

April 27, 2023
University of North Carolina School of the Arts
Semans Arts & Administration Building (SAAB), Room 306
Winston-Salem, North Carolina

COMMITTEE MEMBERS:

David Broughton, Foundation Board Liaison
*Greer Cawood
*Skip Dunn
*Rhoda Griffis
Clare Jordan, Board of Visitors Liaison
Tom Kenan
*Mark Land (ex-officio)
*Kyle Petty, Advancement Committee Chair
*Ralph Womble
**--Denotes voting members*

COMMITTEE STAFF:

Amanda Balwah, Associate Vice Chancellor for Institutional Integrity & Secretary of the University
Kevin Bitterman, Executive Director, Thomas S. Kenan Institute for the Arts
Jim DeCristo, Vice Chancellor for Economic Development & Chief of Staff
Lissy Garrison, Vice Chancellor for Advancement
David Harrison, Vice Chancellor for Institutional Integrity & General Counsel
Cindy Liberty, Executive Director, UNCSA Foundation
Rich Whittington, Associate Vice Chancellor for Advancement
Tanya Dunlap, Executive Assistant to the VCA & AVCA
Kait Dorsky, Faculty Council Representative
Latonya Wright, Staff Council Representative

AGENDA

OPEN SESSION

1. Call to Order and Confirm Quorum Kyle Petty
2. Approval of Minutes from the meetings of December 1, 2022, and February 23, 2023 Kyle Petty
3. Advancement Committee Report
 - a. Advancement Report Lissy Garrison
 - b. UNCSA Foundation Board Report Cindy Liberty
 - c. Thomas S. Kenan Institute for the Arts Report Kevin Bitterman
 - d. Strategic Communications Report Claire Machamer
4. Other Business Kyle Petty
5. Adjourn Kyle Petty

OPEN SESSION MINUTES

February 23, 2023

Virtual

10:30 a.m.

COMMITTEE TRUSTEES PRESENT

Tom Kenan, Mark Land, Kyle Petty, and Ralph Womble

COMMITTEE TRUSTEES ABSENT

E. Greer Cawood, Skip Dunn, Rhoda Griffis

COMMITTEE STAFF PRESENT

Amanda Balwah, Kevin Bitterman, Kait Dorsky (*Faculty Council Rep*), Tanya Dunlap, Lissy Garrison, David Harrison, Cindy Liberty, Latonya Wright (*Staff Council Rep*)

OTHERS PRESENT

John Bowhers, David Broughton (*Liaison to the Foundation Board*), Steve Cochrane, Sarah Cominsky, Sarah Kelly, Crystal Jester, Katherine Johnson, Clare Jordan (*Liaison to the Board of Visitors*), Claire Machamer, Provost Patrick Sims, Liza Vest, Shannon Wright, and Tim Young

CONVENE MEETING

Committee Chair Kyle Petty, convened the February 23, 2023, Advancement Committee Meeting at 10:31 a.m.

CONFIRMATION OF QUORUM

Kyle Petty confirmed the committee meeting did not have a quorum.

APPROVAL OF MINUTES

Kyle Petty confirmed a quorum was not present. Approval of the minutes for December 1, 2022, will be tabled until the April 2023 meeting.

Kyle Petty introduced the Vice Chancellor for Advancement, Lissy Garrison.

ADVANCEMENT REPORT

Vice Chancellor for Advancement Lissy Garrison provided the Advancement Report

• **Review of Four Key Areas**

- Fundraising
- Events
- Organization/People
- Philanthropic Priorities

• **Fundraising**

- As of the end of January, we have already raised 90% of our fundraising goal – that is over \$7.6 Million on a goal of \$8.5 Million.
- This number includes the recently announced gift of \$2.3 Million from the Kenan Charitable Trust to support Posse scholarships.
- Looking ahead to the end of the fiscal year, we project raising a total of \$9.5 Million, or 112% of goal; making this potentially our best fundraising year since 2020.
- Due to a strategic focus on planned giving this year; the percentage of planned gifts has grown from only 5% last year to 23% so far this year. This now puts us squarely in the UNC System's target zone of having 20-30% of all donations coming from planned gifts.

○ **Day of Giving**

- Day of Giving will be held on Thursday, April 27.
- This year's event will be aligned with the anniversary of the original "Dialing for Dollars" campaign held back in April of 1964 – this was the grassroots campaign that raised the money to establish UNCSCA in Winston-Salem.
- We are reminded that this is a very important source of funds, not only for our unrestricted Annual Fund, but also for our schools and campus departments, and it's a great way for us to find new donors.

○ **Support from the Board of Trustees**

- Support from the board in two ways.
 1. Seeking matching gifts starting at \$1,000 to help encourage gifts on the Day of Giving – you can choose any school or project. We already have one matching gift of \$25K, and we're looking for many more at any level of \$1,000+.
 2. The board challenges the Foundation Board, the Board of Visitors, and the Board of Trustees; to see which board has the highest participation rate on the Day of Giving. We know that the Foundation Board has an unbroken record; can we change that this year!

