



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

Thursday, December 11, 2014

10:00-11:30 a.m.

Eisenberg Social Hall South

Hanes Student Commons

**Open Session**

**Minutes**

**Trustees Present**

\*Michael Tiemann, Chair

\*Greer Cawood

\*Don Flow

\*Erna Womble

Rob King (ex-officio)

Phillip Nelson (Emeritus)

*\*Denotes voting members*

**Committee Members Absent**

\*Skip Dunn

\*Justin Poindexter

\*Claire Christopher

Tom Kenan (Emeritus)

Susan Mann, Foundation Board Liaison

**Administrators, Faculty, Staff Present**

Lindsay Bierman, Chancellor

Jim DeCristo, Interim CAO

George Burnette, COO

Marla Carpenter, Director of Communication & Marketing

Lisa Ransom, Major Gifts Officer

Jonas Silver, Director of Alumni Affairs

Corey Madden, Kenan Institute Exec. Director

Lynda Lotich, Kenan Institute

Savannah Stanbery, Development

Associate/Executive Assistant to the CAO

Lauren Whitaker, News Services Manager

Lynn Eisenberg, Board of Visitors Liaison

Cindy Liberty, Foundation Executive Director

Nakita Green, Staff Council Liaison

John Coyne, Faculty Council Liaison

Carin Ioannou, Senior Director Business Affairs

David Harrison, General Administration Council

Gary Davis, Interim Chief of Police

John Hinton, Winston-Salem Journal

**Convene Meeting and Opening Remarks**

Chair Michael Tiemann convened the December 11, 2014 meeting of the Advancement Committee of the University of North Carolina School of the Arts Board of Trustees at approximately 10:05 am.

Mr. Tiemann confirmed a quorum.

**Approve Minutes from September 25, 2014 Meeting**

Michael Tiemann called for a motion to approve the minutes. Greer Cawood moved; Rob King seconded. The minutes were approved as presented.

**Chancellor's Opening Remarks**

Mr. Tiemann introduced Chancellor Lindsay Bierman.

Chancellor Bierman welcomed the committee members and trustees. He shared updates on his current projects:

- On December 12, he will announce the name of the recently hired Chief Advancement Officer.
- Hopes to wrap up the Fletcher Opera Institute challenge match in late February
  - Begin the search for a new Artistic Director for the Fletcher Opera Program early next year
- Looking for ways to deepen UNCSA's relationship with UNC-TV



- UNCSA's Cirkus Project airs on UNC-TV on January 23, 2015
- Recently met with representatives from the National Black Theatre Hall of Fame-looking at ways to partner with them in 2015 and beyond

### Advancement Update

#### Financial Report

Mr. Tiemann invited Jim DeCristo, Interim Chief Advancement Officer, to give a financial report from the Advancement Office.

- Using the infographic in the packets, he pointed out:
  - Fundraising efforts this fall are yielding positive results
  - Gifts for temporarily restricted and restricted (endowment) purposes are exceeding budgeted goals
  - Gifts for the Annual Fund (unrestricted revenue) are slightly behind budgeted goal, due to the annual appeal going out a little later than scheduled and due to some Giannini Society members making their annual gifts a little later than usual.
  - November and December are important months for fundraising, due to tax deductions available for charitable contributions for 2014. We have every confidence that UNCSA's loyal supporters will make their gifts by the end of the calendar year, and we will continue to communicate and encourage them to do so.

#### Alumni

- The number of alumni contributions to UNCSA is 75% higher in the 1st quarter of this fiscal year compared to last year and alumni financial support continues to grow.
  - The UNC System bases part of its funding of UNCSA on alumni giving participation rates and has asked that UNCSA focus on participation rates.
  - We are on track to beat the UNC system alumni participation growth rate goal for UNCSA for the third year in a row. This fiscal year's target is 3% of all alumni supporting UNCSA.
- Ira David Wood, high school and college drama graduate, recently received the North Carolina Award in Fine Arts from the Governor of North Carolina, and is Executive Director of Raleigh's Theatre in the Park, where he is performing in their 40th anniversary production of *A Christmas Carol* this month.
- Michael Tiemann also announced that Ira David Wood will be playing in *Billy Elliot* in February. This could be an opportunity to expand visibility and performance opportunities in the triangle area.
- A group from Advancement will attend *A Christmas Carol* at DPAC in support of Mr. Wood and use this trip to connect with alumni, donors and potential donors in that area.
- There was discussion on developing another trip to see *Billy Elliot* in February, in conjunction with a possible dinner with donors/potential donors in the Triangle region. Jonas Silver will reach out to Ira David Wood about this.

#### Advancement Hiring and Personnel

- We welcome Savannah Stanbery as our new Executive Assistant to the Chief Advancement Officer/Development Associate as of December 1, 2014.

