MEETING OF THE BOARD OF TRUSTEES
Advancement Committee

April 26, 2018
University of North Carolina School of the Arts
Hanes Student Commons, Eisenberg Social Hall North
Winston-Salem, North Carolina

COMMITTEE MEMBERS:
*Greer Cawood
*Skip Dunn
*Phillip Horne
Tom Kenan, Emeritus
*Michael Tiemann (ex-officio)
*Erna Womble
*Ralph Womble, Chair
*Anna Folwell
*--Denotes voting members

COMMITTEE STAFF:
Al Crawford, Alumni Representative
Jim DeCristo, Vice Chancellor for Economic Development & Chief of Staff
Edward Lewis, Vice Chancellor for Advancement
Cindy Liberty, Foundation Executive Director
Jim Martin, Foundation Board Liaison
Marissa McCullough, Staff Council Representative
Savannah Stanbery, Dev. Assoc. /Exec. Assistant to the VCA
Sue Henderson, Board of Visitors Liaison
Lauren Whitaker, Staff Council Representative

AGENDA

OPEN SESSION

1. Call to Order and Confirm Quorum .....................................................Ralph Womble
2. Approval of Minutes from the February 8, 2018 Meeting .................Ralph Womble
3. Advancement Update ...........................................................................Edward Lewis
   a. Day of Giving ...........................................................................Jaclyn Day
   b. Campaign ................................................................................Edward Lewis
   c. UNCSA Foundation Board ......................................................Cindy Liberty
   d. UNCSA Board of Visitors .........................................................Sue Henderson
4. Other Business ....................................................................................Ralph Womble
5. Adjourn ................................................................................................Ralph Womble
MEETING OF THE BOARD OF TRUSTEES
Advancement Committee

DRAFT OPEN MINUTES

February 8, 2018
University of North Carolina School of the Arts
Eisenberg Social Hall
Winston-Salem, North Carolina

TRUSTEES PRESENT
Greer Cawood, Phillip Horne, Tom Kenan, (Emeritus) [via phone], Michael Tiemann (ex officio), Erna Womble, Anna Folwell

TRUSTEES ABSENT
Skip Dunn, Ralph Womble (Chair)

COMMITTEE STAFF PRESENT
Al Crawford, Jim DeCristo, Martha Golden, Edward Lewis, Cindy Liberty, Jim Martin, Savannah Stanbery, Sue Henderson, Lauren Whitaker

OTHERS PRESENT
Lindsay Bierman, David English, David Harrison, Wiley Hausam, Charles Leffler, Corey Madden

CONVENE MEETING AND CONFIRM QUORUM
Greer Cawood convened the February 8, 2018 Advancement Committee Meeting at 11:02 a.m. in Ralph Womble’s absence. A quorum was confirmed.

APPROVAL OF MINUTES
Greer Cawood asked the committee members to review the minutes from the December 7, 2017 meeting. She then called for a motion to approve the minutes as presented.

MOTION: Michael Tiemann moved to approve the minutes from the December 7, 2017 meeting. Erna Womble seconded and the minutes were unanimously approved.

ADVANCEMENT UPDATE
Vice Chancellor for Advancement Ed Lewis provided the Advancement report.

• Note-The updated fundraising report does not include planned gifts or bequests.
• Unrestricted Revenue is tracking $26,000 behind projections for the end of January. The variance can largely be attributed to the transition in Annual Giving staffing. We’re planning
for another successful Day of Giving on April 5 along with an aggressive Annual Giving campaign that will close the fiscal year.

- Temporarily and Permanently Restricted Revenue are both tracking extremely well. Gifts from the Kenan Charitable Trust and the John Wesley and Anna Hodgin Hanes Foundation are included in the Temporarily Restricted numbers. We have also realized a Charitable Gift Annuity. Once that is finalized we'll be much closer to our $2 million permanently restricted goal.
  - Fundraising is also strong on the State-side. Temporarily Restricted funds on the State-side are just over $190,000 and include Gifts In Kind.
  - Permanently Restricted funds include Endowed Funds for Professorships. We have applied to the State for that match and will keep you informed of that progress.
- To date, the total raised in gifts and new pledges is over $8.5 million. This surpasses our FY18 Foundation Fundraising Budget Goal. Thank you to those of you who supported the School this fiscal year!