• **Events**

- UNCSCA in New York City on April 13-17, 2023
- New York Leadership Weekend
 - Includes Board of Visitors' National Meeting
 - Student Showcases from three schools
 - Alumni panel, media opportunities, and more

• **Organization and People**

- Departures
 - Amy Werner, Alumni Engagement, last day on 11/27/2023

- **Philanthropic Priorities**

- In addition to scholarships and faculty support, efforts are underway to develop both campus-wide and unit-specific priorities, which will be key to enabling future transformational gifts.

Foundation Executive Director Cindy Liberty provided the Foundation Report

UNCSA FOUNDATION REPORT

Foundation Board

- Expecting to see the endowment distribution to continue to grow on trend.
- Significant increase in dividends due to their relation to the CPI, even though the endowment fund dropped due to changes in the market.
- Very encouraging to see how much more we have been able to distribute in scholarships thanks to the new policies instituted in 2016.
- The UNC system shared a report for the total endowment to student ratio for all schools. It's no surprise that UNC Chapel Hill is the highest, but UNCSA is second, and well above the rest of the other institutions listed.

Semans Art Fund Board

- Semans Art Fund (SAF) will accept student grants until February 24th. The SAF board will meet on March 31st to review the grant applications and determine awards for the upcoming summer.

Executive Director for the Thomas S. Kenan Institute for the Arts Kevin Bitterman provided the TSKIA report

THOMAS S. KENAN INSTITUTE FOR THE ARTS (TSKIA) REPORT

1. Institutional Development – which includes a strategic planning process facilitated by 8 Bridges Workshop to enhance the efficiency and effectiveness of programs and operations led by the Kenan Institute for the Arts.
 2. Networks & Knowledge Building – which includes programs and activities that promote thought leadership and partnerships with the larger cultural ecosystem.
- The strategic planning process is central to Institutional Development and will take place in four phases between now and June 2023. The team visited Winston-Salem in January for a three-day working session with members of UNCSA and other external stakeholders. They will return to campus March 15 – 17 for PHASE II to begin the IDEATION & ENGAGEMENT process.
 - Networks & Knowledge Building, the Institute is piloting a new “*Dialogue Series*” to be developed in partnership with UNCSA and Deans of each School to welcome nationally recognized artists and alumni into dialogue and creative process with UNCSA and the local community.
 - Also, last fall, the Thomas S. Kenan Institute for the Arts introduced UNCSA to the nationally respected Mindfulness Collaboratory at PRATT Institute. This 12-month cohort-based training program is designed for university leaders, faculty, and artists, to reimagine the creative sector by using contemplative practices, mindfulness, and creative self-care for their personal, artistic, and institutional development.

Vice Chancellor for Strategic Communications Claire Machamer gave the Strategic Communications Report.

STRATEGIC COMMUNICATIONS REPORT

Nutcracker

- The Nutcracker performance and ticket sales for 2022 was a great success.
- Over \$497,000 generated in ticket sales, with 9,094 tickets sold
- \$50,000 in total sponsorships with Mercedes of Winston-Salem as the presenting sponsor at \$25K.

Marketing

- Great work continues for the “*Rise to Greatness*” campaign.
 - Development and preparation in collaboration with the Simpson Scarborough agency.
 - The campaign launched the first week of February with outdoor and digital; campus signage, and print materials.
 - The campus will see additional brand awareness to roll out throughout the spring semester.
- Introduced High School Choice postcard campaign.
 - Approximately 10K postcards were mailed to the addresses of families within the Winston-Salem area.
 - This campaign heralded the academic benefits of the UNCSEA High School program, free tuition for NC residents and the newly developed, *NC Tuition Grant Program*, offering full tuition grants to graduates who attend one of the 16 constituent UNC System institutions.
 - In January, the marketing team continued the promotion online with a paid social marketing component (Facebook and Instagram) to students and parents in the region.

OTHER BUSINESS

Committee Chair Kyle Petty asked if there was any other business for this group. There were no further comments.

ADJOURN

The meeting was adjourned by Committee Chair Kyle Petty at 11:53 a.m. A quorum was not present for a motion.

OPEN SESSION MINUTES

December 1, 2022

SAAB 306

10:30 a.m.

COMMITTEE TRUSTEES PRESENT

Rhoda Griffis, Mark Land (*Ex-officio*), Kyle Petty, Skip Dunn

COMMITTEE TRUSTEES ABSENT

Greer Cawood, Tom Kenan, Ralph Womble

COMMITTEE STAFF PRESENT

David Broughton (*Liaison to the Foundation Board*), Clare Jordan (*Liaison to the Board of Visitors*), Amanda Balwah, Kevin Bitterman, Jim DeCristo, Kait Dorsky (*Faculty Council Rep*), Tanya Dunlap, Lissy Garrison, David Harrison, Cindy Liberty, Claire Machamer, Rich Whittington, Latonya Wright (*Staff Council Rep*)

COMMITTEE STAFF ABSENT

All members present

OTHERS PRESENT

Travis Andrews, Jeffrey Bullock, Wendy Emerson, Sara Emery, Patrice Goldman, Lynda Lotich, Angela Mahoney, Provost Patrick Sims, Anne Watkins, Amy Werner, Rachel Williams, Shannon Wright

CONVENE MEETING

Committee Chair Kyle Petty, convened the December 1, 2022, Advancement Committee Meeting at 10:30 a.m.

