

September 24, 2020
10:30 a.m. – 11:10 a.m.
University of North Carolina School of the Arts
Virtual Meeting

COMMITTEE MEMBERS:

- *Greer Cawood
Al Crawford, Alumni Representative
- *Skip Dunn
- *Anna Folwell
Tom Kenan, Emeritus
- *Mark Land, Advancement Committee Chair
- *Kyle Petty
- *Michael Tiemann
- *Erna Womble
- *Ralph Womble (ex-officio)
- *--Denotes voting members

COMMITTEE STAFF:

Amanda Balwah, Secretary of the University Board of Trustees and Office of General Counsel
Jim DeCristo, Vice Chancellor for Economic Development & Chief of Staff
David Harrison, General Counsel
Edward Lewis, Vice Chancellor for Advancement
Cindy Liberty, Foundation Executive Director
Peter Juran, Foundation Board President
Quin Gordon, Faculty Council Representative
Savannah Stanbery, Dev. Assoc. /Exec. Assistant to the VCA
Anne Rainey Rokahr, Board of Visitors Liaison (*via phone*)
Victoria Scott, Staff Council Representative

AGENDA

OPEN SESSION

1. Call to Order and Confirm Quorum..... Mark Land
2. Approval of Minutes from the February 27, 2020 Meeting Mark Land
3. Advancement Report Ed Lewis
 - a. UNCSA Foundation Board..... Cindy Liberty
 - b. UNCSA Board of Visitors..... Anne Rainey Rokahr
4. Approval of MOU: Chancellor's Discretionary Fund Ed Lewis
5. Other Business Mark Land
6. Adjourn Mark Land

DRAFT OPEN MINUTES

February 27, 2020

University of North Carolina School of the Arts

Eisenberg Social Hall

Winston-Salem, North Carolina

TRUSTEES PRESENT

Anna Folwell, Phillip Horne, Mark Land (*Chair*), Michael Tiemann, Erna Womble (via phone), Ralph Womble (*Ex-officio*),

TRUSTEES ABSENT

Greer Cawood, Al Crawford (*Ex-officio*), Skip Dunn, Tom Kenan (*Emeritus*)

COMMITTEE STAFF PRESENT

Amanda Balwah, Jim DeCristo, David Harrison, Peter Juran (via phone), Edward Lewis, Cindy Liberty, Savannah Stanbery, Mike Wakeford (representing Lauren Vilchick)

OTHERS PRESENT

Hannah Callaway, Katherine Johnson, Claire Machamer, Corey Madden, Karin Peterson, Jackie Riffle, Michael Smith, Amy Werner, Rich Whittington

CONVENE MEETING AND CONFIRM QUORUM

Mark Land convened the February 27 Advancement Committee Meeting at 2:28 p.m.

APPROVAL OF MINUTES

Mark Land asked the committee members to review the minutes from the December 5, 2019 meeting. He then called for a motion to approve the minutes as presented.

MOTION: Ralph Womble moved to approve the minutes from the December 5, 2019 meeting. Anna Folwell seconded and the minutes were unanimously approved.

ADVANCEMENT UPDATE

Vice Chancellor for Advancement Ed Lewis provided the Advancement Update.

Fundraising Report

- Annual Giving (Unrestricted Revenue) is ahead of budget projections, due in part to Campaign giving. We are already close to our goal of \$590,000 for FY20. We are currently at \$542,090.41.
- Temporarily Restricted Revenue is on track to meet its goal.
- Permanently Restricted Revenue is slightly behind budget projections from where we were this time last year. We anticipate meeting this goal.
- As a reminder, these figures include cash and pledges, no bequests.
- On the State side, we are tracking well.
- Overall FY20 Fundraising Goal
 - As of January 31, we have exceeded our \$5.8 million goal by over \$920,000.

Comprehensive Campaign

- NYC Campaign Launch event was January 19, 2020. There were 182 attendees and we announced a \$2 Million bequest from an Anonymous School of Music Alumnus.
 - Alumni Giving to date exceeds \$3 Million.

