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

Thursday, September 26, 2013  
1:00-2:00  
Eisenberg Social Hall South  
Hanes Student Commons  
Open Session  
MINUTES

Members Present  
*Michael Tiemann, Chair  
*Claire Christopher  
*Don Flow  
*Greer Cawood  
Tom Kenan, Emeritus  
Phil Nelson  
Lynn Eisenberg, BOV Liaison  

Angela Tuttle, Foundation Liaison  
Justin Poindexter, Honorary Alumni  
Quin Gordon, Honorary Alumni  
Mark Benson, Kenan Institute Board

Administrators, Faculty, Staff Present:  
Chancellor James Moeser  
Mark Hough, Chief Advancement Officer  
George Burnette, Chief Operating Officer  
David Nelson, Provost  
Jim De Cristo, Director of External Affairs  
Marla Carpenter, Director of Communication & Marketing  
Paula Pressley, Development Director  
David English, Vice Provost, Dean of Academic Affairs  
Lisa Ransom, Major Gifts Officer  

Jose Pablo Salas Rojas, Executive Assistant to the CAO  
Carl Forsman, Dean of School of Drama  
Joan Roggenkamp, Executive Assistant to the COO  
Amanda Balwah, Assistant Secretary to the Board of Trustees  
Corey Madden, Executive Director of the Kenan Institute  
Jonas Silver, Alumni Director  
Patsy Seiler, Staff Council Representative  
Norman Coater, Faculty Council  
Will Taylor, Faculty Council

Members Absent:  
*Skip Dunn  
Michael Ryden, Foundation Representative
Convene Meeting and Opening Remarks
Chair Michael Tiemann convened the September 26, 2013, meeting of the Advancement Committee of the University of North Carolina School of the Arts Board of Trustees at approximately 1:00 pm. Interim Chancellor Dr. James Moeser gave some opening remarks.
- Highlighted the importance of the Advancement Committee in the development of the school
- Emphasized that UNCSA is a free standing institution, and only public conservatory of the country
- Recognized the mission and vision of the school and expressed appreciation for the state support that makes possible the four new buildings.
- The future of the school: enormously grateful for the private support; the Chancellor made a call to action to broaden the capacity which will increase individual, corporate support well as create entrepreneurial streams to strengthen the university.
- Embracing the challenge to prepare the path for the next chancellor to continue successfully.
- Building capacity in Advancement must be a priority for the Advancement Committee to begin preparing for a major Capital Campaign.
- Issues: General Assembly proposes a 12.3% increase on tuition for non-resident students, this must change because it would cripple the ability to compete with other conservatories.

Advancement News
Mr. Tiemann recognized the Advancement Office as having received the 2013 Council for Advancement and Support of Education (CASE) Educational Fundraising Award for Overall Improvement. Additionally, UNC recognized the Office of Advancement at UNCSA as the 3rd most efficient office in the system.

Development Report
Mr. Tiemann made a call to identify key roles and opportunities within the committee to be able to work better together as a team in events such as the 50th Anniversary celebration in the spring, as it is a tremendous platform to show the community the caliber of the university.

Mark Hough reported on updates from the Advancement Office:
- The goal for this year is $3.2M to the Foundation
- This year’s focus is to build the infrastructure that will allow UNCSA to prepare for a Capital Campaign. This budget does not include the additional capacity building goal for the next 3-4 years period
- The General Administration has provided half of the resources to hire a new staff member; moreover, General Administration is also providing opportunities to research capabilities, and a planned giving consultant. Despite major cuts in budget, UNCSA Administration was also able to allocate funding for an additional gift officer staff position. In order to make this sustainable, extra help from friends and supporters to the school is much needed. Adding gift officers will increase UNCSA’s capacity to increase fundraising goals.
- **Alumni:** A contribution from Tom Kenan allowed the Advancement Office to hire the first Alumni representatives in New York to help build relationships in the area as this city is a big hub for the school’s alumni. Two positions have been approved: Emily Simones-2007 B.F.A Drama, Development Field Officer. Payton Becker-2013 B.F.A Stage Management, Administrative Support. * hoping to replicate this in Los Angeles.
- **Partnerships:** Working with the Kenan Institute to develop strategic partnership opportunities.
- **Touring:** working to develop future opportunities to tour within the state, nationally, and internationally.
- **Staffing structure change:** Executive Producer brought into the Advancement Office which allows a more direct connection with the community through the Stevens Center, and the Subscription Series.
- **Stevens Center:** planning to utilize the Stevens Center as an earned income/contributed income venue that would help the University.
- **Deans’ Council:** Launching for each arts school.

Updates were given on upcoming events:
- **Watson Hall 10th Anniversary:** October 22, 2013
- **Hamlin Scholarship Fundraising event:** October 24, 2013
- **UNC-TV Dance Fantasies at 9:00pm on October 25, 2013**
- **Robert Lindgren Memorial:** October 27, 2013
- **BOV November 14,15, 2013**
- **Nutcracker Opening Night + Post Show Reception: Gillian Murphy and Gonzalo Garcia on December 13, 2013**
- **50th Anniversary Gala:** Monday May 5th, 2013
- **Sundance Film Festival in January, 2014**
- **NYC Trip on November 8, 9, 2013:** Manhattan Theatre Club, Jazz at Lincoln Center and ABT
- **BOV to Los Angeles in May**

A quorum was confirmed.

**Approve Minutes from May 2, 2013 meeting**
Michael Tiemann called for a motion to approve the minutes. Don Flow moved, Claire Christopher seconded. The minutes were approved as presented.

**Move to Close Session**
Claire Christopher called to move into Closed Session and Michael Tiemann approved the motion, Don Flow seconded.

**Adjourn Meeting**
The meeting was adjourned at approximately 2:05 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.