Board of Trustees

Report

October 25, 2013

Report: Report include a meeting summary for the External Affairs Committee, which includes Alumni Relations, Athletics, Community Partnerships, Government Relations, University Advancement, and the Office of University Relations.

Summary

Enclosed is the meeting summary for the External Affairs committee. The summary outlines the quarterly activities, special accomplishments and challenges.
External Affairs Committee
Meeting Summary

The External Affairs committee met on Thursday, October 24, 2013 at 1:05 p.m. in the Azalea Coast Room. Trustees present were Dennis Burgard, Phil Marion, Britt Preyer, Maurice Smith and chair Michael Shivar.

Office of University Relations:

- Janine Iamunno, executive director for the office of university relations, presented UNCW’s recent media highlights, including coverage of the CIE (Center for Entrepreneurship and Innovation), various campus events and academic achievements/areas of expertise, and the overarching university mission under Chancellor Miller’s leadership.
- The presentation also showcased a new university events homepage calendar that was launched on October 21 to simplify access to campus happenings and promote attendance
- Ms. Iamunno also presented the committee with the Brand Identity Guide (BIG), which was launched in September to strengthen brand identity and empower university departments to better serve their target audiences in all communications and marketing.
- She mentioned that the board members will be getting a special edition of SWOOP via email next week that will outline BIG.
- She said the office is also working to shift its focus more on a national level to highlight UNCW across the country in addition to the local level.

Trustee Burgard asked about the success of the 5K Color Me Rad run that was held on campus over the weekend. Jimmy Bass, director of athletics, reported that the
event has about 8,300 participants and raised more than $23,000 for the Seahawk Club.

Trustee Smith asked about dealing with brand issues that local vendors might have in creating Seahawk merchandise and how they stay in line with brand guidelines.

Mr. Bass explained how the university works with licensing office on campus and an external company to ensure quality.

Trustee Marion commended Janine for her success in the last year in marketing and branding the university.

Athletics:

- Jimmy Bass, director of athletics, presented the committee with a presentation on how the athletic administration has been working with the Outdoor Facilities Enhancement Committee.
- The committee is comprised of university stakeholders (Trustees, Business Affairs, Student Affairs, Advancement, Architectural and Construction Services) and a Charlotte based architectural firm (Jenkins Peer) to develop a strategic vision for new construction and renovation of its athletic venues with a primary objective to include a common benefit for athletics/recreation and intramurals/academics to jointly develop outdoor facilities that can serve all three divisions.
- He presented the committee with draft of the Outdoor Enhancement Project which includes renovations to several current athletic fields and student recreation fields. The draft is included in your packets.
- The committee and designer will be looking ways to put these projects into phases and also at the cost of each phase.
- Mr. Bass said a second primary objective is to take the strategic vision and begin working closely with University Advancement to develop a case for support while continuing to develop a major gift prospect list.
- The eventual goal is to generate significant private support for developing a new generation of UNCW athletic facilities that will provide student athletes modern training and competition venues while drastically improving the game day experience for students, faculty/staff, alumni, friends and fans.
Trustee Preyer asked about the timeline for talking with donors about funding and the timeline for the project. Mr. Bass said the architect is currently working on phasing out the project and coming up with the estimated cost so that private support can be solicited.

Trustee Marion asked if the money left over from the student recreation center project could be used for the project and to help leverage donations. Mr. Bass said the cost was still being determined but that some phases could be started immediately and that they are working with the committee to determine the cost of the phases but he is hopeful that we can raise the private funds for phase 1. Max Allen, chief of staff, stated the $5 million that was left over from the Student Recreation Center project has specific use as outlined in the bond. He noted it is important to understand that this is a shared services project that will benefit student affairs through student recreational fields and athletics. Phase one would likely include renovations to the intramural fields with additional storage buildings and restrooms which have been requested by the students.

Mr. Bass said the plan would come back to the board again at a later time once the cost and phases were outlined for their consideration and approval.

University Advancement

- Eddie Stuart, vice chancellor for university advancement, gave a presentation on the Future of Philanthropy at UNCW.
- Over the last 10 months, the division has conducted a campaign readiness assessment as well as a campaign feasibility study and a Campaign Strategy Study.
- With the last campaign still top-of-mind for many top prospects and donors, UNCW has fewer prospective leadership level gifts than needed to support a traditional major campaign.
- After careful consideration of information gathered during the study, the university will:

1. Solicit select prospects for major gift commitments for university priorities as appropriate;

2. Develop its principal and major gifts program fully by strategically cultivating all top donors from the previous campaign, and identifying and cultivating new prospective major donors to move them toward providing leadership level gifts;
3. Utilizing the strategic planning process collaboratively with campus partners, promote the Chancellor’s vision and elements of the case within the UNCW community—donors, alumni, parents, friends, corporations and foundations to further engage all potential funding entities;

4. Determine and communicate a course of action to address the concerns regarding the athletic program and its facilities, including initiating a project-specific campaign at this time.

He also told the committee that advancement will determine and communicate a course of action to address the concerns regarding the athletic program and its facilities, including initiating a project-specific campaign at this time to support the proposed plan.

Mr. Stuart also told the committee the UNCW Foundation board and the UNCW Board of Visitors are being realigned to help address a new culture of philanthropy.

Chairman Shivar asked about the changes for the Board of Visitors. Mr. Stuart told the committee the board would continue to be ambassadors for the university but that they are also going to have new committee structure that would include advocacy, community partnerships and philanthropic giving committee to help assist the university with its mission and give the members some action items to work on during the year.

Community Partnerships

- Jenni Harris, assistant to the chancellor for community partnerships, provided the committee with an update and a strategic plan for the office.
- The strategic plan that includes elements of corporate and community development and performance measures for assessment.
- The plan focuses on three priority areas: Corporate and Community Engagement, Community Relations and Data Analytics.
- She told the committee about a couple of partnerships that included the Marine Sciences academy at Ashley High School and that the other high schools in New Hanover County are also looking at areas where they can have similar partnerships.
• On November 4, UNCW will be working with the city and the Wilmington Police to host a meeting to discuss gang violence.

Trustee Marion asked if the office has any initiatives underway to reach out and work with the community colleges. Mr. Harris talked about the partnership role that Cape Fear Community College has in the Marine Science Academy at Ashley High School. Provost Dennis Battles added that her office works closely with CFCC because of the high number of transfer students and they have projects underway. Chancellor Gary Miller told the committee that the academic offices and the chancellor primarily work with community college and the office of community partnerships is geared toward working with public schools, city and county officials and community partners. Trustee Marion stated he would like to see more of a regional outreach to expand these programs. Ms. Harris noted that her office works with all areas on campus to do programing and outreach. She highlighted the Color Me Rad 5k run as one example. The information came in through her office and then in working with Athletics and other areas on campus, the university was able to make this opportunity reality.

The committee also had one action item for consideration.

• Board approval is sought for establishing provisions in the current Policy for Establishing Naming Criteria and Protocols (09.140) to address honorific namings that do not include a philanthropic giving component. (A copy of the action item is in your packet.)
• The item was brought before the External Affairs committee for consideration at the meeting and was approved.

With no future business the committee adjourned at 2:50 p.m.