CAMPAIGN

- The Campaign Committee on Leadership (CCL), the preliminary Campaign Cabinet, reviewed more than 680 names over a series of meetings to help the Office of Advancement identify our potential top 100-150 donors. That information was put back into our database. We'll also begin using a new tool, ResearchPoint, to scan the top 500 names in order to conduct deeper research on these individuals.
- Ed Lewis and Katharine Laidlaw have been using all the Feasibility Study and CCL feedback and collaborating with Ologie to create the Campaign Case Statement. We hope to have a draft at the April Advancement Committee meeting.
- Chancellor Bierman announced that Charlie Lucas and Ralph Womble have agreed to serve as co-chairs of the Campaign Leadership Circle. A third leader is being considered as well.
- Chancellor Bierman and the Office of Advancement have several proposals in the works as well as bequests that will contribute significantly to the Campaign.
  - One seven figure bequest may be realized this fiscal year. This bequest was documented in December by former Senior Major Gifts Officer Ted Johnson.
- We are moving forward with a new study, working closely with the Boston Consulting Group, which will be the cornerstone of the 2025 Strategic Plan. The goal of this plan is to establish UNCSA as a hub for research and development in Entertainment Technology. Special thanks to Michael Tiemann ($50,000), Tom Kenan ($50,000), the Kenan Charitable Trust ($100,000) and President Margaret Spelling’s Strategic Initiatives Fund ($30,000) for their financial support to help make this study possible. $70,000 remains to be funded.

Staff

- Sr. Major Gift Officer Ted Johnson resigned effective December 31, 2017 due to health issues. We are grateful that in his year of service, Ted secured and moved forward almost $10 million in bequests for the Campaign.

Events

- The annual scholarship fundraiser, NextNow will be Saturday, April 28. Invitations will be mailed this month. UPDATE:
  - Sold 9 tables to date (from all sponsorship levels)
- Sold 48 tickets to date (from both ticket levels)
- Need to sell 4 more $5,000 tables and at least 38 more tickets (from the $200 ticket level)
- Thanks to the committee if you’ve already purchased tickets or a table. We hope that you’ll encourage others to do so.
- Our Associate Director of Conducting and Music Director of the UNCSA Symphony Orchestra Christopher James Lees is planning an exciting interactive arts experience at the soiree following the Stevens Center performance.

- The Giannini Society will enjoy a trip to Washington, D.C. May 12-15 full of interaction with our alumni. For more information, please see Chelsea Doerfer.
  - We’re also thrilled that we have a large number of alumni who have been nominated for Helen Hayes Awards. The Awards will happen on Monday, May 14.

**Alumni Relations**
- The Kenan Scholars Reunion has been postponed until the fall to better accommodate alumni schedules.
- Billy Magnussen, Drama, ’07, was on campus with his fellow Drama alumnus Shane Andries, ’07, to conduct a masterclass with students on how to audition on film, and to provide an exclusive advance screening of his new film *Game Night* with Jason Bateman, Rachel McAdams and Kyle Chandler. He also held a talk back after the screening for Drama students.

**UNCSA FOUNDATION BOARD**
*Foundation Executive Director Cindy Liberty provided the Foundation report.*
- Finance Committee – reviewed December financial statements as well as reviewed and approved the endowment distribution and spending policy.
  - This was modeled after UNC Chapel Hill’s, which we’ve been using for 4 years. It has leveled out the distribution.
  - The reinvested dividends will have a large distribution next year. The overall distribution will increase by approximately $89,000. $65,000 will be for scholarships.
- Executive Committee – reviewed and approved the charter for the Special Projects Ad Hoc Committee.
- Advancement Committee – the fall Guest Artist Luncheon Series event was successful, netting $11K. Planning for next year’s event will begin in March.
- Semans Art Fund is in the process of spring grants. The Foundation purchased Smartsheet software to streamline the process for the Fund. A record number of students applied and grants will be awarded March 26.
- The Foundation has made a verbal offer to a new Senior Accountant. She has verbally accepted and will start March 1st.
- Our endowment is currently at $42 million. If we achieve $50 million, then the fees we pay will drop by approximately $250,000.