- Claire Machamer, Katherine Johnson and Hannah Callaway presented information on the press and social media that surrounded this event.
 - Advancement worked closely with Strategic Communication and an external PR firm to secure press for this event.
 - It was an opportunity to connect with NY and national press in person, make introductions and build connections.
 - We were able to secure interviews for the Deans and Brian Cole with press outlets:
 - Brian Cole – New York Times, Michael Cooper, classical music and dance reporter
 - Scott Zigler – “Backstage Live” interview, Backstage magazine
 - Susan Jaffe – Editors of Dance mag and Pointe mag; Pia Catton/Freelance dance writer
 - Tony Woodcock – Susan Elliott, Editor, Musical America.com
 - We invited a list of 200 media contacts in Music, Dance, Drama, General Arts & Culture. We had several attend. Some of these include:
 - Jeff Lunden, NPR culture/music/theater stories (*All Things Considered, Morning Edition*)
 - Jane Levere, Freelance for *Washington Post*, *Forbes.com*
 - Harvey Sachs, music writer/historian; freelance for *New York Times*, *Wall Street Journal*
 - Local Press announcing the \$2 Million Anonymous Alumni Gift:
 - Winston-Salem Journal
 - Triad Business Journal
 - Spectrum TV News (interview with Brian Cole)
 - WXII
 - We amplified our message through a Social Media strategy via various platforms including Instagram, Facebook, Twitter and LinkedIn.
 - The focus audience was alumni, donors and guests.
 - To see all Campaign-related social media on Instagram, Hannah Callaway created a Highlight called Campaign. (Instagram is our largest and fastest growing account.)
 - Hannah also engaged with other guests’ posts on Social Media. We track these organic conversations after events like this.
 - Next week, new campaign banners will be rolled out across campus.
- As of February 14, 2020, we have raised just over \$64 Million for the campaign!
 - The Campaign Leadership Circle met earlier in the week to discuss next steps concerning the goal. Further information will be provided soon.
- On February 12 Advancement and Foundation staff met with campaign counsel CapDev in a half day retreat to discuss strategies and out comes at this point in the public phase of the campaign to broaden our reach and build the base of new major gift donors for the next campaign.
 - This included analysis of our regional events in Charlotte and NY and future regional events in the Triangle, Western Carolina, Atlanta, NY and LA, as well as follow up in Charlotte and NY. This is the part of the campaign where there is even more increased activity of identification and cultivation of prospects; in addition to soliciting known prospects.
- We will collaborate with the School of Filmmaking on a campaign announcement in LA on Wednesday, May 13, 2020.
 - In the months prior to that, Advancement staff will be visiting the region to meet with alumni and donors to help recruit event attendance and identify potential alumni donors.

Events

- Looking ahead to next week, Interim Chancellor Cole will host the largest Chancellor’s Circle dinner to date, thanks to numerous campaign gifts that have been received. Thank you to all for your leadership support of UNCSA.
- We also look forward to hosting more than 200 donors and students for the Annual Scholarship Luncheon on March 25. Thanks to the Campaign, we have created 52 new scholarships.
- NextNow Scholarship Fundraiser is on April 25.

- You should receive your invitation shortly. Be sure to reserve your spot for this one-of-a-kind event highlighting UNCSCA's emerging artists and raising the much-needed scholarship support to recruit and retain outstanding students from North Carolina and beyond.

Staffing Update

- Major Gift and Planned Giving Officer Sharon Storm will retire on June 30, 2020.
 - A committee has been convened to begin the search for her successor. We anticipate filling the position by July 1, 2020.

UNCSA FOUNDATION BOARD

Foundation Executive Director Cindy Liberty provided the Foundation report.

- The Executive Committee met on December 12 to review and approve the Endowment Distribution calculation in order to have scholarship numbers to UNCSA prior to the holiday break.
- The Foundation Board will be rescheduled due to snow.
- This month we recognized the service of past and present Foundation Board members in a special reception with Interim Chancellor Cole at the Chancellor's Residence.
 - Approximately 50 attendees.
- The Board Development Committee is actively recruiting board members for open slots and upcoming board retirements.
- Advancement Committee Report
 - The fall 2019 Guest Artist Luncheon netted approximately \$12,000.
 - Balance to endowment goal of \$125,000 is approximately \$47,000.
 - Current fiscal year board member giving is at 93%. Total dollars given is 264% over last fiscal year.
- The Semans Art Fund is accepting student applications for grant awards. The board meets on April 3 to grant awards.

UNCSA BOARD OF VISITORS

Vice Chancellor for Advancement provided the Board of Visitors report.

- The spring Board Meeting will be April 15-16 and will focus on the Campaign pillars of Scholarships and Faculty Support.
- The board will also vote on a slate of 8 new board members. The Nominating Committee is working to recruit members that bring diversity in age, race, geography, profession, and gender, skills/knowledge that will positively impact the board, as well as the ability to give time, talent and treasure.

