

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

Thursday, September 24, 2015

10:35-11:35 a.m.

Eisenberg Social Hall South-Hanes Student Commons

**Open Session
Minutes**

Trustees Present

*Greer Cawood
*Phillip Horne
*Justin Poindexter
*Mark Land
*Michael Tiemann, Chair
*Erna Womble
*Ralph Womble

Committee Members Absent

*Skip Dunn
Tom Kenan (Emeritus)
*Rob King (ex-officio)

****Denotes voting members***

Administrators, Liaisons, Faculty, Staff

Present

Amanda Balwah, Secretary to the University
Lindsay Bierman, Chancellor
George Burnette, Chief Operating Officer
Marla Carpenter, Director of Communications
Jim DeCristo, Chief of Staff
David English, Vice Provost & Dean of Academic
Affairs
David Harrison, General Counsel
Carin Ioannou, Senior Director of Business
Affairs
Katharine Laidlaw, Chief Marketing Officer
Cindy Liberty, Foundation Executive Director
Ed Lewis, Chief Advancement Officer

Claire Machamer, Executive Director of Digital
Media
Corey Madden, Kenan Institute Exec. Director
Savannah Stanbery, Executive Assistant to the
CAO/Development Associate
Judy Watson, Board of Visitors Liaison

John Coyne, Faculty Council Representative
Michael Rothkopf, Faculty Council
Representative
Lauren Whitaker, Staff Council Representative

John Hinton, Winston-Salem Journal

Convene Meeting and Opening Remarks

Chair Michael Tiemann convened the September 24, 2015, meeting of the Advancement Committee of the University of North Carolina School of the Arts Board of Trustees at approximately 10:37 a.m. Michael Tiemann charged the committee to reach out to reestablish/build relationships with the community and work to re-introduce UNCSEA to North Carolina.

Chancellor's Opening Remarks

Michael Tiemann introduced Chancellor Lindsay Bierman.

- The Board of Governors' meeting at UNCSEA on September 17-18, 2015 was successful. The focus now will be on following up with individual members.
- The Chancellor will share his Strategic Priorities to the Board of Trustees on 9/25/15.

- The Chancellor thanked Ed Lewis and Jim DeCristo for their hard work in fundraising in FY15 and as we move forward. Currently, we are not in a campaign, but we are in the process of rebuilding the Advancement effort to prepare for a future campaign.

Approve Minutes from April 30, 2015 Meeting

Michael Tiemann called for a motion to approve the minutes. Ralph Womble moved; Erna Womble seconded. The minutes were approved as presented.

Advancement Update

Financial Report

Michael Tiemann invited Ed Lewis, Chief Advancement Officer, to provide a financial report from the Advancement Office.

- FY15 fundraising surpassed all goals in unrestricted, temporarily restricted and permanently restricted.
- Last year UNCSA and the UNCSA Foundation received over \$7.2 million in gifts from private sources (non-state appropriated).
- Advancement focus/goals:
 - o Building a strong, high achieving fundraising team. There are 6 vacant positions, 3 of which are currently open.
 - o More strategic and data focused practice to help guide operations and fundraising efforts
 - o Reviewing and enhancing stewardship of our current and longtime donors.
 - o Last year the number of Advancement events was reduced by 45% to be more strategic and place a greater focus on fundraising and follow up. This will continue for FY16.
 - o NextNow is the annual scholarship fundraiser surrounding our featured production for this year, the School of Music's "Collage" concert.
 - This event will be on April 30th, 2016.
 - The goal for this year is to raise \$50,000.
 - o New York Giannini Society Trip is 10/8—10/11. It is part of our overall stewardship plan to steward current and cultivate new donors who give at that level and to encourage higher levels of giving.
 - 27 donors confirmed/ 33 total attendees
 - 50% of the donors- are first-time travelers with UNCSA
 - 4 are new to UNCSA and 2 are new Giannini Society Members
 - We've also invited donors who give \$1500+ who are not Giannini Society members. (Donors who give this amount to other areas at UNCSA, not specifically to the Annual Fund.)
 - o Picklestock Alumni event was successful and the first time alumni have invited University leadership. Chancellor Bierman spoke before the group.
- The recent Faculty Benefit Concert raised over \$7,000 for the Faculty Endowed Scholarship Fund. Last year Advancement worked with Michael Rothkopf to secure a \$25,000 matching gift. After the concert, Advancement mailed to over 750 alumni and we look forward to reaching the \$25,000 goal by the end of the fiscal year.

