



BOARD OF TRUSTEES

EXTERNAL AFFAIRS COMMITTEE

OCTOBER 20, 2011

MEETING SUMMARY

The External Affairs Committee Meeting was called to order by Wilma Daniels at 1:30 p.m. on Thursday, October 20, 2011, in the Azalea Coast Room in the Fisher University Union. Trustees present were Wilma Daniels, Kimberly Hayden, Ronnie McNeill, Linda Pearce, Gary Shipman, and David Swain.

The minutes from the August 25, 2011 meeting were approved with a motion from Linda Pearce and a second from David Swain. The minutes were approved unanimously.

Chairman Wilma Daniels called on Trustee Carlton Fisher for a special presentation. Mr. Fisher informed the committee about a plan to continue to promote university spirit throughout the community as part of paint the town teal. This plan would allow businesses to purchase UNCW feather banners that would be displayed on game days. Businesses owners and community groups could purchase their own UNCW 12-foot feather banner to be displayed on their property. The banners would go out for display on a game day and then be taken down at the end of the day. Mr. Fisher noted this display method would be in line the Wilmington's sign ordinance.

A quote from a local sign company priced the flags at \$167 each for 20. He said if they ordered more than 20 then the price per item could be reduced. Mr. Fisher told the group he would be interested in purchasing some flags personally to be displayed on his business property. David Swain noted he also would be willing to purchase flags for his business property as well but suggested they make sure the flags were good quality so the business owners could get a lot of use out of the flags. Carlton said the Seahawk Club was looking at ways to sell these flags at cost to business in order to promote Seahawk spirit. Wilma questioned how this program would be promoted and who would be the main contact to facilitate this program. Mark Lanier, assistant to the chancellor, suggested putting together a committee comprised of himself, Max Allen, Jenni Harris, Cindy Lawson and Jimmy Bass to figure out the logistics of this initiative and for the committee to report back to the board members as soon as possible. Chairman Daniels thanked Carlton for bringing this project before the committee.

**GOVERNMENTAL RELATIONS**

**Mark Lanier**

*Special Assistant to the Chancellor*

Mr. Lanier reported that the UNC State Relations Council met recently to discuss the on-going work of the legislature. In relation to the university, various interim committees plan to review issues related to the impacts of budget cuts, remedial instruction, partnerships with the military and with public schools, student success and graduation rates, faculty workloads, economic development, and information technology. Legislative staff have indicated that appropriations subcommittees will meet as early as February and that the legislative session that will start in May of 2012 will be a very short session, so the university will have to identify its legislative priorities earlier than usual. Budgetary priorities are likely

to focus on core elements of state support, such as enrollment increase funding, financial aid, reserves for new buildings coming online (such as UNCW's Psychology Building), and funding for repairs and renovations.

Mr. Lanier also gave a brief report on the university's involvement in economic development activities, including participation in a workforce analysis for North Carolina's Southeast, assistance with a state of the region report, and continued development of marine biotechnology. He said that UNCW's Small Business and Technology Development Center had a solid third quarter report, including year-to-date capital formation of \$9.4 million, creation or retention of 480 jobs, and assistance with 11 client start-ups.

Jenni Harris, assistant to the chancellor for community partnerships, shared with the committee her responsibilities in this new role. In her past 4 weeks since starting this position, she said she has tried to meet with as many campus leaders as possible. She told the committee she wanted to create a database of all the community connections that people have throughout the university to see what is currently being done with the community and also figure out areas that could be improved upon. She is also working on a series of Teal Toast receptions hosted at Kenan House by Chancellor and Mrs. Gary Miller. The concept behind the reception is to introduce the Millers to new community partners and engage community members who might not be familiar with the university. In addition to these receptions, she is also setting up meetings and getting Chancellor Miller out in the community to meet community leaders and discuss ideas for potential partnerships. She is also working with deans and department heads to get an idea of people and businesses that should be connected with the university and also figure out ways to engage them. Ms. Harris encouraged the board members to contact her via email ([harrisjb@uncw.edu](mailto:harrisjb@uncw.edu)) with names of people that we should reach out to or about their ideas or projects like the paint the town teal initiative mentioned earlier in the meeting.

## **ALUMNI RELATIONS**

### **Rob McInturf**

*Director of Alumni Relations*

- Family and Alumni Weekend was hosted on September 23-24.
  - An alumni music concert and reception was hosted in the Beckwith Recital Hall. Nearly 150 alumni, students, faculty and staff enjoyed performances by alumni and faculty.
  - The Golden Wing Society induction brunch for alumni who graduated in 1961 and older was held in the Warwick Center on campus. Nearly 40 alumni enjoyed brunch before a trolley tour of campus.
  - The Legacy Pinning Ceremony was held on Saturday afternoon in the Burney Center on campus. The ceremony featured the pinning of incoming students who have a parent, grand-parent, or sibling who is an alumnus of UNCW. Nearly 150 celebrated their legacy at UNCW.
  - The first "Alumni Day at the Beach" was hosted at Wrightsville Beach near the Oceanic Pier. Alumni enjoyed a variety of food, games and live music under the alumni tent.
- The Cameron School of Business Alumni Chapter is hosting its fall speaker breakfast on October 26 at 7:00 a.m. in the Burney Center. Alumni and friends will be treated to breakfast and a presentation by 2011 Young Alumnus of the Year, Shaun Olsen '02 about "The New Epoch of Technology and Entrepreneurship."