CONFIRMATION OF QUORUM

Kyle Petty confirmed the committee had reached a quorum.

APPROVAL OF MINUTES

Kyle Petty asked the committee members to review the minutes from the September 29, 2022 meeting. He then called for a motion to approve the minutes as presented.

MOTION: Kyle Petty moved to approve the minutes from the September 29 meeting, Mark Land made the motion to approve the minutes. Jeffrey Bullock second. The minutes were unanimously approved.

Kyle Petty introduced Vice Chancellor for Advancement Lissy Garrison.

ADVANCEMENT REPORT

Vice Chancellor for Advancement Lissy Garrison provided the Advancement Report.

Vice Chancellor Lissy Garrison shared a Review of the Advancement Strategic Framework.

Review of Strategic Framework

- First three areas – focus is directly related to core work
 - Fundraising
 - Pipeline
 - Alumni Engagement
- Next two areas – related to core work
 - Events
 - Stewardship
- Final three areas – related to our infrastructure
 - Organization/People
 - EDIB
 - Philanthropic Priorities

- **Fundraising**
 - Update for our fundraising progress to date vs our goal of \$8.5M.
 - Currently, we do not have an automated real-time recording. We are working to improve this process, but for now, reporting can be up to a month behind.
 - Looking at progress from July through October; we are at about 16% of goal.
 - we are seeing continued strength in principal gifts (consistent with our historical fundraising trends) and continue to see growth opportunities in major gifts.
 - Actuals year-to-date plus forecast in the current pipeline indicates FY23 projection of \$7.8M. We are working to increase this number to achieve our \$8.5M goal.

- **Pipeline**
 - Excited to report that we have turned on some taps for new prospects via parent philanthropy and gift planning.
 - Shannon Wright is the lead with the Inaugural Parent Philanthropy Program. During Leadership Weekend we hosted a parent luncheon and meeting on campus.
 - We have launched a new gift planning section of our website, which has generated leads for two seven-figure gifts that will soon close.
 - Additional sources for building pipeline are related to partnerships:
 - Academic Partners - Provosts and Deans
 - Quarterly Meetings with each Dean
 - Advancement, Provost, and several Deans are scheduled to attend the CASE Conference for Academic Leaders in Miami, FL on January 17 – 20, 2023
 - Working with Boards to look for referrals with new prospects who could lead to philanthropic relationships
 - Introducing Fundraiser metrics; building capacity and best practices to the work of advancement

- **Alumni Engagement**
 - Many reasons to have a deeper focus on alumni engagement.
 - Building a pipeline toward eventual fundraising opportunities
 - Develop a reputation for the university, recruitment
 - Networking and for the support of our graduates
 - This year we have expanded our alumni engagement activities, including:
 - Homecoming (will now be an annual tradition each fall)
 - NYC – met alumni in a group and individual meetings
 - On-line platform UNCSEA Connects

- Virtual Townhalls and a much larger event in NYC are scheduled for 2023

- **Events**

- We are leveraging events to invite new participants and cultivate new relationships.
- We have implemented new levels of tracking and recording event outcomes, including both qualitative and quantitative measures.

- **Leadership Weekend**

- We brought together our reactivated Board of Visitors with volunteer leadership from across the university for an inaugural leadership weekend on campus.
- Clare Jordan, New Chair for the Board of Visitors (BOV) and Liaison for the BOT spoke about the BOV.
 - Board is reactivated and developing a redesign focusing on national advocacy and including a strong focus on alumni connections.
 - First in-person meeting held in October, after not meeting for the past couple of years.
 - BOV spring meeting will take place on April 14 – 17 in NYC; Arts Day on April 18, and Fall meeting for 2023 will be held on campus.

- **Stewardship**

- Focus on thanking donors and demonstrating the impact of their giving.
- We have revamped our acknowledgement process to include more participation by deans and academic partners.
- Instituted “Impact Reporting” for overall and individual impact reports.
- Our Stewardship Portal continues to enable us to share and collect stories and connect stories with donors, and it is a great tool to use for sharing and creating impact stories

- **Organization and People**

- New Employees
 - Tanya Dunlap, Executive Assistant to VC /AVC on 10/3
 - Sarah Cominsky, Development Associate on 11/1
 - Sarah Kelly, Alumni Engagement Coordinator on 11/1
 - Ann Davis-Rowe, Foundation Executive Assistant on 11/1
- Departing
 - Jaclyn Day, Direction of Annual Giving, last day on 11/30

- **EDIB**

- Working on our efforts as a team to include appropriate statements in our search.
- Searches and hiring pools are diverse.
- Team training sessions held and another to be held in the spring.
- Looking for Philanthropic opportunities to support the EDIB initiatives on campus.
- 2+M proposal pending to support POSSE Scholarships; Diversity Merit Scholarships.
- We will soon be meeting with a group to discuss ways of engaging the community to participate in philanthropic opportunities across the campus.
- Continuous work with the committee for the search of the Inaugural Chief Diversity Officer.

