The External Affairs committee met on Thursday, January 23 at 1 p.m. The following board members were present Carlton Fisher, Dennis Burgard, Gidget Kidd, Michael Lee, Yousry Sayed, and Maurice Smith. As chair Mr. Fisher called the meeting to order and read the required ethics statement. No conflicts were identified. The minutes from the October 24, 2019 meeting were reviewed and approved.

Mark Lanier, assistant to the chancellor, provided a legislative report. He provided an update on House Bill 966, which includes several priorities for UNCW and the UNC system such as funding for enrollment growth in the second year of the biennium, repair and renovation funding, additional lab school support, salary flexibility, and expansion of Teaching Fellows Program. The bill, however, did not include funding for summer enrollment, building reserves for new buildings, faculty salary increases, or for Randall Library expansion. In the one-day session on January 14, there were no veto overrides on HB966 (the budget) or SB354 (educator pay). The legislature does not plan to reconvene until the 2020 short session on April 28.

Given the lack of a state budget for the FY19-21 biennium, Mr. Lanier reported the Board of Governors passed a resolution at their meeting last week asking elected leaders to move quickly to approve a budget and support for the UNC System. The Board of Governors encouraged each university Board of Trustees to pass resolutions as well. Mr. Lanier presented the committee with a draft resolution. After discussion, the committee voted to place the item on the agenda for the next meeting of the Board.

Next, Lindsay Leroy, director of alumni relations, provided an overview of the homecoming activities which will be February 7-9. With more than 25 events taking place over the weekend, there is something for everyone including alumni, students, parents, and community members.

Eddie Stuart, vice chancellor for university advancement, reported the university has received more than $8.3 million in gifts and commitments this fiscal year. He also noted several upcoming advancement events including the Scholarship Donor Appreciation Dinner on February 27 and the Give More in 24 Challenge on April 6-7. Next, he introduced the creative team from VisionPoint Marketing. The team has conducted quantitative surveys, qualitative research and a messaging workshop to gauge the perception of the alumni and donor base. Findings from the study will be used to create targeted messaging to constituents as the university moves into the public phase of a comprehensive campaign set to launch publicly later this year. Points such as a renowned academic achievement, a sense of family community, coastal location and resourcefulness where just a few of the central themes. The team will now start phase two of their work to create the marketing and communications collateral.
Lastly, Ms. Kidd made a motion to go into closed session. Mr. Smith seconded the motion. The committee discussed the item. Mr. Burgard made a motion to go back into open session. Ms. Kidd seconded the motion. Mr. Burgard made a motion to approve the item discussed in closed session. The motion was unanimously approved. With no further business the meeting was adjourned.