OTHER BUSINESS

No other business was reported.

ADJOURN

Mark Land made a motion to adjourn.

MOTION: Erna Womble seconded. Meeting was adjourned at 2:54 p.m.

ADVANCEMENT INTERNAL REPORTING

FY20 Year-to-Date Fundraising

University of North Carolina School of the Arts Foundation						
Unrestricted						
Y-T-D						
	Y-T-D Actual	Y-T-D	Prior Year	Variance	Variance from	FY 2021
	8/31/2020	Budget	Actual	From Budget	Prior Year	Budget
	8/31/2020	8/31/2020	8/31/2019			
Revenues						
Gifts and Grants	\$38,808.98	\$55,400.00	\$74,357.50	(\$16,591.02)	(\$35,548.52)	\$575,000.00
Miscellaneous income	\$104.00	\$0.00	\$0.00	\$104.00	\$104.00	\$0.00
Total Revenues	\$38,912.98	\$55,400.00	\$74,357.50	(\$16,487.02)	(\$35,444.52)	\$575,000.00

University of North Carolina School of the Arts Foundation						
Temporarily Restricted						
Y-T-D						
	Y-T-D Actual	Y-T-D	Prior Year	Variance	Variance from	FY 2021
	8/31/2020	Budget	Actual	From Budget	Prior Year	Budget
	8/31/2020	8/31/2020	8/31/2019		Actual	
Revenues						
Current Scholarship Gifts	\$93,209.00	\$155,833.32	\$44,378.50	(\$62,624.32)	\$48,830.50	\$980,000.00
Gifts and Grants	\$27,747.63	\$288,684.11	\$319,952.82	(\$260,936.48)	(\$292,205.19)	\$1,685,000.00
Miscellaneous income	\$5,295.00	\$0.00	\$1,421.00	\$5,295.00	\$3,874.00	\$95,000.00
Total Revenues	\$126,251.63	\$444,517.43	\$365,752.32	(\$318,265.80)	(\$239,500.69)	\$2,760,000.00

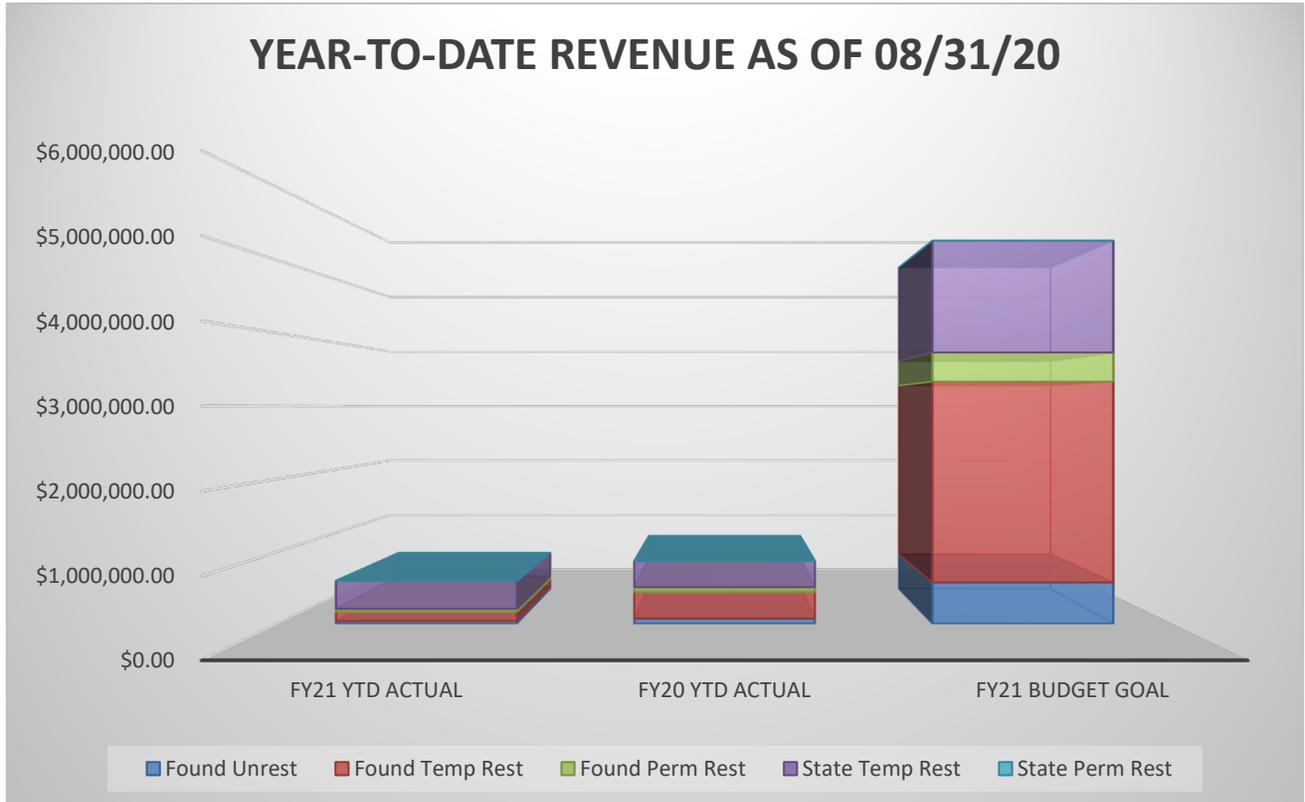
University of North Carolina School of the Arts Foundation						
Permanently Restricted						
Y-T-D						
	Y-T-D Actual	Y-T-D	Prior Year	Variance	Variance from	FY 2021
	8/31/2020	Budget	Actual	From Budget	Prior Year	Budget
	8/31/2020	8/31/2020	8/31/2019		Actual	
Revenues						
Current Endowment Gifts	\$43,425.00	\$50,000.00	\$70,381.26	(\$6,575.00)	(\$26,956.26)	\$400,000.00
Total Revenues	\$43,425.00	\$50,000.00	\$70,381.26	(\$6,575.00)	(\$26,956.26)	\$400,000.00