• **Philanthropic Priorities**

- It is a commitment of the Chancellor and VC to have the university level philanthropic priorities identified and vetted to share at the next board meeting in March.
- Schools and units to have an outline to start FY24.

Foundation Executive Director Cindy Liberty provided the Foundation Report

UNCSA FOUNDATION REPORT

Foundation Board

- Endowment Reinvestment Policy was approved by the Foundation Board
- New policy to define what is “Anonymous.” In the policy, it defines different levels of anonymous. The policy has been approved by the Foundation Board
- Audit is completed and waiting on 990
- Mark Land asked about which funds will be affected by the reinvestment policy?
- Cindy stated the concern is that when a donor makes an original endowment agreement that may be limited to the number of students and the amount has grown over a long period of time. Due to the parameters, the university is unable to extend the benefits to additional students to use the funds. The new policy will allow reinvestment of the funds into the endowment.

Semans Art Fund Board

- Audit is complete and waiting on 990

Foundation Staff

- Fundraising registration extensions are completed and waiting for the 990
- Implementing new technology to streamline process. Testing new software over the next couple of months.

Executive Director for the Thomas S. Kenan Institute for the Arts Kevin Bitterman provided the TSKIA report

THOMAS S. KENAN INSTITUTE FOR THE ARTS (TSKIA) REPORT

Strategic Planning Update

Executive Director Kevin Bitterman announced that 8 Bridges Workshop was selected to partner with Thomas S. Kenan Institute for the Arts on its strategic planning process.

Based in St. Paul, MN, the firm has worked with many arts service organizations along with private and family foundations across the country on program design, strategy, evaluation, and field scan reports. They have also worked with several centers and institutes within colleges and universities - similar to how the Thomas S. Kenan Institute for the Arts is positioned at the intersection of UNCSA and the larger creative sector.

In many ways, 8 Bridges Workshop understands the ways in which cultural organizations are facing significant challenges and charting the way forward in our changing times. And, in the case of art schools and conservatories, they have a keen interest in how artmaking is undergoing shifts which require both the reexamination of curriculum and traditional ways of preparing students and artists for the future.

The Institute’s planning process will take place in four phases between now and May 2023. This schedule is focused on a 6–7-month process; 8 Bridges Workshop is aware of our need to consider emerging needs

across the creative sector, greater alignment with the UNCSEA Forward Strategic Plan and EDIB Framework, and current areas of inquiry for the Thomas S. Kenan Institute for the Arts. They also recognize how this is a moment to celebrate the contributions made by the Kenan Institute for the Arts over the last 30 years to support UNCSEA and the creative sector in the Southeast.

The 8 Bridges Workshop team will be on campus in early January for meetings with the campus and local community. Kenan Institute staff is in the process of finalizing the strategic planning task force and focus groups. We will also host several ideation sessions and incorporate data collected from the 2022-23 National SNAPP Survey to inform our approach for future grants, fellowships, support services, and strategic partnerships.

Vice Chancellor for Strategic Communications Claire Machamer gave the Strategic Communications Report.

STRATEGIC COMMUNICATIONS REPORT

Nutcracker

- Mercedes Benz of Winston-Salem and David Neill will be a presenting Sponsor.
- Across the board sponsorship total \$50K.
- 80% sold out at this date.
- \$450,000 raised in tickets sales, we will reach the goal of \$500K.
- Great media blitz about the program.

News and Features

- School of Drama ranked #4; incredible to be in the ranking with the top three drama schools in the nation.
- School of Filmmaking has been ranked in every publication in their industry and ranking for Film Scoring program received since the last meeting.
- Chancellor Cole named "A Power Player for the Triad Business Journal."
- Dean of Dance arranged a visit to have a conversation with Misty Copeland. The conversation was to speak about Black role models in ballet and what it's like to be a person of color in the industry. We were given permission to record and shared the conversation on our website and other social media platforms.
- This opportunity was great to share how our Deans are positioned in their industry and the talent that we can bring to campus.

Marketing

- Work on the branding campaign continues with SimpsonScarborough.
- Totally new look for the university and influencing all advertising content.
- Team is working to complete and share updates in January 2023.
- No longer look of black and white photography and the Power and Creativity campaign.
- New features to include full vibrant colors, going toward a totally different direction.

Updates

- The implementation process for "Pathify" continues with Strategic Communications, Student Affairs, and Information Technology.
- This is a one-stop shop giving access to see classes, grades, and financial obligations. Using desktop and mobile devices.
- Early phase will start with our students. Rollout for faculty and staff planned for a later date.
- Software is also used by other universities in the UNC system.

New Employee

Natalie Shrader, Director of Digital Media

OTHER BUSINESS

Committee Chair Kyle Petty asked if there was any other business for this group. There were no further comments.

ADJOURN

Committee Chair Kyle Petty asked for a motion to adjourn at 11:15 a.m.

MOTION: Mark Land made motion to adjourn. Jeffrey Bullock second.

Meeting was adjourned at 11:15am.