**UNCSA BOARD OF VISITORS**
*Board of Visitors Chair Sue Henderson provided the Board of Visitors report.*
- The Nominating Committee has been working closely with the Office of Advancement to identify and recruit new board members. The board will vote on new members during the April 6 meeting.
• On January 12, the Board of Visitors met for a pre-show reception at UNCSA Jazz Ensemble performance. This served as an engagement opportunity for the board.
• Board of Visitors giving to date this fiscal year is at 97%.
  o 84% have given gifts of $1,500 or more.

OTHER BUSINESS  There was no other business reported.

ADJOURN
Greer Cawood called for a motion to adjourn.

MOTION:  Erna Womble moved to adjourn.  Michael Tiemann seconded. Meeting was adjourned at 11:39 a.m.
OFFICE OF ADVANCEMENT REPORT
April 26, 2018

- **Financial Report: FY18 Update** – *An update will be provided during the Advancement Committee Meeting.*
  - **(1) UNRESTRICTED**
    - **Annual Fund**
      - As of February 28, we have raised a total of $366,648.98 for the Annual Fund. We are down almost $34,000 from our prospective budget – January and February were slower months than anticipated.
      - We are assessing if the new tax law has anything to do with the lower annual giving levels over the last few months.
      - We should note that last year we received a surprise bequest of $74,000 which moved our numbers up significantly.
    - **The Spring Appeal** will be mailed in late April with a follow up mailing at the end of May.
      - These two direct mail pieces will go out to 22,000 individuals.
      - We will end the year with a final push in June to reach our annual giving goal.
      - We are grateful to all those who support us from the Giannini Society to the first-time donor. Thank you!
  - **Day of Giving**
    - Day of Giving 2018 is a major initiative for us. Our public goal for the day is 500 Annual Fund donors. If we reach our internal goal 650 donors, another gift will be unlocked. *Results will be shared during the meeting on April 28.*
    - Last year we increased our first time donors by 25 percent. It’s a great way to encourage alumni giving.

- **(2) TEMPORARILY and PERMANENTLY RESTRICTED** *An update will be provided during the Advancement Committee Meeting*

- **Comprehensive Campaign Update** *An update will be provided during the Advancement Committee Meeting*

- **Staffing**
  - Advancement has made a verbal offer to a Major Gift Officer candidate. The candidate has verbally accepted with a start date of May 1.

- **Events**
  - **NextNow is Saturday, April 28.** The evening begins with the School of Music’s “Fantastic Finale” Concert at the Stevens Center, then continues with an interactive cocktail soiree with students from all five arts schools.
This will be the most interactive experience we’ve produced to date, and is sure to be an incredible evening for UNCSA.

Thanks to the support of our generous sponsors and all our ticket buyers, NextNow will generate critical scholarship funds for UNCSA students.

  - An exciting, alumni-filled itinerary will bring attendees up and close personal with the wonderful work our alumni are doing in the nation’s capital.
  - A few highlights include an alumni brunch featuring five alumni, such as Ben Gunderson, ’09 (Broadway/National Tour of _Les Miserables_), an exclusive opportunity to tour and observe a rehearsal at the Washington Ballet (thanks to Associate Artistic Director Victor Barbee, ’70), a meet and greet with multiple Helen Hayes Award winner Colin Hovde, ’04 and other UNCSA alumni in Theatre Alliance’s performance of _Flood City_.
  - We will also have a luncheon in the Capitol Building arranged by Senator Burr.

- In March we held the Annual Scholarship Luncheon at Forsyth Country Club.
  - This location allowed us to include more than 200 scholarship donors and recipients, our largest attendance to date.
  - It was a heart-warming and inspirational event that included remarks from Design & Production senior Laura Scheving and a performance from Music seniors Delphine Skene and Emma Lin.