ADVANCEMENT INTERNAL REPORTING

FY20 Year-to-Date Fundraising

University of North Carolina School of the Arts						
Temporarily Restricted (Includes Thomas S. Kenan Institute for the Arts)						
	Y-T-D					
	Y-T-D Actual	Y-T-D Budget	Prior Year Actual	Variance	Variance from	FY 2021
	8/31/2020	8/31/2020	8/31/2019	From Budget	Prior Year Actual	Budget
Revenues						
Gifts and Grants	\$2,000.00	\$0.00	\$0.00	\$2,000.00	\$2,000.00	\$0.00
Gifts and Grants - Gifts in Kind	\$386,368.00	\$383,750.00	\$362,500.00	\$2,618.00	\$23,868.00	\$1,535,000.00
Miscellaneous income	\$0.00	\$0.00	\$622.51	\$0.00	(\$622.51)	\$0.00
Total Revenues	\$388,368.00	\$383,750.00	\$363,122.51	\$4,618.00	\$25,245.49	\$1,535,000.00

University of North Carolina School of the Arts						
Permanently Restricted						
	Y-T-D					
	Y-T-D Actual	Y-T-D Budget	Prior Year Actual	Variance	Variance from	FY 2021
	8/31/2020	8/31/2020	8/31/2019	From Budget	Prior Year Actual	Budget
Revenues						
Current Endowment Gifts	\$990.00	\$0.00	\$0.00	\$990.00	\$990.00	\$0.00
Total Revenues	\$990.00	\$0.00	\$0.00	\$990.00	\$990.00	\$0.00



Annual Giving

- Day of Giving 2020 this past June was a success, raising \$94,043 from 779 donations.
 - To enhance our event this year, we used a new online giving platform that provided real time results for the total raised and the school challenges.
 - This was our most successful Day of Giving event to date. Thank you to all who participated.
- We are preparing our first round of solicitations for the Annual Fund that will go out in late September/Early October.
 - We will leverage and send Strategic Communication's "UNCSA Together" video as an email solicitation, followed by a direct mail letter, and a second follow up email solicitation.
 - Everyone who donates during this cycle will receive a thank you video message from Chancellor Cole.
- The Giannini Advisory Committee is working with the Advancement team to create a virtual events calendar to engage Giannini Society donors. We plan to have our first virtual event this fall.

Comprehensive Campaign – *An update will be given during the committee meeting.*

- As of August 31, we have exceeded our published campaign goal raising \$66.8 million
- On August 26 the Campaign Leadership Circle met to discuss next steps concerning the goal, as well as fundraising strategies moving forward to meet continuing and emerging needs.
- The campaign is slated to end on June 30, 2021.