ADVANCEMENT REPORT

Vice Chancellor for Advancement

We will continue to report progress to date in the context of our Advancement strategic framework, which includes the following:

- Core areas of Advancement – Fundraising; Pipeline development; Alumni Engagement
- Key work related to our core areas – Events; Stewardship
- Infrastructural areas – Organization and People; EDIB; Philanthropic Priorities

Fundraising

Year-to-date July 1, 2022 – March 31, 2023

	Goal	YTD	YTD %	# Gifts	Add'l Projected	Projected Total	Projected %
Principal Gifts \$1M+	\$3,800,000	\$4,132,211	109%	2	-	\$4,132,211	109%
Major Gifts \$25-999K	\$3,000,000	\$4,144,265	138%	28	\$1,418,750	\$5,563,015	185%
LAG \$1K - \$24,999	\$1,425,000	\$822,456	58%	251	\$50,000	\$872,456	61%
Annual <\$1K	\$275,000	\$129,635	47%	1167	\$75,000	\$204,635	74%
TOTAL	\$8,500,000	\$9,228,567	109%	1448	\$1,543,750	\$10,772,317	127%

- With eight months completed (67% of the year), we have raised \$9.2M vs a goal of \$8.5M (109% of goal). We project fundraising for FY23 to total approximately \$10.77M – or 127% of our stated goal.
- We have already exceeded our goals in principal gifts (\$1M+) and major gifts (\$25-999K). Notable gifts in these categories include a gift of \$2.2M to fund three years of scholarships for our Posse program, and eight new bequests, ranging in value from \$25-993K.
- We have booked eight new bequests this year, with face value of \$3,782,006 and discounted booked value of \$1,775,401 booked value. This represents 19% of total \$ YTD; 16% of projected total \$ in FY23.
- With Days of Giving around the corner (April 27-28), we expect to see significant growth in annual and leadership annual giving levels through the end of the fiscal year.

Leadership Annual & Family Giving

Family Giving

- Parent Leadership Circle members and prospects will be joining us in NY for UNCSA Leadership Weekend, April 13-17, with opportunities to attend performances, events, alumni panels, and engagement opportunities with UNCSA leadership. Additional invitations to student showcases and visits with Advancement/UNCSA Leadership have been extended to current and alumni parents within the area.

Giannini Society

- Giannini Society has 145 active memberships. Many previous Giannini members took advantage of the one-time \$1500 renewal opportunity prior to the end of the year, but those that didn't have renewed at the new \$2400 annual minimum (\$200/month) or higher.
- The Foundation Board Advancement Committee has committed to two Giannini goals: (1) 100% Foundation Board participation in Giannini and (2) targeted spring/summer Giannini acquisition effort.
- The Board of Visitors continues to push for 100% Giannini participation from members and new prospects.

Dean's Circles

- Advancement continues quarterly meetings with each of our Deans (Arts Schools, DLA, High School, Student Affairs, Academic Affairs, and the Library). Conversations are ongoing with each department to further cultivate new Dean's Circle prospects as well as to further engage current members. Two events have been executed/planned for each Dean's Circle this year – one as an exclusive event for members and another as a cultivation event.
- Additional cultivation opportunities (e.g., dinners, performances, rehearsals, film set visits, etc.) have been utilized this semester with small prospect groups to further engage with the deans in smaller settings.
- Each of the Deans have reached out to their Dean's Circle members requesting they serve as 'Challenge Donors' at a level of \$1,000 or more for our upcoming Days of Giving in late April. These Challenge Funds will be used as incentives during Days of Giving to 'unlock' additional dollars for each of the schools.

Annual Giving

- Our new Director of Annual Giving, Alyssa Cataldi, started on Monday, April 3rd. Alyssa comes to us from the UNC Nutrition Research Institute where she served as Donor Engagement Officer.
- **Days of Giving (our largest public-facing fundraising effort) will start on Thursday, April 27, at 12:01 a.m. and continue through 11:59 p.m. on Friday, April 28;** in homage to the original 48-hour 'Dialing for Dollars' Campaign. The "Dialing for Dollars" campaign was held 59 years; it secured \$850,000 and made Winston-Salem the home for the new NC School of the Arts.
- **New this year for Days of Giving** – we will feature 30 projects representing all arts schools, high school, division of liberal arts, academic affairs, student affairs, and libraries, as well as our unrestricted annual fund. We have also put a big focus on generating matching challenges for each area and have already secured \$47,500 in challenge gifts from 17 unique donors. Another \$3,500 will be unlocked if the Advancement committee of the Foundation Board reaches 100% participation, and additional challenge gifts in the works could bring our challenge total to over \$80,000 this year.

Board of Visitors

- The Board of Visitors hosted their Spring meeting in NY during UNCSCA Leadership Weekend April 13-17, 2023. With the primary role of advocacy and support, new member prospects will be focused on increasing visibility for UNCSCA, identifying and cultivating support, building awareness of the arts, and further engaging our alumni network.
- New geographic goals for BOV membership include the following targets: 20% Winston-Salem/Triad, 30% greater NC (Asheville, Charlotte, Raleigh, Wilmington), and 50% national/international.