- **Alumni Relations**
  - The Drama seniors held their Los Angeles Showcase over Spring Break. Their New York showcases are April 16 & 17.
    - The Alumni Office will be hosting a meet and greet reception with them the evening of the 17th. If anyone will be in New York at that time and would like to attend, please let Amy Werner know.
  - Despite a major snowstorm in New York City, the fourth year contemporary dancers put on their showcase at Alvin Ailey studios to a good crowd over UNCSA’s spring break.
    - The Alumni office hosted a reception right after the performance.
  - Alumni will be the focus of the upcoming Giannini Society trip to Washington, DC in May. (See details above in the Events section.)
  - We have 11 alumni directly nominated for a Helen Hayes Award or connected to nominated productions. The winners will be announced on May 14.
  - We look forward to hosting the Class of 1968 for their Golden Pickle Reunion to celebrate 50 years since they received their diplomas.
    - They’ll be on campus during high school graduation and will be able to hear alumna Katreese Barnes (HS ’80) as the commencement speaker.
  - Alumni will be coming back on campus the weekend of August 23-26 for the 3rd all-alumni reunion known as Picklestock.
    - We’ll have more details on happenings as the reunion draws closer.
  - We hope you saw NBC’s live broadcast of _Jesus Christ Superstar_ on Easter Sunday evening.
    - We’re proud to say we had 9 alumni connected to the broadcast: Camille A. Brown (Dance ’01) choreographed the show, Juel Lane (Dance ’12) and Shelby Finnie (HS ’13) were dancers in the ensemble, Paul Tazewell (D&P
'86) designed the costumes. Ashley Rae Callahan (D&P ’12), Ashley Hughes (D&P ’14) and Kaylan Paisley (D&P ’08) were all part of the Hair department and Christina Grant (D&P ’04) and Amy Porter (D&P ’03) were part of the Makeup Department.

- Paul Tazwell (D&P ’86) has been nominated for an Olivier Award (London’s version of the Tony’s) for designing the costumes for Hamilton, and he will be back on campus in a few weeks as our college commencement speaker.
- Finally, we have one other Olivier Award nominee to mention- JT Rogers’ (Drama ’90) play Oslo about the negotiations that led to the Oslo Peace Accord (and which won the Tony for Best Play) is nominated for Best Play.

**UNCSA Foundation Board Report**

**Finance Committee**
- Meets on March 19th to review third quarter results and first draft of the FY 2019 budget.

**Advancement Committee Report**
- Received an update from Ed Lewis on the Comprehensive Campaign Fundraising and Timelines
- Discussed potential Guest Artists for 5th Guest Artist Luncheon (G.A.L.S.) event.
- Committee was charged with helping identify potential sponsorships for the luncheon.
- Committee was charged with helping to identify potential donors to complete the guest artist endowment goal.
- Board member participation is currently at 96% for the fiscal year and the total dollars giving has increased by 9% from the prior year.

**Special Projects Committee**
- Met in March with Chancellor Bierman and Chief of Staff to discuss priorities.

**Foundation Board**
- Accepted Special Projects Committee Charter.

**Semans Art Fund**
- Board Meeting on March 26th.

**Foundation Staff**
- Senior Accounting Position has been filled by Sarah Westwood. She started March 1st.

**UNCSA Board of Visitors Report**
- The Board of Visitors Spring meeting is April 5-6.
- The Nominating Committee agreed to a slate of nominees which will be presented and voted upon at the board meeting. The slate includes the following.
  - John Hoemann
  - Jerri Irby
  - Bev Jennings
  - Jean McLaughlin
  - T. Oliver Reid, ’93 (Tim)
- The board welcomes two new Members Emeriti, John Gates and J.D. Wilson.
- Robert Beseda has agreed to serve as the new Chair of the Alumni Relations Committee. His service will begin after the April board meeting.
- The giving of active Board of Visitors members is at 97% so far this fiscal year.
  - 94% have given gifts of $1,500 or more this fiscal year.
Day of Giving

Review the results/outcomes.........................................................................................Jaclyn Day

Summary: April 5 is our third-annual Day of Giving. It is a 24 hour participation challenge to encourage the UNCSA community to support the Annual Fund.

This day is extremely important – more people give to UNCSA on Day of Giving than any other day of the year. Last year, 25% of donors on Day of Giving were making their very first gift to the university.