Staffing Update

- Debra Thompson, our Advancement Database Administrator will retire on September 30, 2020.
 - We thank Debra for her invaluable contributions to the Office of Advancement and wish her all the best in her retirement.
 - We anticipate having this position posted in the coming weeks.
- Major and Planned Giving Officer: The search was narrowed down to two finalists, however, neither of the candidates were chosen. We plan to restart the search and the position posting should be reposted soon.
- The Office of Advancement has hired John Bowhers, '12 as Events and Campaign Coordinator. John starts mid-September and is a 2012 alumnus of UNCSA's School of Design & Production in Scene Design.
 - He is an artist specializing in theatre design, graphic design, puppet arts, and custom fabrication. He served as Co-founder and Producing Director of Kaleideum's Peppercorn Theatre for ten years.

Events

- The majority of the Office of Advancement's events will be hosted digitally this year, however, this presents a lot of great opportunities for growth, innovation and engagement.
 - This spring and summer, the team participated in numerous online conferences and webinars to learn best practices for hosting digital/virtual events and we look forward to sharing these new experiences with you.
 - We also look forward to your feedback after participating in a digital/virtual event with us. This will be a learning opportunity for all and we will only get better at hosting these with your input.
- The main event for this semester will be a new take on 'opening night' for *The Nutcracker* on December 12.
 - We are producing a virtual event experience around *The Nutcracker* that will put you in the holiday spirit and keep the UNCSA tradition alive.
 - Interim Dean of Dance Jared Redick will provide a brief presentation tomorrow on this year's *The Nutcracker*.
- Chelsea Doerfer is on maternity leave and will be out until December.
 - Savannah Stanbery will be managing the events program with the help of the Events & Campaign Coordinator. Thank you Savannah!

Alumni Relations

- In June, the Alumni Office helped facilitate an online memorial service for Drama Dean Emeritus Gerald Freedman and Drama Faculty Emeritus Matt Bulluck, both of whom passed away in the spring.
 - More than 100 alumni and friends attended the memorial over Zoom, which featured music, videos and several speakers.
- The Alumni Office has been hosting regular Zoom happy hours with alumni from the first 10 years of UNCSA's existence.
 - Alumni have joined in from California, New York, North Carolina, Washington state, and even Canada and Belize.
- This fall, the alumni will be invited to a special digital experience with Chancellor Cole and Provost Sims.
 - This will give our alumni the opportunity to meet our new Chancellor and Provost.
 - They will also hear about Chancellor Cole's vision for UNCSA and about the protocols UNCSA is taking to continue to educate students during Covid-19.
- The Alumni Office is scheduling follow up alumni town hall type events with each of the Deans.
 - These digital events will give alumni a more in-depth look at how each arts school is innovating to keep students safe while still provide them with high-quality training.

UNCSA Foundation Board

- The Finance Committee met on September 1 to review FY 2020 results.
 - They approved changes to the Foundation Endowment Spending policy aligning our spending with other campuses in the UNC system.
- Audit Committee Report:
 - Met with the Auditors on August 27.
 - Unqualified opinion.
 - The Foundation engaged Smith Leonard as the audit firm again this year.
 - Working with tax auditors on gathering together information for the 990.
- Executive Committee met on September 3. They approved for the full board vote the new policy for the "Keep Me UNCSA" fund.
- Foundation Board meeting is September 17.
 - New Officers will be elected
 - John Wigodsky – President
 - David Broughton – Vice-President
 - Julie Williams – Assistant Treasurer (1-year term)
 - Four retiring board members
 - Nola Miller
 - Bill Watson
 - Wesley Davis
 - Doug Henderson
 - Six new board members
 - Chris Chapman
 - Shelley Holden
 - Wayne Morgan
 - Stacy Petronzio
 - Anne Sessions
 - Julie Williams
 - The Foundation Board will be full at 25 board members.
 - The meeting will discuss:
 - Approved FY2021 budget
 - Seed Funding for "Keep Me UNCSA" Fund - \$50,000
 - Seed Funding for "Technology Fund" - \$50,000
 - Advancement has secured donor matches for these funds.
- Advancement Committee Report

- There will not be a UNCOSA Foundation Guest Artist Luncheon this year.
- It would be difficult to do this event virtually.
- The focus this fall will be more on student needs, such as the “Keep me UNCOSA” and “Technology” fund.
- Semans Art Fund
 - The Semans Art Fund audit fieldwork is complete with an unqualified opinion, but it has not yet been issued.