Pipeline Development

- An important priority this year is to start “turning on taps” of new sources of prospective donors. Two new programs are already showing results – a new focus on gift planning and a new website partnership have already generated a steady stream of leads, and our new Parent Philanthropy program is launched and already leading to Leadership Annual and Major Gifts (see section above).
- Another important source of lead generation will be partnerships with faculty and academic partners. To this end, Advancement has instituted quarterly meetings with the deans of all five arts schools, DLA and High School, the Vice Provosts for Student Affairs and Academic Affairs, and the head of Libraries. Frontline fundraisers are working with these partners to identify and create philanthropic strategies for new and lapsed prospects.

Alumni Engagement

NYC and Regional Alumni Events

- As part of our alumni engagement strategy, we’ve now hosted several small-scale regional meetups (Miami, Durham, and Chicago) with great success! These casual meetups provide intentional space for alumni to network with one another and with our staff and leadership. Post event reviews conclude that both alumni and staff leave these meetups feeling energized and excited about the amazing people connected to our school! We have plans to host similar meetups in Atlanta and LA in the coming months!
- Several NYC events this week revolve around alumni connections (including the ARRI tour, Camelot on Broadway, the NY Philharmonic and Lincoln Center party) and provide regionally specific programming that supports and engages our alums.

Oscar Connections

- The Academy Awards, better known as the Oscars, are regarded as the most prestigious and significant awards in the entertainment industry. With wins from the comedy-drama film "Everything Everywhere All at Once," psychological drama "The Whale" and German-language anti-war epic "All Quiet on the Western Front," the 2023 Academy Awards was a year of firsts and comebacks. And UNCSCA made a strong appearance in the night's award-winning films.
- UNCSCA Alums were well represented in the wig, makeup, costume, camera op, and sound departments for *Black Panther: Wakanda Forever*. "Black Panther: Wakanda Forever" was awarded Best Costume Design. The highly anticipated film premiered last year as a sequel to "Black Panther," which was the first Marvel film to have a Black director and predominantly Black cast.
- Alumni who worked on this film include:
 - **Chris Diamantides (B.F.A. '99)** : makeup artist
 - **George Augustus Lee (B.F.A. '86)**: set designer
 - **Samantha Kingsland (B.F.A. '13)**: additional stitcher
 - **Tyler Blythe (B.F.A. '11)**: sound mixer: second unit

- **Joseph Blankinship (B.F.A. '14)**: matrix head technician: second unit
- **Matthew Petrosky (B.F.A. '00)**: camera operator and Steadicam operator: second unit
- *Everything Everywhere All at Once* won 7 awards!
- Alumni who worked on this film include:
 - **Chris Diamantides (B.F.A. '99)** : makeup artist
 - **Timothy Eulich (B.F.A. '03)**: stunt coordinator (for this wildly action-packed film!)
 - **Alex Bickel (B.F.A. '04)**: colorist
 - **Sam Ogden (B.F.A. '11)**: set designer

Picklestock

- Picklestock is becoming UNCSCA's homecoming tradition. We are building campus-wide support for this annual event, which this year will be September 29 – October 1, 2023. The weekend will include multiple events including a cocktail hour, campus tours, campus-wide and interdepartmental participatory activities, a celebration of the Golden Pickles of 1973 and more!

Events

Recent Events

- **Chancellor's Circle Dinner:** March 30
 - **50** guests: **21** donors, **10** students, **19** faculty/staff
 - **Feedback:** Well executed, productive conversations, surprised guests to have dinner on stage, created excitement for Stevens Center renovation

Upcoming

- **FY24 Planning** underway
- **UNCSCA in New York** – Thursday, April 13 – Monday, April 17
 - **57** weekend long participants from boards, giving circles, faculty, and staff
 - **218** registrants for Sunday party at Lincoln Center including alumni, regional donors, boards, giving circles, faculty, and staff
 - Multi day NY showcase. Event for boards, local donors, regional donors, alumni, and prospects; \$500 ticket per person includes:
 - Thursday night Filmmaking reception
 - Friday donor dinner
 - *Camelot* at Lincoln Center Theater
 - Saturday 12:30 p.m. alumni panel discussion at 54 Below
 - Saturday PLUCK Dance showcase
 - Sunday 2 p.m. NY Philharmonic concert
 - Sunday 6 p.m. UNCSCA in New York party
 - Monday Drama Showcase
 - Available to all donors Giannini & up
- **3 remaining Dean's Circle Spring Events:**
 - Dance: Saturday, April 22
 - Film: Monday, April 24
 - Design & Production: Thursday, April 27

Other Events:

- Associates End of Year Reception, Thursday, May 18
- Encore Circle Planned Giving Info Session (cultivation), Thursday, May 25

Organization and People

Departures

- Zyon Perkins, Events Coordinator left UNCSA for the opportunity to become the Event Planner for the University of North Carolina at Chapel Hill Institute of Arts & Humanities! His last day was Tuesday, February 28, 2023.

New Hires

- Alyssa Cataldi joined the Advancement team as the Director of Annual Giving on Monday, April 3, 2023. Alyssa joins us from UNC Chapel Hill Nutrition Research Institute.

Open Searches

- Director of Alumni Engagement – Posting closed March 31, 2023. Applicant review is underway.