#### 50<sup>th</sup> Anniversary

- New Winston Museum-Exhibits/Events (see handout.) All free and open to the public.
  - 50<sup>th</sup> Anniversary Speaker Series



- Angus MacLauchlan-Sun. January 18, 2015--7:00 pm-9:00 pm at Freedman Theatre
- Sun. March 22, 2015-- 7:00 pm -9:00 pm at Freedman Theatre (speaker TBD)
- 50<sup>th</sup> Anniversary *Guys & Dolls* /Gala -April 11, 2015
- 1990s Alumni Reunion- July 30-August 2, 2015
- 2<sup>nd</sup> Picklestock-September 3-6, 2015
- Board of Governors on UNCSA's campus in September
- Community Day

#### Board of Visitors

- Jim DeCristo referred to the Board of Visitors report in the packet.
- Lynn Eisenberg added that everything is moving along smoothly for the Board of Visitors.

#### Foundation Board Advancement Committee

- Report was in the packet.
- Cindy Liberty added that the UNCSA Foundation Board Advancement Committee met on December 4, 2014.
- The committee is in the process of planning a Guest Artist Luncheon Series which will benefit the Guest Artist Endowment.
  - Mr. King has graciously agreed to sponsor this event, and we also have a pledge of \$5000 which will go directly to the endowment.
  - The event will be February 18, 2014 from 12:00pm-1:30 pm at Forsyth Country Club.
  - Gus Kaikkonen, director of *Guys and Dolls*, will be the keynote speaker, there will be a student performance from *Guys and Dolls* and this will another opportunity for people to meet Chancellor Bierman.
  - The event goal is to net \$5000 for the endowment. Invitations will go out in January.

#### Communications and Marketing

- The Communications and Marketing report was in the committee members' packets.
- Marla Carpenter added that they are working on the winter magazine-set to go out late January.
  - Lauren Whitaker wrote the main article about UNCSA alumni who are no longer in the arts, but who are using their arts education in amazing ways.

#### Thomas S. Kenan Institute for the Arts Report

- Executive Director Corey Madden referred to the Winter Update report (handout).
- Welcomed Chancellor Bierman and commented on their great meeting with him in NYC where they introduced him to several leaders from major arts institutions including Juilliard.
- TSKIA is a grant directed partnership initiative between the William R. Kenan Fund for the Arts and UNCSA.
  - UNCSA's Board of Trustees has the ultimate financial oversight for TSKIA funds. TSKIA reports to the Chancellor and the Provost in terms of how it spends and its programs.
  - Separate set of spending guidelines from the UNCSA Foundation.
- Thomas S. Kenan Institute for the Arts (TKSIA) is focused on aligning, connecting and communicating about large institutional goals.
- Re-organized staff (thanks to help from Rob King) so that the UNCSA Foundation provides accounting services for TKSIA, which allows large savings in the overhead.



- They will redirect this savings toward a revenue generating position, a Grants and Programs Manager, which will work closely with the Advancement Department. (Hire in February, 2015.)
- Cindy Liberty helped TSKIA create a new budget management system.
- Number one institutional goal is to develop a strategic plan that aligns with UNC's strategic plan that is fundable and executable.
  - Called 2014 "year zero", which is all about alignment, prospect research, research and testing in a programmatic space and cultivation of strategic partnerships.
- TSKIA commissioned a prospect research project from an external consultant who identified the top 40 foundations that would make the most sense to connect with. (See foundations handout.)
- Working closely with Chancellor, Provost, Deans, faculty, and Winston-Salem leaders such as Jim Sparrow and the new director of CDI, Pam Jennings.
- Potential collaborative opportunity among the four Kenan Institutes on the horizon.
- Programing:
  - Arts entrepreneurship testing phase.
    - Pilot program-Arts enterprise lab that will benefit current entrepreneurs who are associated with the University and the Winston-Salem community.
  - Working on a UNC Chapel Hill partnership in Arts Entrepreneurship
  - Cirkus Theatre Documentary has been a really good partnership among the institute, UNC's and Cirque du Soleil.
  - Broadway Asia partnership, headed by Mark Ralph.
  - David Smith, D&P faculty member created the Battery Vampire
    - TSKIA supported his trip to Copenhagen to participate in the International Creative Business Cup. Mr. Smith won the USA Creative Business Cup Award. This project is still in development on UNC's campus.
  - Don Flow asked if we have a UNC's specific technology transfer policy or do we follow the GA guidelines along with the other UNC System schools.
    - David Harrison stated that the UNC Campus System has one as a whole but the individual campuses can do whatever they want to within those guidelines. Right now we work under the IP of the Board of Governors, but we can work with that any way we want.
    - Mr. Tiemann stated that while there is no UNC's specific policy, this is one of the topics in our strategic planning process-to develop an IP process that we can use school-wide and department-wide.

### **Other Business**

No other business.

### **Move to Closed Session**

Jim DeCristo asked that Jonas Silver and Gary Davis be permitted to join closed session. Greer Cawood called to move into Closed Session and Michael Tiemann approved the motion, Rob King seconded.

### **Open Session**

Michael Tiemann asked Advancement Committee members to look over the FY2015 Key Events document in their packets. The next Board of Trustees meeting will be February 12-13, 2015.

### **Adjourn Meeting**

Rob King made a motion to adjourn, Greer Cawood seconded. The meeting was adjourned at approximately 10:45 a.m.

Respectfully submitted by Jim DeCristo, Interim Chief Advancement Officer.