Our goal for the day is 500 Annual Fund donors. If we reach 650 donors, another gift will be unlocked.

We have two participation challenges – a general participation challenge and one for each of the schools.

There is also a large social media component using the hashtag #UNCSAgives.

An update on the outcomes of the day will be provided during the Advancement Committee meeting.

Action: Informational purposes only.
## ADVANCEMENT INTERNAL REPORTING

### FY18 Year-to-Date Fundraising

### University of North Carolina School of the Arts Foundation

#### Unrestricted

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<th></th>
<th>Y-T-D Actual 3/31/18</th>
<th>Y-T-D Budget 3/31/18</th>
<th>Y-T-D Prior Year Actual 3/31/17</th>
<th>Variance from Budget</th>
<th>Variance from Prior Year</th>
<th>FY 2018 Budget</th>
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<td>Gifts and Grants</td>
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#### Temporarily Restricted

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<td>Current Scholarship Gifts</td>
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#### Permanently Restricted

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<th>Variance from Budget</th>
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<td>Current Endowment Gifts</td>
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<td>($192,125.19)</td>
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**UNAUDITED**
## ADVANCEMENT INTERNAL REPORTING
### FY18 Year-to-Date Fundraising

### University of North Carolina School of the Arts
#### Temporarily Restricted

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### University of North Carolina School of the Arts
#### Permanently Restricted

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<td>Current Endowment Gifts</td>
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### Thomas S. Kenan Institute for the Arts

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**UNAUDITED**
ADVANCEMENT INTERNAL REPORTING
FY18 Year-to-Date Fundraising

YEAR-TO-DATE REVENUE AS OF 03/31/18

- FY18 YTD ACTUAL
- FY17 YTD ACTUAL
- FY18 BUDGET GOAL

UNAUDITED
### Spring 2018 - Key Events*

**April 2018**

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<th>Event</th>
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<td>3</td>
<td>Associates Meeting</td>
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<td>5</td>
<td>Day of Giving</td>
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<td>5</td>
<td>Board of Visitors Reception</td>
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<td>6</td>
<td>Board of Visitors Spring Meeting</td>
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<td>12</td>
<td>Encore Circle Reception &amp; <em>Peter and the Starcatcher</em></td>
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<tr>
<td>15</td>
<td>Associates’ Salon@6</td>
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<tr>
<td>26-27</td>
<td>Board of Trustees Meeting</td>
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<td>27-28</td>
<td>Drama students perform with NC Symphony <em>Romeo &amp; Juliet</em>, Raleigh</td>
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<td>28</td>
<td>Beaux Arts Ball</td>
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<tr>
<td>28</td>
<td><strong>NextNow Scholarship Fundraiser</strong></td>
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**May 2018**

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<td>1</td>
<td>Associates Meeting</td>
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<tr>
<td>2</td>
<td>Reel Talks &amp; Alumni Reception, Los Angeles, CA</td>
</tr>
<tr>
<td>5</td>
<td>College Commencement</td>
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<tr>
<td>8</td>
<td><strong>Team NextNow Cocktails &amp; Conversation</strong></td>
</tr>
<tr>
<td>10-11</td>
<td>Thomas S. Kenan Institute for the Arts Board of Advisors Meeting</td>
</tr>
<tr>
<td>12-15</td>
<td>Giannini Society Trip to Washington, DC</td>
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<tr>
<td>13</td>
<td>Alumni Reception, Washington, DC</td>
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<tr>
<td>17-18</td>
<td>Class of 1968 Golden Pickles Weekend</td>
</tr>
<tr>
<td>17</td>
<td>Class of 1968 Reception</td>
</tr>
<tr>
<td>18</td>
<td>High School Graduation</td>
</tr>
<tr>
<td>21</td>
<td>Associates Wined Up Party</td>
</tr>
<tr>
<td>24-25</td>
<td>Board of Governors Meeting</td>
</tr>
</tbody>
</table>

**SUMMER**

**August 2018**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>Picklestock</td>
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</table>

*Items in bold indicate an Office of Advancement event.*