EDIB

- The Advancement division's strategic plan includes EDIB as a key strategic initiative, with goals for FY23 including the purposeful creation of an inclusive environment, engaging external partners and experts to develop best practices, and infusing EDIB in all processes.
- In the first semester of the year, the entire Advancement staff participated in a group EDIB training session led by Provost Patrick Simms, and team members have individually participated in over 50 EDIB-related webinars and online training opportunities so far this year.
- To build more diverse candidate pools for job searches, and to establish EDIB as a top priority during all recruitment efforts, Advancement added statements to all job descriptions and postings articulating the division's commitment to equity, diversity, inclusion, and belonging.
- Fundraising conversations and proposals for support of diversity-related initiatives continued throughout the fall semester. A working group of community donors and volunteers has been established to strategize fundraising and developing support for diversity initiatives at UNCSA.
- UNCSA is exploring participation in the Council for Advancement and Support of Education (CASE) new initiative to quantify progress in Advancement EDIB along a number of metrics.

Philanthropic Priorities

- We are working on establishing campus-wide philanthropic priorities with the chancellor.
- Scholarships will continue to be a top philanthropic priority for UNCSA. We are working together with Strategic Communications, Student Recruitment, Financial Aid, and the UNCSA Foundation to develop a cohesive best-practice strategy for scholarship structure, communications, and stewardship.
- We are working closely with the chancellor to develop strategies for lead philanthropic participation in the renovation and naming of the Stevens Center.
- We continue to work with the provost, deans, and vice provosts to continue this effort and establish unit-level philanthropic priorities that we can start promoting in FY24.

THOMAS S. KENAN INSTITUTE FOR THE ARTS

February 2023 REPORT to the UNCSA Board of Trustees

Below are selected programmatic updates organized by the Kenan Institute's areas of focus for 2022-2023.

Institutional Development

Strategic Planning with [8 Bridges Workshop](#) continues with the the pre-discovery and benchmarking phase completed, which included campus and virtual meetings with members of the UNCSA community and other external stakeholders. The ideation and engagement phase II has begun, which centers around the opportunities that the Kenan Institute is best positioned to address in its new strategic planning.

- Frameworks and models are being developed to set the vision and establish a strategic 5-year focus for the Kenan Institute
- Establish up to five strategic priorities for the next 3-5 years
- Identify key multi-year tactics needed to support each strategy
- Create a narrative vision statement for the Kenan Institute

Fellowships, Grants, and Awards

The Kenan Institute for the Arts awarded **Campus Development Grants** to UNCSA faculty to explore and implement ideas and projects that advance creative learning and engagement for students both on campus and in the broader creative sector.

- Yoon-Jung Bae is a winning team member for the Prague Quadrennial (PQ) US National Exhibit Design competition through the United States Institute for Theatre Technology (USITT). The grant will support her collaboration with curators from USITT to design an exhibition representing the range of performance design/scenography from the USA in Prague.
- Will Taylor will develop a body of work that documents the rural landscape and people of the Deep South, in collaboration with Dr. Allison Gilbert, Associate Professor in Psychiatry and Behavioral Sciences at Duke University,
- Bob Gosse is facilitating a student exchange program between the UNCSA School of Filmmaking and the Konrad Wolf Film School in Babelsberg, Germany.
- Jeff Hammer is producing "The Runt: Cutting Ankles with Wendi Ferguson" (working title), a feature documentary about a standup comedian who lives with a rare form of dwarfism.
- Cinematographer Amit Battacharya will tell a story of his own through the documentary film "The Idolmakers." The film will focus on the artists of Kumortuli, a traditional potters' quarter in northern Kolkata, West Bengal, India, that is renowned for its clay idols used for various festivals.
- Robert Young will use his grant to commission a new work and recording for soprano saxophone and piano by Tyson Davis, a UNCSA graduate. Inspired by his desire to promote the work of living Black composers, Prof. Young calls Davis a rising star in the next generation of composers.

STRATEGIC COMMUNICATIONS REPORT

- UNCSA costume program named among Top 10 in the nation for sixth consecutive year by The Hollywood Reporter (press release).

- **UNCSA reaches "dill" to add Pickleball as an intercollegiate sport in 2023, published April 1 (April Fools' Day)**
- The "Rise to Greatness" brand awareness campaign ran across outdoor (Feb. 2023), Social media (Feb. 1 - Mar. 31), Google Search (Feb. 1-Mar. 31), Google Display (Feb. 1-Mar. 31) and YouTube pre-roll (Feb. 1-Mar. 31).

