The External Affairs committee met on Thursday, April 21 at 1:09 p.m. The following board members were present: Hugh Caison, Jeff Clark, Carlton Fisher, Gidget Kidd, Holly Grange, Hannah Horowitz and Yousry Sayed. Trustee Sayed called the meeting to order, welcomed trustees and read the required statement of ethics. No conflicts were identified. Chairman Sayed called for a motion to approve the minutes from the January 27, 2022 meeting. Holly Grange motioned to approve. Hannah Horowitz seconded. The minutes from the last committee meeting were approved.

Mark Lanier, assistant to the chancellor, provided a government relations update, starting with the omnibus federal budget bill that passed in March, which included increased funding for the maximum Pell Grant and for various research agencies.

He summarized the state legislative agenda adopted by the Board of Governors for the upcoming short session, including the status of UNCW’s request for funding the transition to doctoral status. In regard to economic development activities, Mr. Lanier highlighted several key elements in the New Hanover County strategic plan for economic development and a science and technology forum to be held on May 4, here in the Burney Center, in partnership with the Defense Alliance of North Carolina.

Eddie Stuart, vice chancellor for university advancement, provided an Advancement and Campaign update. He first welcomed Hannah Horowitz to the External Affairs Committee and thanked everyone for being here. Mr. Stuart then shared that as of the end of March, the university is at nearly $97M towards the $100M campaign goal. Mr. Stuart also shared that the advancement team hosted Homecoming 2022 in person for the first time in two years as well as hosting “An Evening Like No Other” to celebrate the campaign gala. He shared that advancement also hosted its second most lucrative Seahawks Give raising over $290,224 by 1,839 donors. Advancement is anticipating a new chancellor, campaign road shows and UNCW’s 75th anniversary. Mr. Stuart concluded his report by thanking Chancellor Sartarelli for his leadership and support throughout his time at UNCW.

Trustee Sayed then called on the Interim Chief Communications Officer, Andrea Weaver, for the Office of University Relations website update. Mrs. Weaver recognized her staff for all of their help and hard work with the redesign of the website. Mrs. Weaver then shared that Statmats is the vendor helping with redesign. The key outcomes for the new website include highlighting stories that make UNCW Like No Other, better analysis of website traffic, and a more streamlined content. Specifically, the BOT site will have a new look and feel with a private site for board members. The redesign was initiated in fall 2020 and is scheduled to launch this summer.

Trustee Sayed then called on Jeanine Minge, associate vice chancellor for community engagement and impact, for an Office of the Arts presentation. Mrs. Minge shared that the Office of the Arts brings over 200 culturally diverse shows to Wilmington each year. Mrs. Minge then introduced Fidia Reyes, director of arts engagement, who presented about the lumina festival of the arts. Mrs. Minge then introduced Jeremy Summers, director of artistic operations, who shared information about Seahawk FAM: family arts matinees. Mrs. Minge then talked through the conceptual design of a potential renovated auditorium. Mrs. Minge concluded her report by introducing Emmanuel Mitcham, marketing and communications specialist, who presented on the rebranding of Kenan Auditorium events to streamline their marketing.

With no old business or new business to report, Trustee Sayed asked for a motion to adjourn. Holly Grange motioned, and Hannah Horowitz seconded the motion. Trustee Sayed adjourned the meeting at 2:15 p.m.