- The Triad Area Alumni Chapter will be hosting its fall reception on Thursday, October 27 at the Greensboro Country Club at 6:30 p.m. Alumni and Friends will enjoy a networking social and hors d'oeuvres with Chancellor and Mrs. Miller.
- The Charlotte Area Alumni Chapter will host its fall dinner at the Charlotte City Club on Thursday, November 3 at 6:00 p.m. Alumni and friends will have the opportunity to network with Chancellor and Mrs. Miller prior to dinner while overlooking the city skyline.
- The Triangle Area Alumni Chapter will host their fall dinner on Wednesday, November 9 at the Prestonwood Country Club in Cary at 6:00 p.m. Alumni and friends will enjoy meeting Chancellor and Mrs. Miller during the networking reception prior to dinner.
- The Alumni Association will host a reception at the Willard Intercontinental Hotel in Washington DC on Thursday, December 1 at 6:00 p.m. for alumni and friends of the university. Attendees will have the opportunity to network with each other and meet Chancellor and Mrs. Miller.

## ATHLETICS

### **Jimmy Bass**

*Director of Athletics*

- Resource Development-UNCW Student Aid Association, Inc. (Seahawk Club) 2011 unrestricted athletic scholarship donations up 121.25% for July, August, September from same period in 2010.
- Completed Trask Coliseum upgrades and renovations (\$2,000,000) on time and on budget.
- Katie Stowe promoted to Assistant Director of Membership Services for UNCW Seahawk Club.
- Patrick Spach hired as new Assistant Director of Seahawk Club
- Haig Lea hired as new Assistant Athletic Director of Ticket Operations and Development

## MARKETING & COMMUNICATIONS

### **Cindy Lawson**

*Assistant to the Chancellor, Marketing and Communication*

- **Public service & engagement: photo coverage** of military-friendly facilities and programs at CCCC, Camp LeJeune and Jacksonville; Move-In Day photo coverage; Entrepreneurship Guest Lecturer; 9/11 photo coverage; Brunswick Forest and Winding River Neighborhood Partnerships; OLLI opening class
- **Social Media:** Held first social media roundtable in August with representatives from Alumni Relations, Athletics, Cultural Arts and Public Service;
  - Facebook: **between 8/1 and 9/24/11:** new likes up 54%; post views up 112% and post feedback up 286
  - Twitter: established Chancellor Miller's Twitter account; Chancellor Miller has 426 followers as of 10/03/11; number of UNCW followers as of 9/24/11: 3253, up 459 (14%) since 8/1/11
- **Web:** Chancellor's website; migrated 33% of UNCW's 37,000+ web pages to new design
- **Hurricane Irene:** multiple emergency communications to internal and external audiences
- **Marketing:**
  - Chancellor's office: new graphic/messaging project
- **Website:** Conversion of all remaining UNCW's 37,000+ websites by end of semester
- **@UNCW:** conversion to Umbraco in design phase
- **Media:** local media roundtable luncheon with Chancellor Miller and Wilmington editors and reporters for Oct. 18; significant number of open -record requests;

## UNIVERSITY ADVANCEMENT

### **Mary Gornito**

*Vice Chancellor for University Advancement*

- Total gifts and pledges of \$60,676,407 have been made since July 1, 2005, thru *The Campaign for UNCW – Soaring to Greatness*, of which \$38,388,552 has been received thru September 30, 2011. The total of these gifts and pledges is 93% of the campaign goal of \$65,000,000.
- Alumni donors have contributed \$198,514 during the first quarter of FY12; these gifts were made by 823 alumni, as compared to gifts from 614 alumni during the same period of FY 11.
- Gifts totaling \$1,233,292 were received during the first quarter of FY 12; of these, gifts of securities totaled \$65,957 as compared to gifts of securities of \$19,943 during the same period in FY 11 and \$31,640 during FY 10.
- Annual giving solicitations were 92% greater in dollars and 22% greater in number of donors during first quarter FY 12, as compared to first quarter FY 11; of these, there was a 34% increase in the number of alumni donors.
- Online giving was 546% greater in dollars and 217% greater in number of gifts during the first quarter FY 12, compared to the same period the previous year.
- Kicking off the Chancellor's Road Tour with a reception at River Landing in August, hosted by Wendy and Dell Murphy, will be followed by visits scheduled in the Triad on October 27-28, Charlotte on November 3-4, Triangle on November 9, and Washington, DC on December 1-2. Alumni, parents and friends are visited at each of these locations, as well as guidance counselors, media outlets, and legislators. Other meetings with various constituents are planned during the Chancellor's meetings in Boston and San Francisco during the fall.
- Promoting the Kenan Challenge, made possible by a \$50,000 gift from the William R. Kenan, Jr., Charitable Trust, to encourage alumni to invest in their alma mater; the match ratio is 2:1 for first-time alumni donors and 1:1 for previous alumni donors, up to gifts of \$100.
- Donor Relations (now named Events and Donor Relations) was assigned responsibility for all events previously managed by the Chancellor's office, as well as oversight for other campus events in which the Chancellor has a role, not including such events as commencement.

## OLD BUSINESS

There was no new business.

## NEW BUSINESS

With no further business to consider, the meeting adjourned at 2:35 p.m.