Advancement Committee of the Board of Trustees
University of North Carolina School of the Arts

Thursday, December 5th, 2013
1:00-2:00
Eisenberg Social Hall South
Hanes Student Commons
Open Session
MINUTES

Members Present

*Michael Tiemann, Chair
*Claire Christopher
*Greer Cawood
Phil Nelson
Steve Berlin
Quin Gordon, Honorary Alumnus
Justin Eure, Honorary Alumnus
Ryan Wineinger, Honorary Alumnus
Mark Benson, Kenan Institute Board

Administrators, Faculty, Staff Present;

James Moeser, Chancellor
Mark Hough, Chief Advancement Officer
George Burnette, Chief Operating Officer
David Nelson, Provost
Jim De Cristo, Director of External Affairs
Corey Madden, Executive Director of the Kenan Institute
Marla Carpenter, Director of Communications & Marketing
Katharine Laidlaw, Executive Producer
Paula Pressley, Development Director
Lisa Ransom, Major Gifts Officer
Carl Forsman, Dean of School of Drama
Jonas Silver, Alumni Director
Terri Renigar, Brand Marketing
Lynda Lotich, Kenan Institute
Angela Tuttle, Foundation Liaison
Jose Pablo Salas Rojas, Executive Assistant to the CAO
Joan Roggenkamp, Executive Assistant to the COO
Amanda Balwah, Assistant Secretary to the Board of Trustees
David Harrison, UNC-GA Legal
Peyton Becker, NYC Alumni Rep
Emily Simoness, NYC Alumni Rep
Will Taylor, Faculty Council
Betsy Towns, Faculty Council

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Members Absent:
*Don Flow
*Skip Dunn
*Tom Kenan (ex-officio)
Michael Ryden, Foundation Representative
Susan Mann, Foundation Representative
Lynn Eisenberg, BOV Representative

Convene Meeting and Opening Remarks
Chair Michael Tiemann convened the December 5, 2013, meeting of the Advancement Committee of the University of North Carolina School of the Arts Board of Trustees at approximately 1:00 pm. Mr. Tiemann confirmed a quorum.

Approve Minutes from September 26, 2013 meeting
Michael Tiemann called for a motion to approve the minutes. Claire Christopher moved, Greer Cawood seconded. The minutes were approved as presented.

Development Report
Mr. Tiemann invited Mark Hough to report on the Advancement Office.

Mark Hough reported on updates from the Advancement Office:

- The Advancement Office started to lay the ground work for a Capital Campaign. Development is meeting and exceeding fundraising goals for the first two quarters of FY14. The end-of-the year appeal was progressing well—prior to closing in on the final 3 weeks of the year. As a reminder, the overall goal for Development this year, combining unrestricted/restricted funds (in other words annual funds plus scholarship, endowed funds or special initiatives) is $3.3 million.
- **Capacity Building is a Priority:**
    - Raised funds to match a generous grant offered by UNC General Administration, resulting in a new Major Gift Officer position to be hired in the early part of next year (2014).
    - Secured, thanks to the COO, a new recurring position, also for a Major Gifts Officer (to be hired in early 2014).
    - Results will be 3 Major Gift Officer Positions, whereas Advancement has only had 1 since 2007.
    - Paula Pressley retires December 13, which opens her position as well.
    - Headed toward a program in which we can focus staff raising major gifts on EACH of the 5 arts schools. The best practice model on many campuses is the "de-centralized" approach of gift officers working within colleges, and reporting back to central leadership and advancement services.

- Agreed on Grenzebach Glier and Associates (GG+A) as the consulting firm that will lead the Internal Readiness Review of the Advancement Office during the first quarter of 2014. This is one of the first steps prior to embarking on a Capital Campaign.
- No specific number has been set for the Capital Campaign as an internal process must take place first in order to assess UNCSA's funding priorities and vision for the future.

