

Board of Trustees
External Affairs Committee
February 7, 2019 2:30 p.m.
Fisher Student Center- Masonboro Island Room
Minutes

The External Affairs committee met on Thursday, February 7 at 2:30 p.m. with the following members present: Dennis Burgard, Carlton Fisher, Woody White, Agnes Beane and Wilma Daniels. Mark Lanier, assistant to the chancellor, provided a legislative update. He reviewed the 2019-21 UNC Legislative Budget Request and Policy agenda documents that were passed out and are available online. Some of the priorities that directly impact the university include funding for summer scholarships for student success, faculty recruitment/retention and faculty and staff salary adjustments. The university has requested funding for the Randall Library expansion project, funding to support the transition to doctoral status and funding for critical workforce development for coastal engineering, business analytics, and health care administration. At the state level, there is debate about how to fund these requests and whether it should be a “pay as you go” project or a bond issue. Debate is expected to continue.

Eddie Stuart, vice chancellor for university advancement, provided an update on fundraising and advancement initiatives. So far this fiscal year, \$18.5 million has been raised to support the university. This is a record setting amount in just 6 months thanks in part to the recent \$10 million gift from David Congdon. Lindsay LeRoy, director of alumni relations, gave the committee a brief update about the recent homecoming weekend. With more than 2,000 registered guests, the university hosted a wide variety of events to engage and welcome alumni back to campus. The committee also got to see social media examples of the Instagram stories from the UNCW Alumni Association. Next, Bryan Fegley, assistant director for annual giving, told the committee about the upcoming Give More in 24 campaign which will happen on April 9. This one day giving challenge will be the 6th year for the event and over the last 5 years, this one-day campaign has raised a total of \$1.1M. This year’s challenge will have a new automated giving web site and social media ambassadors will be enlisted to help draw participation. There will also be a large on-campus presence for faculty, staff and students the day of the challenge.

Megan Gorham, director, corporate & foundation engagement, gave a presentation on the partnership between her office and the other areas on campus when working with corporations and foundations. One of their greatest allies is the Sponsored Programs and Research Compliance office also known as SPARC which is under Dr. Stuart Borrett, interim associate provost of research. These two offices work together in a proactive effort to grow and strengthen income streams for UNCW. She gave examples of some of the current partnerships with IKA, Quality Chemical Laboratories, and Duke Energy. The office has also launched a new website to provide an easy interface for both business partners and faculty and staff resources.

Lastly, the committee did vote to approve the minutes from the October 18 meeting.