UNCOSA Board of Visitors

- This fall, the UNCOSA Board of Visitors (BOV) welcomes our new Chair Anne Rainey Rokahr.
- The BOV also welcomed seven new board members on September 10, 2020 at their virtual new member orientation. New board members were mailed welcome packets which included UNCOSA branded items as well as materials to prepare for their orientation.
 - Kami Chavis
 - Matt Harris, '94
 - Joe Logan
 - Shreita Powers
 - Lee Thompson
 - K. Victoria (Vicki) Threlfall
 - Nancy Trovillion
- The fall board meeting is scheduled for October 8, 2020 and will focus on ways the BOV can remain connected and supportive of UNCOSA. They will also get a sneak preview of what this year's *The Nutcracker* might look like.

UNIVERSITY OF NORTH CAROLINA
SCHOOL OF THE ARTS

Chancellor's UNCOSA Foundation Discretionary Account and the
UNCOSA Foundation Advancement Division Operating Account

The UNCOSA Board of Trustees recognizes the need for the Chancellor and the Advancement Division to have access to foundation funds to be able to support the activities of their offices and of the school, as well as to be able to actively engage in donor cultivation, entertainment, media exposure and promotion, alumni activities, and fund raising activities. To be able to appropriately accomplish these goals, the Board of Trustees agrees that the types of expenditures outlined below are appropriate and proper. This list should not be viewed as all-inclusive or restricted to these items. It is also understood that appropriate documentation will accompany each request for reimbursement.

- Supplies, materials and equipment for the Chancellor's Office, the Development Office or the Chancellor's residence.
- The use of contract employees or specialty vendors to be able to accomplish the goals and objectives of either office.
- Expenses that provide direct support to any of the five arts schools, high school or undergraduate studies.
- Moving expenses for various senior officers or deans.
- Entertainment expenses associated with fund raising, direct donor cultivation, official UNCOSA activities, alumni activities and public relations. These would include, but are not restricted to, events for donors, prospective donors, alumni, public relation activities, Board of Trustee events, Board of Visitor events, UNC Board of Governors, events for elected officials, community service events, economic development events, performance events, etc.
- Spousal/Partner/Significant other travel when accompanying the Chancellor on official UNCOSA business.
- Food, lodging and/or travel for UNCOSA employees and nonemployees while participating in meetings or in the conduct of official UNCOSA business whether in town or out of town. This would include breakfast, lunch and dinner meetings that are held for the purposes of conducting official UNCOSA business.
- Travel activities for either office when state funds are not available or appropriate. This would include such travel as rental cars, air flight (first class, business class or coach) or other modes of transportation deemed necessary in the performance of the duties of either office.
- The purchase and serving of alcohol when appropriate.
- The purchase of tickets for theatrical and musical events.
- Membership dues to a designated country club, rotary club, fitness club, etc.

Ralph Womble
Chairman, UNCOSA Board of Trustees

Date

September 24, 2020

Fall 2020- Key Events*

September

10 **Board of Visitors New Member Orientation- Digital via Zoom**
15-16 Thomas S. Kenan Institute for the Arts Artivate Summit
16-17 Board of Governors Meeting
17 Foundation Board Meeting-Digital via Zoom
23 **Dance Dean's Council Event- Digital via Zoom**
24-25 Board of Trustees Meeting
30 **Alumni Virtual Event with the Chancellor and Provost via Zoom**

October

1 **Cocktails on the Terrace**
5 **Dance Alumni Virtual Event- Digital via Zoom**
6 **Music Dean's Council Event-Digital via Zoom**
7 **Music Alumni Virtual Event- Digital via Zoom**
8 **Board of Visitors Fall Meeting-Digital via Zoom**
14 **Film Alumni Virtual Event- Digital via Zoom**
17 **Cocktails on the Terrace**
21-22 Board of Governors Meeting
30 **Cocktails on the Terrace**

November

18-19 Board of Governors Meeting
19 Foundation Board Meeting-Digital via Zoom

December

3-4 Board of Trustees Meeting
11 Kenan Scholars Celebration
12 ***The Nutcracker* Opening Night Scholarship Gala - Digital**
17 Board of Governors Meeting
17-24 *The Nutcracker* available on demand

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