- **Communications & Marketing**
  - Marla Carpenter reported that the second volume of the UNCSA Magazine would be ready by the first of the year (2014).
  - The Pickle Christmas Card was successfully sent out.
  - 105 press releases issued from July 1- June 30, and social media is very active.
  - The new website is a work in progress, and the old website is over 11 years old.
  - The Communications & Marketing department is also working towards selecting a consulting film that would work on a Strategic/Integrated Communications & Marketing Assessment Plan. Ms. Carpenter reported that three firms are being considered to do this job.
- **Major Gifts**
  - Raised more than $600K for Fletcher since June 1, 2013
  - Lisa Ransom announced the establishment of the James Allbritten Visiting Distinguished Artist Professorship in the A.J. Fletcher Opera Institute; thanks to generous gifts from local and national supporters: an endowed professorship of $500,000.
  - Dean's Councils have been formed in all 5 Schools. Concept is annual gift of $5000 (or more), and to create a base of support ranging from $50-100K per year that deans can use for many priorities — guest artists, scholarships, student travel, faculty recognition, and other.
- **Annual Fund**
  - Ahead of last year's appeal by about 10%.
  - On track with the upper level of the Annual Fund, aka Giannini Society ($1500 and up) with a strong renewal rate.
- **Alumni Affairs**
  - Jonas Silver reported that thanks to Tom Kenan's contribution, two alumni have been hired to represent the New York-based alumni group: Peyton Becker D&P'13 and Emily Simoness Drama'07 (see biographies enclosed).
- **Production**
  - Katharine Laidlaw reported the year branded campaign for performance marketing is on promoting the caliber, excitement of UNCSA performances –

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billboard, outdoor, but also through digital marketing and the launch of the website – UNCSAEvents.com

- Subscription Series was launched last spring and many new prospects have been identified for the 2014-2015 Subscription Series.
- Report on numbers:
  - Total Sales for all 2012-2013 performances were $41,338.00.
  - Total Sales for all 2013-2014 performances so far are $77,101.45. **- 87% increase**

  - Total Sales for actual UNCSA performances during the period of 8/15/12-11/28/12 were $33,682.00.
  - Total Sales for actual UNCSA performances during the period of 8/15/13-12/04/13 (the corresponding date) were $61,144.70 – **82% increase**

    - Nutcracker 2012: $278,462.90
    - 2013: $329,783.00
    - $51,320.10 increase 18.4%

- **Gala**
  - Monday, May 5 - Kick-off of 50th Anniversary of UNCSA and 20th Anniversary of School of Filmmaking, on Sound Stage 6, UNCSA campus

    Goal: $100K+ for the UNCSA Annual Fund
    Attendance: 300 of our closest supporters
    Excalibur will help with the organization of the Gala.
    Program: UNCSA Students and alumni perform and celebrate UNCSA

Updates were given on upcoming events

- Opening night of Nutcracker: December 13th, 2014
- Sundance Film Festival January 18-21
- A.J Fletcher Opera Institute performs *Tales of Hoffman* January 31- February 4 2014
- February 14-15: Dean Joe Tilford's designs featured in production of *Camelot* with Cincinnati Ballet; Dean Susan Jaffe's choreography featured in Company C in San Francisco and New Zealand Ballet in New York City.

Fletcher and other updates

- Michael Tiemann reported that negotiations had been taking place to finalize this project, and as mentioned before, the Advancement team continues to fundraise for the A.J. Fletcher Opera Institute.
- Moving forward, Mr. Tiemann reported that strategically speaking, the Capital Campaign will become a priority for UNCSA.
- Mr. Tiemann also reported that the school is starting to explore new and effective fundraising strategies, partnerships, and revenue sources.

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- In encouraging future ventures, Chancellor Moeser said "For people to realize the quality of this place (UNCSA), it is necessary to see the work. They don't get it when you tell them: it is essential to get out of this campus and perform outside of Winston-Salem."
- Mark Hough reported that during the lunch for the Kenan Scholars, one of the Senior Drama students who performed in *She Loves Me* was so appreciative for Mr. Kenan's support that the Drama Senior Class made a pact that when they make it big, they will give back to the school.

Move to Close Session

Claire Christopher called to move into Closed Session and Michael Tiemann approved the motion, Greer Cawood seconded.

Adjourn Meeting

The meeting was adjourned at approximately 2:08 pm.
Respectfully submitted by Mark P. Hough, Chief Advancement Office and Jose Pablo Salas Rojas, Executive Assistant to the Chief Advancement Officer, Office of Advancement.

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