FEATURES, PRESS RELEASES AND VIDEO

- Since the last board meeting, Strategic Communications has published 30 features, press releases and videos — supporting a **+4.1% YOY** (year-over-year) increase in unique pageviews in the news and features section.
- Stream now: 11 UNCSA alumni-powered films and series that showcase Black storytelling (feature).
- B. Afeni McNeely Cobham appointed first associate vice chancellor and vice provost for equity, diversity, inclusion and belonging at UNCSA (press release).
- UNCSA receives \$2.28M gift from William R. Kenan, Jr. Charitable Trust to support Posse Arts Scholarships (press release).
- UNCSA dance film premiere "Before we Go" explores life, the experiences and people who shape us (video).
- "The Nutcracker" to be presented at the Tanger Center in December 2023 (press release).
- Drama alumnus Jonathan Majors is everywhere, and he's just getting started (feature).
- School of Music alumna Joanna Gates wins Grammy Award (press release).
- UNCSA Visual Arts students win over two-dozen Mid-Carolina Scholastic Art Awards (press release).
- 14 UNCSA connections to the 2023 Super Bowl (feature).
- 14 UNCSA connections to 2023 Oscar-winning films (feature).
- Industry veteran Julie Taymor visits UNCSA to share life, work with students (feature).
- Alumnus Robert Franz named music director of the UNCSA Symphony Orchestra (press release).
- Stevens Center lobby to be reimaged as part of Phase 1 of comprehensive renovation (press release).

MEDIA RELATIONS

- Design & Production Costume Design was ranked in the **top 10 by The Hollywood Reporter.**
- UNCSA announced a **\$2.8 million gift to support the Posse Arts program;** media coverage of the gift was secured in national and local media outlets: WFDD, Musical America, The Violin Channel, Symphony (newsletter of the League of American Orchestras), Triad Business Journal, Winston-Salem Journal, BroadwayWorld, WXII, WUNC.
- UNCSA announced **B. Afeni McNeely Cobham** as first associate vice chancellor and vice provost for EDIB; media covered secured in national higher ed media outlets: Chronicle of Higher Education and the Journal of Blacks in Higher Education.
- UNCSA announced the **Tanger Center for the Performing Arts as "The Nutcracker" location** for 2023; media coverage secured in: Winston-Salem Journal, Fox8, WXII, WFMY, Yes! Weekly.
- UNCSA announced the **Stevens Center Phase 1 plans announcement** media secured in: Triad Business Journal and Winston-Salem Journal.
- Other **media coverage of note** included:
 - **Dance Data Project (DDP):** interview with Dean Endalyn T. Outlaw.
 - **Tamron Hall Show:** Former visiting faculty member Ashley Gates Jansen appeared with alumnus Jonathan Majors; also covered in Winston-Salem Journal.
 - **American Theatre Magazine:** "6 Theatre workers you should know," Design & Production faculty Eric Hart.
 - **The Violin Channel:** News about new viola faculty Jordan Bak.
 - **Dance Teacher:** "How to be a good reference for your students," Dance faculty Jared Redick.
 - **Pointe:** "Meet the 10 Americans going to the Prix de Laussane," Dance student Will Gyves.

- **BroadwayWorld:** UNCSA Summer Intensives Offer Conservatory-Level Training In Drama, Dance, Music, Filmmaking, Animation, Visual Arts, and More.
- **Triad Business Journal Education Guide:** Triad's public universities see advantages to UNC system's new funding model, interview with Jim DeCristo.
- **Winston-Salem Journal and WFMY:** Ukrainian filmmakers visit UNCSA.

MARKETING

- The "Rise to Greatness" brand awareness campaign ran across outdoor (Feb. 2023), Social media (Feb. 1 - Mar. 31), Google Search (Feb. 1-Mar. 31), Google Display (Feb. 1-Mar. 31) and YouTube pre-roll (Feb. 1-Mar. 31).
- Recruitment Marketing Leads: Mar. 1-31, paid marketing generated 286 leads across all schools **+410.7% YOY.**

DIGITAL MEDIA

Website Visitors: From Jan. 18-Mar. 20, uncsa.edu had 273,455 monthly users, **+18.9% YOY** (year-over-year) increase.

Site Acquisition by Channel:

- 14.7k users (**+8.5% YOY**) from **social media**.
- 93.2k users (**+45.6% YOY**) from **direct**.

INTERNAL COMMUNICATIONS

Pathify: We are preparing to launch Pathify for incoming students at the end of April and will be working to move My SA to Pathify over the summer to prepare the application for current students. After the full student rollout, the system will be activated for Faculty and Staff.

Messages from Chancellor Cole:

- 2/2/2023: [Announcing our new associate vice chancellor and vice provost for EDIB](#)
- 2/22/2023: [Acclaimed choreographer, director Camille A. Brown is University Commencement speaker](#)
- 2/24/2023: [Updates from the Board of Governors](#)
- 3/1/2023: [Attend our first budget information session](#)
- 3/2/2023: [Sharing difficult news](#)
- 3/8/2023: ["The Nutcracker" will be presented at the Tanger Center](#)
- 3/10/2023: [Trends in the Arts: Artist as change-maker](#)
- 3/14/2023: [Progress report: EDIB efforts at UNCSA](#)
- 3/16/2023: [Administrative Leadership Feedback Survey opens today](#)
- 3/21/2023: [Sharing the news about the loss of a faculty member](#)
- 3/23/2023: [Stevens Center update](#)

PERSONNEL

- **Sasha Hartzell** has accepted the position as Digital Content Producer. She will start on April 10.

LOOKING FORWARD

- Strategic Communications will complete the roll out of the new marketing campaign Rise to Greatness, the PBS NC Series "Breathtaking Performances" and the Pathify implementation and roll out to campus.