Foundation Board Update

- The Foundation and Advancement have been working closely to put the infrastructure in place to plan for a future campaign.
- Doug Henderson is the new Chair of the Advancement Committee.
 - Advancement Committee Goals
 - 100% member giving
 - Establish a Guest Artist Endowment
 - 1st Guest Artist Luncheon in February, 2015 raised \$4,088; donations surrounding the event amounted to over \$22,000 just shy of the \$30,000 goal.
 - The first \$5,000 went directly to spendable and \$18,000 toward the endowment.
 - This year there will be 2 Guests Artists Luncheons-one in the Fall and one in the Spring.
 - The next one will be on Wednesday, October 28th at Old Town Club. Dance alumnus Juel Lane, '02, will be the featured guest artist. Two sponsorships have been secured, totaling \$5,000
 - Bring new friends and faces to the School-provided ticket vouchers to members to help build pipeline of new patrons/donors
- Audit Committee: Clean audit
- Board Development Committee-New members this year include (The Board Orientation will be October 7):
 - Kay Donahue
 - Barry Eisenberg
 - David C. Hinton
 - Joia Johnson
 - Peter J. Juran
 - Stephen P. Karr
 - Pete Richter
 - John D. Wigodsky
- Michael Tiemann is the new Board of Trustee liaison to the Foundation Board.
- The FY15 financial report is unique this year. Advancement and the Foundation worked to capture what is privately fundraised on the School side and combined it donations received through the Foundation. This allows us to see a more complete fundraising picture.
- Advancement Successes:
 - For every \$1 raised we earned almost \$5
 - Alumni Participation/Giving surpassed the 3% goal set forth for the School by UNC General Administration, we achieved 3.59% (the FY16 goal)
 - Combined endowment current market value: over \$52,000,000
 - FY14 and FY15 had a 51.9% first time donor retention rate. This is well above the national average.
 - \$600,000 was raised in FY15 for scholarships from *Guys and Dolls* and the *Nutcracker*
- FY16, we are ahead of where we were last year but a little behind goal. We typically pick that up once the Fall Appeal goes out.

- The Foundation has fully implemented a P-Card system and BoardMax software for managing the Foundation Board.

UNCSA Board of Visitors Advancement Committee Report

- New board members for 2015.
 - Mr. Robert M. Beseda
 - Mr. and Mrs. F. Hudnall Christopher, Jr.
 - Mr. Paul Fulton and Mrs. Nan V. Crawford
 - Mr. and Mrs. John W. Davis, III (switched active member to affiliate)
 - Mr. Peter S. Hedges, '84 and Ms. Susan Bruce
 - Mrs. Mattie M. Rhodes, '69 and Mr. T. Milton Rhodes (switched active member to affiliate)
 - Mr. Howard Upchurch and Mr. John Hoemann
- The Board of Visitors held its first New Board Member Orientation this past May.
- The Fall Board of Visitors meeting is scheduled for September 24-25, 2015 on campus.

Communications and Marketing Updates

- The new website is on track to launch in November. Our new digital team has been working to create original content: stories, videos and photographs for this site.
- New website will be mobile friendly and vital to establish and promote our new brand
- Soon, you will see the launch of our rebranding materials in several locations including uncsaevents.com, Community Day, our e-commerce site, the performance calendar, the UNCSA Magazine, advertisements in magazines such as Our State, and more.
- The new logo fits within the larger rebranding and is versatile as it accents the ads or materials - let the images/messages be the prominent focus.
- Marketing recently hired Justin Lyons, Marketing Manager.

Thomas S. Kenan Institute for the Arts Update

- Their goal is to help create a sustainable creative community here in Winston Salem through innovative strategies and creative partnerships. The Thomas S. Kenan Institute for the Arts is striving to align themselves with partnerships that will increase their impact and funding. It is engaged in several projects such as EMC Arts Community Innovation Lab which will bring over \$200,000 into our community this year.
- Continuing to build upon their work with Penland School of Crafts and the fellowships TSKIA has helped to fund.
- Working with Advancement on the NEA Artworks grant and may provide a matching gift for the grant proposal.
- And many other projects that involve civic engagement in the arts as well as allow the Institute to be a partner in projects that work to promote the arts, help leverage this city as a center of creative economy.

Adjourn Meeting The meeting was adjourned at approximately 11:39 a.m.
Respectfully submitted by Ed Lewis, Chief Advancement Officer.