the positive impact for people and places, here and across the globe.”

Penny Gordon-Larsen

Vice Chancellor for Research

William R. Kenan, Jr. Distinguished Professor in nutrition

Galapagos Fellows Program

*Made possible by a \$1.5M gift from the
William R. Kenan, Jr. Charitable Trust*



IMPACT PHILANTHROPY

- Stephen D. Bell Hall “topping off”
- Construction powered by State and private investment



IMPACT PHILANTHROPY

- **2024 Massey Award Honorees**
 - Linc Butler
Human Resources
 - Robin Lee
Facility Services
 - Summer Montgomery
Biology
 - Desiree Rickenberg
Student Affairs
 - Nick Siedentop
Arts & Sciences
 - Khin Su Su Kyi
Facility Services
 - Elizabeth Williams
Office of the Chancellor



Photos and graphic courtesy The Well

University Development Update

MAY 2024

Michael C. Andreasen

Vice Chancellor for Development



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